



YBK *essentials*

YOUR GUIDE TO ALL THINGS YEARBOOK

HERFF JONES.

WHO TO CALL

THEY'VE GOT YOUR BACK,
SO ALWAYS HAVE THEIR
INFO ON HAND.

YEARBOOK REPRESENTATIVE (REP)

Name: _____

Email: _____

Phone: _____

CUSTOMER SERVICE ADVISER (CSA)

Name: _____

Email: _____

Phone: 800-255-6287

TECHNICAL SUPPORT ADVISER (TSA)

Phone: 877-362-7750

Email: techadviser@herffjones.com

Live chat through eDesign

SCHOOL PHOTOGRAPHER

Name: _____

Email: _____

Phone: _____

DETAILS TO KNOW BEFORE YOU CALL YOUR TSA OR CSA:

Your job number: _____

Your school has a unique number to identify your files within the plant so they can find you easily.

Operating system: _____

What type of computers does your staff use?

Web browser: _____

Which web browser do you use? They all operate differently, so knowing your preferred browser will help answer questions.

WHAT CAN THEY HELP YOU WITH?

REP

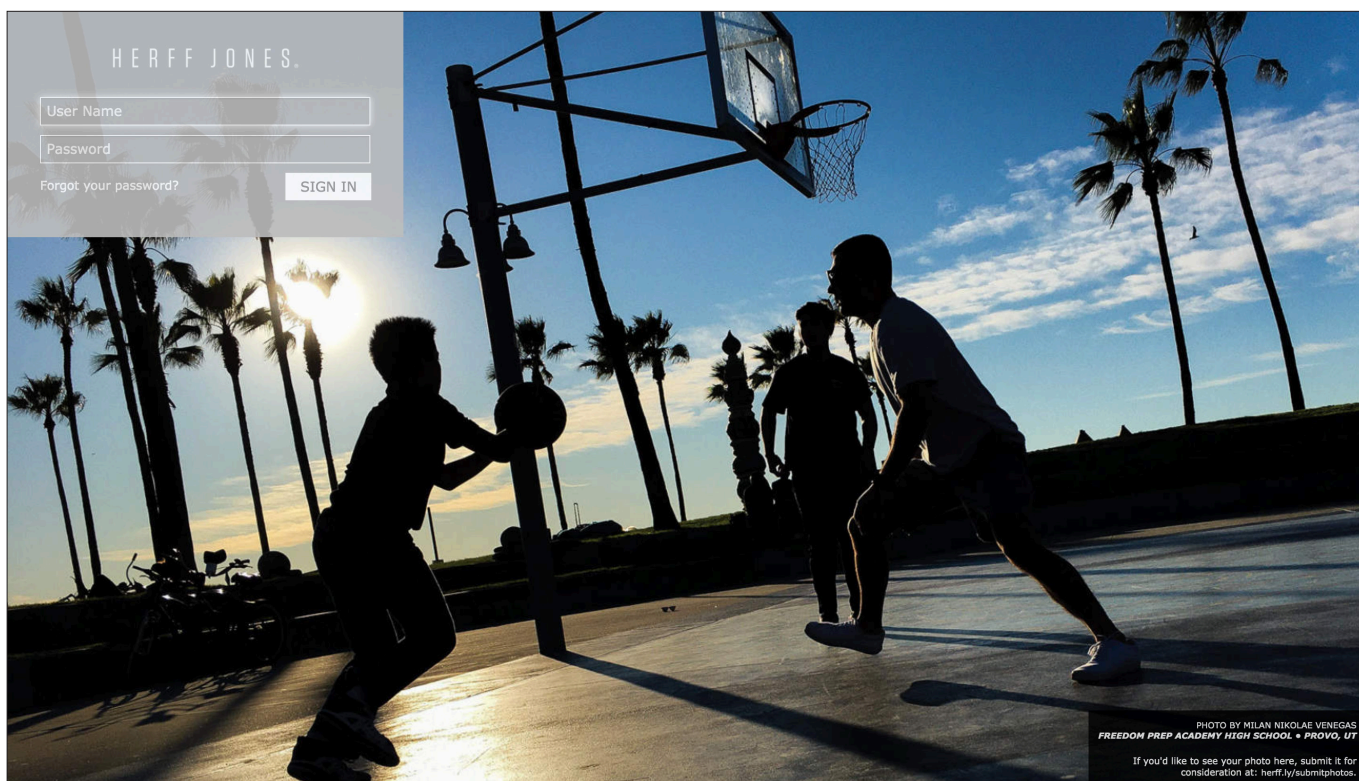
- Design ideas, including cover and theme
- Curriculum and training
- Sample books
- Staff organization
- Pricing questions

