

FIND YOUR VIBE

**THINK ABOUT THE FEELINGS
YOU WANT YOUR STORY TO EVOKE
IN YOUR READERS. HOW WILL THEY FEEL?**

adored	creative	hopeful	pompous
adventurous	defeated	horrified	positive
aggressive	defiant	hurried	powerful
agitated	delighted	idealized	precious
alert	depressed	impressed	proud
aloof	determined	included	rational
ambitious	divided	informed	ready
amazed	edgy	intrigued	refreshed
amused	elated	irritated	relieved
annoyed	empowered	isolated	rough
antsy	encouraged	jealous	satisfied
anxious	energetic	jittery	shaky
appalled	engaged	joyous	simple
appealing	entertained	knowing	smart
apprehensive	enthusiastic	lucky	speechless
artsy	envious	magnificent	stable
boisterous	exasperated	misunderstood	startled
bold	excited	nonplussed	stunned
bored	exhilarated	nonsensical	substantiated
brave	experimental	nostalgic	successful
bright	frantic	nutty	superficial
calmed	fresh	obedient	superior
challenged	friendly	oblivious	surprised
chaotic	frightened	obnoxious	terrible
clever	frustrated	obvious	thankful
clueless	fun	old-fashioned	thoughtful
colorful	funny	outrageous	uncertain
combative	gaudy	overwhelmed	unified
comfortable	gentle	panicky	unknown
comparative	giddy	peaceful	understood
competitive	glamorous	peculiar	validated
confident	glorious	perfect	valued
confused	graceful	perplexed	whimsical
connected	gritty	plain	wicked
consistent	hidden	playful	witty
contemplative	historic	pleased	wonderful
crazy	honored	poised	young



KINDS OF STORIES

**COME UP WITH A TAG LINE LATER.
FIRST, CHOOSE THE THEME ARCHETYPE
THAT WORKS BEST FOR THE YEAR.**

WE HAVE A GREAT REPUTATION, LEGACY:

Maybe this is an anniversary year, but focus on NOW.

WE ARE THE CHAMPIONS:

Focused on the spirit and accomplishments of your school.

WE CELEBRATE OUR GROUP IDENTITY:

Focus on the common values of the student body rather than the individual.

OURS IS A SCHOOL IN TRANSITION:

Change is a great story to build a theme around.

WE DEFY STEREOTYPES:

An opportunity to show they don't really know you.

LOCATION. LOCATION. LOCATION:

Use your school location and play with words to make it fun.

DETAILS:

Use numbers, definitions, facts and figures to tell the story of the year.

SO MANY CHOICES:

Show how your school offers opportunity to a diverse student body.

WE CELEBRATE THE INDIVIDUAL:

Focus on the students and what makes each of them unique.

WE CELEBRATE THE INDIVIDUAL AS PART OF A LARGER GROUP:

The unique individuals make your school what it is.

WE'RE ALL CONNECTED:

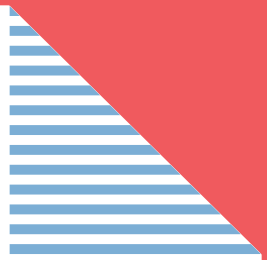
The unity is what makes your school amazing.

LIVE IN THE MOMENT :

A book built around something trendy for today.

WE'RE QUIRKY AND WEIRD:

You might not "get" us, but we do and that's all that matters.



ASK THE QUESTIONS

TAKE SOME TIME TO CONSIDER THESE ASPECTS OF THE YEAR/SCHOOL AS YOU PREPARE TO CHOOSE YOUR THEME STORY.

How would YOUR students describe your school?

How would RIVAL SCHOOL students describe your school?

Is your school's LOCATION central to your community identity?

What – as a school – are you great at? What are you known for?

Is your mascot worthy of mention? Are your colors memorable?

Is there a shared experience or movement happening in your community?

Is your school celebrating an important anniversary this year? Opening a new campus? Expanding? Contracting?

What is going to be DIFFERENT at your school this year? Be specific; make a list.