



WRITING A YEARBOOK COLOPHON

WHAT IS A COLOPHON [KOL-UH-FON]

A colophon is a statement, placed at the end of the yearbook, recording the names of the staff and printer, book specifications, size of the edition and other information about the production of the yearbook.

It can be as elaborate or simple as your want. It's important to include a colophon in your yearbook as a resource for future staffs.

Here are several examples you can use as guidelines for creating your own colophon. You do not have to follow them exactly as is. The words in blue should be changed to reflect your yearbook's specifications.

EXAMPLE 1

The **70th** edition of the **2013 El Lobo** was printed by Herff Jones, Inc. in **Logan, Utah**. The theme for the yearbook was **"70 years but who's counting."** **The theme represents Basic High School being not only the oldest high school in Henderson, Nevada, but one that is rich in tradition and history. From its original location in downtown Henderson to the Burkholder site to the current location on Palo Verde, students and staff are about community and pride.**

Our sales representative was **Carol Ryan (Basic alumna) and Landin Ryan (Basic alumnus.)** Our plant representative was **Robert Griffin**. Senior portraits were taken by **Mikel Conrad (Basic alumnus) from Mikel's Fine Art Photography Portrait Studio located in Henderson**. Underclass photographs were taken by **Bernhard and Williams Photography Studio located in Las Vegas**.

The cover is a **custom embossed silkscreen** with **two** applied paints and **silver foil**. **Brush grain** was added for effect. The cover was sketched by artist **Russ Chancellor** of the **Logan, Utah** creative services team at Herff Jones.

The book is a **9x12** format and is printed on **100# gloss** paper. **El Lobo** used **ten iMac** computers and **four Cannon** cameras. The **240** page book was designed in the **eDesign** online program. The font families used were **AHJ Garamond, AHJ Della Robia, AHJ Sans, AHJ Jessica and AHJ Verona**. There were **650** copies of the book produced at the **Logan** yearbook plant.

The cost of the book was **\$70 for early bird special** and then rose to **\$75 after November 1st** and **\$80 after April 1st**.

(Staff concluded colophon with thank you messages to a variety of people who helped them.)



EXAMPLE 2

The theme of the **49th** volume of *Skjöld, Your 24*, is a concept exploring the 24 hours in our day—and what we choose to do with them. Everyone is given the same number of hours, but what we accomplish in that time is what both unifies us and sets us apart from each other. The idea originated from work done by eighteen Skjöld staff members at the Gettysburg Yearbook Experience in July 2010, where our staff spent five days developing the theme, designing layouts, and writing the opening copy.

The **52** members of our staff met **7th and 8th** period, creating a **256**-page book printed on **100#** paper with a **four-color lithograph** cover. The **625** copies of *Your 24* were printed at the Herff Jones plant located at **525 Boyds School Road, Gettysburg, Pennsylvania, 17325**. Each book was sold for **\$70** through **January 20** and **\$80** thereafter. Additional funding of the *Skjöld* came through business and senior ads.

The staff worked through **six** deadlines from October to May, with the final deadline comprising our third annual **40**-page spring supplement. The staff used **25 Dell Optiplex 760 PCs running Windows XP and InDesign and Photoshop CS4** to produce spreads, which were uploaded via Herff Jones' **ePage** file management system. Staff photographers used a variety of **Canon DSLR** cameras for their work, including the **XTi, XSi, T1i, T2i and 5DII models with 580EXII and 430EXII speedlites**; they used lenses from **Sigma** and **Canon** both, including the **24-70 f/2.8 and 70-200 f/2.8, as well as 85 f/1.8 and 18-55 f/3.5-5.6 kit lenses**.

(The adviser and staff names/positions were listed separately from the colophon, but on the same spread. The staff also included “shout outs” to people who supported and helped them with production of the book.)

EXAMPLE 3

Highlights, Volume 32, was produced by **the yearbook staff at Hilltop High School in Matthews, NC** and was printed by Herff Jones, Inc. in **Charlotte, NC**. The account was serviced by representative **Terry Carson** and customer service adviser **Laurie Jones**. The cover was designed by **Molly Brown and Star Kendall** and incorporated **a three color design which was silkscreened and embossed onto the Vibra Tex Iridescent Wind color background**. Applied colors/foil included **23 Silver, 29 Peach, 11 Purple and F-25 Galaxy foil**. Applied grain was **Galaxy**. The endsheets are printed on **Fibertext Parchment Series Sky FCP-2, 80# Cover weight paper stock using Purple ink**. The book's **220** pages are printed on **Bordeaux 100 pound** paper stock. The **2006** volume includes **80 pages in full color and 32 in spot color**, which were printed in **HJ8100 Metallic Amethyst**. All body copy was set in **12 pt. AHJ Garamond**, and captions were **10 pt. AHJ Garamond**. Headline fonts included **AHJ Algerian, AHJ Dustie and AHJ Modernart**. Layouts were submitted to the plant **on CD**. *Highlights* was produced using **Adobe® PageMaker® 6.5 and Adobe® InDesign® CS, on Apple® Macintosh® G4 computers with 512 MB RAM with 80 GB hard drives and a DuoScan scanner**. Digital photos were taken with **4 megapixel digital** cameras. Processing and printing of photos was done by **Ziff Labs**. Professional portraits were provided by **Maddox Photography**. The **1,200** copies of the book were sold for **\$65**.