CSA (CUSTOMER SERVICE)

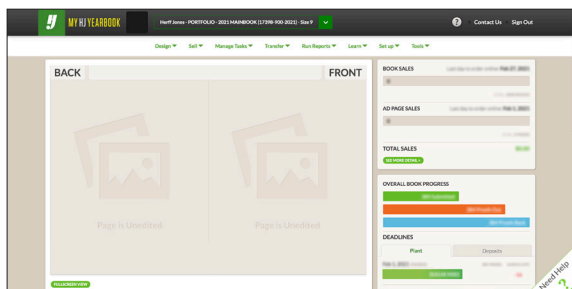
- Answer production questions
- Deadline information
- Shipping information
- Turning on cover templates
- Person to call when rep is unavailable

TSA (TECH SUPPORT)

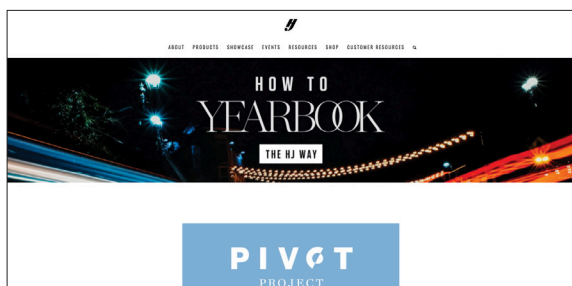
- Assistance with book settings
- eDesign and eBusiness setup
- Submitting pages
- Uploading PSPA/PSPI file
- Support for InDesign plug-ins
- Answer questions about software
- Tech troubleshooting
- Uploading master name list



MYHJYEARBOOK.COM



MYHJYEARBOOK.COM



LEARNYBK.COM

BOOKMARK IT

KNOW WHERE TO FIND
EVERYTHING YOU NEED ONLINE
TO CREATE YOUR BOOK

MYHJYEARBOOK.COM

This is your portal to all things yearbook, including eDesign and eBusiness. Also important to InDesign users, this site gives you easy access to deadlines, book sales and other critical information.

LEARNYBK.COM

Here's a shortcut to the online curriculum, which serves as a companion to our 12-booklet *How to Yearbook* printed curriculum. It is also accessible through the Learn menu on myHJYearbook.com.

HJESHARE.COM

Also available as an app, eShare is an easy way for parents and students to share photos with you.

YEARBOOKORDERCENTER.COM

Customized for your school, this is where students and parents order yearbooks and ads, access Online Ad Creator and upload photos. If you use the order center, remember to include the address and job number on your sales posters.

MYHJYEARBOOK.COM LOGIN CREDENTIALS

My username: _____

My password: _____

HOW TO YEARBOOK

EXPLORE OUR
COMPREHENSIVE
CURRICULUM

It's more than just a list of topics to teach.

How to Yearbook is a comprehensive guide to advising. From developing a theme to selling books, it's packed with yearbook goodness. Written for both advisers and staffers, this 12-section set is ready for you to customize for your classroom.

Extended resources can be found in our online curriculum at LearnYBK.com, with downloadable answer keys, found at: herff.ly/answerkeys.



SECTION ONE

WELCOME TO HERFF JONES

Start the year with a strong foundation.

SECTION TWO

TEAMS AND LEADERS

Cultivate the community that works.

SECTION THREE

INTRO TO JOURNALISM

An overview of the basics.

SECTION FOUR

THEME AND VOICE

Unite the verbal and visual.

SECTION FIVE

COVERING YOUR SCHOOL

They all have stories to tell.

SECTION SIX

REPORTING AND WRITING

Use their words, not yours.

SECTION SEVEN

CAMERAS AND PHOTOS

Create a photo worthy of the spotlight.

SECTION EIGHT

LAYOUT AND DESIGN

Make it all fit together.

SECTION NINE

TOOLS OF THE TRADE

Online-only guides to eDesign and InDesign.

SECTION 10

PEOPLE AND INDEX

Complete the history book.

SECTION 11

SELLING YOUR BOOK

The book only matters if people buy it.

SECTION 12

WORDS TO KNOW

Glossary and curriculum alignment.

WE'RE GLAD YOU'RE HERE.

WELCOME TO THE HERFF JONES YEARBOOK FAMILY.