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EXAMPLE 4

SPECIAL THANKS: (The staff wrote a few paragraphs about the year and mentioned a variety of people who were instrumental in the success of their yearbook.)

COVER & ENDSHEETS: The **2013 Pinnacle** cover is a **four-color lithograph**. An **iridescent foil covers a portion of the theme design**. The endsheets are **standard stock** paper. The theme concept was created and expanded by the **editorial team** and members of the **2013 Pinnacle staff**. Cover and endsheets were designed by **Pinnacle co-editors-in-chief Regan Brown and Ellena Sullivan, with inspiration provided by an early design from co-reference editor Amanda Farrer**.

TYPE & COLOR TREATMENT: Body copy throughout the book is set in **Frutiger Light Condensed (8.5 pt.)** Captions are set in **Frutiger Light Condensed (7.5 pt.)** Headline treatments are designed with variations of **AHJ Nashville, Arno Pro and Frutiger**. Photo credits and spread credits appear in **Frutiger Italic (6 pt.)**

For consistency, a color palette was chosen. In addition to the **traditional black**, the following colors appear throughout the publication: **Pantone 151C, Pantone 3005C, Pantone 2985C, Pantone 115C, Pantone 376C, Pantone 363C, Pantone 266C, Pantone 185C and Pantone Cool Grey 7C**.

PUBLISHING: Volume **107** of the **Pinnacle** was designed and produced by the **2013 Pinnacle staff**. The **456-page, all-color Pinnacle** is printed on **80 lb. gloss paper** by Herff Jones Publishing Co. in **Kansas City, MO**. Approximately **3,000** copies were **pre-ordered** for **\$52**. Any extra copies were sold for **\$60**. A **48-page supplement** was **included in this price**. The publication was created using **Adobe CS5.5** software on **42 Macintosh desktop and laptop computers**.

PHOTOGRAPHY: **Pinnacle staff photographers** shot **digital** photos using **four Nikon D70s, two Nikon D80s and one Nikon D40**. Sport group photos were shot by **Prestige Portraits**, and club and group photos were shot by **both Prestige Portraits and Pinnacle yearbook staff photographers**. **Some submitted photos appear throughout the book as well**.

EDITORS' NOTE: (A special note from the co-editors-in-chief was included here. The yearbook staff photo with names and staff positions was included on the spread with the colophon.)

(See next page)



EXAMPLE 5

Panther Tracks 2012, Volume 22 was produced by the yearbook class at **Pleasanton Middle School in Pleasanton, California**. The book was printed by Herff Jones, Inc. in **Logan, Utah**. The account was serviced by representative **Heidi Ash** and customer service adviser **Terri Schnell**. The yearbook class of **24** students helped develop the theme, **We've Barely Scratched the Surface, in July, 2011 at the California Yearbook Academy**. **1,100** copies of the **144**-page book were printed. The price of the book was **\$42, including nameplates**. **1,002** students and staff members purchased the book. The yearbook adviser was **Katie Forbes**. The cover was designed by **Jaclyn Holman** and incorporated a **full-color litho printed on standard white litho stock with matte-film, scuff resistant lamination and silkscreen varnish applied**. The **full-color** endsheets were designed by **Jaclyn Holman** and printed **front only** and **blind embossed**. The pages were printed on **100# Bordeaux** paper stock. All body copy was in **10 pt. AHJ Avalon**. Captions were in **8 pt. AHJ Avalon**. Names were bolded in either **8 or 10 pt. AHJ Avalon**. Headline fonts were in **40 pt. AHJ Charisma and 29 pt. AHJ Avalon**. Subtitles were written in lowercase **16 pt. AHJ Avalon** font. All caption headings were in bolded **8 pt. AHJ Avalon**. Layouts were submitted to the plant **electronically using HJ ePage**. **We've Barely Scratched the Surface** was produced using **Adobe InDesign CS4 on 16 iMac** computers. Photographs were taken using one **Canon Rebel XTi** digital camera, two **Sony Mobile HD Snap Camera Bloggles**, student and parent submissions and the yearbook staff's personal digital cameras. Professional portraits and team photographs were taken by **Creative Imaging in Pleasanton, California**. **Panther Tracks** is a member of the **Columbia Scholastic Press Association**, the **National Scholastic Press Association** and the **Journalism Education Association**. The **2004** edition of **Panther Tracks** was awarded a **Silver Crown** by the **Columbia Scholastic Press Association**. **Panther Tracks 2011** was a **CSPA Gold Medalist** with one **All Columbian Honor**. **Panther Tracks 2005** was a **CSPA Gold Medalist**. The **2006, 2007, 2008 and 2009** editions of **Panther Tracks** were **CSPA Silver Medalists**. The **2005, 2009, 2010 and 2011** editions of **Panther Tracks** received the **National Scholastic Press Association All American** award with **Four Marks of Distinction**. **Panther Tracks 2008** received the **NSPA First Class** award with **Three Marks of Distinction**. The **2006** edition of **Panther Tracks** received the **NSPA First Class** award with **Two Marks of Distinction**.

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