By now, you probably know your rep and have that number on speed dial. But did you know you're part of a network of yearbook advisers, who all have similar goals and challenges? You are not yearbooking alone.

We know there's a lot to do, so we've gathered the most critical get-it-done information into this handy guide. Follow this, and you'll be in great shape. Find a fellow adviser with similar hopes and dreams, and build alliances.

We know that yearbook programs come in all forms — clubs, classes large and small, staffers with dreams of national awards and staffers who are just there to have fun. But there are parallels in every yearbook room: Advisers who have a full load to teach. Advisers who are new to the position and have no idea where to start. Advisers who can only fit one hour of yearbook into their daily agendas. And everyone has the task of capturing the year and including as many students as possible.

We get you, and we support your choice to do only as much as you choose. Break your tasks into bite-sized pieces and focus on making a fun, creative yearbook your school can be proud of. And, if you're ready to set the yearbook world on fire, we're here for you.

An adviser wears many hats...

1—COMPANY PRESIDENT *p.5*

- Produce a yearbook kids love and parents want to buy
- Maintain a financially sound business
- Sell and/or promote books to as many students as possible
- Sell ads to celebrate student milestones
- Sell ads to local businesses so they can support your school

2—PRODUCTION MANAGER *p.9*

- Produce a book on budget and on time
- Work with your representative and other Herff Jones support staff

3—EDUCATOR *p.17*

- Empower students to become leaders in the classroom and in the school
- Teach skills in communication, journalistic writing, graphic design, photography and business
- Allow students to grow in an area of interest and build their skill sets
- Motivate students to work hard and to see the rewards of their work

4—PROGRAM BUILDER *p.23*

- Educate students, parents and school administrators about the benefits of taking yearbook
- Make your staff one that students want to join
- Build relationships on your staff

1. COMPANY PRESIDENT

1. STUDENT AND FACULTY NAME LISTS

Having complete name lists is really helpful and gives you a lot of functionality in eDesign. You need student names and grades to complete the portrait section and to ensure names are spelled correctly. A complete name list allows eDesign users to run coverage reports and spell-check names. And that's just the beginning. Herff Jones can run sales campaigns on your school's behalf or you can customize and run your own.

Ask for a new list each year from your administrative office, and make sure it reflects new students, address changes, etc. Request the following fields (not all are required, but could be helpful):

- REQUIRED: First and last names (in separate fields)
- REQUIRED: Grade
- Full mailing address (separate fields for address line one, two, city, state or province and ZIP or postal code)
- Homeroom or identifying class period
- Student ID or some unique identifier
- Parent email address

Also, get a list of faculty and staff members. Request the following fields:

- First and last names (in separate fields)
- Substitute STA for staff or FAC for faculty in the grade field

TROUBLESHOOTING:

If your front office questions your need for the student list, provide them with our FERPA policy, or PIPEDA/FIPPA policy if you're in Canada. These explain how Herff Jones is in compliance with laws related to using student information. Find them at herff.ly/sales-assist-how-to.

UPLOAD YOUR NAME LIST

Log in at myHJyearbook.com.
Go to Setup > Set up Sales.
Then click the Name List tab on the left.

IMPORT LIST TO EDESIGN

Log in at myHJyearbook.com.
Click the Settings tab, under School & Order Information, choose Master List. Check the box and tell eDesign to import it. Note: It may take up to 15 minutes for your name list to be available in eDesign after uploading to eBusiness.

If you need help, access the video tutorials under the Learn menu. And, if you really run into trouble, call your TSA for assistance.

2. PLAN YOUR FINANCES: MAJOR TO-DOS!



Refer to *How to Yearbook* and LearnYBK.com Section 11: Selling Your Book.

BUDGET — GETTING STARTED

1. If you're new, you should still be able to access eBusiness records from the previous year. Work with your rep and bookkeeper to see how last year's budget worked.
2. Use the Budget History and Goals worksheet (in print Section 11, p.33) to work through important questions.
3. Do you intend to change the basic book specifications (cover materials, number of pages, number of copies printed, additions such as supplements or tip-ins)?

BOOK SALES

- How many books will you sell?
- What price structure will you follow?
- Will you have tiered pricing or one price all year?
- Can you sell books at registration or back-to-school events?
- How will you promote your book?

AD SALES

- Will you sell ads to families, students and/or businesses?
- What price structure will you follow?
- How will you accomplish ad sales?

3. GET YOUR BOOKKEEPING UNDERWAY

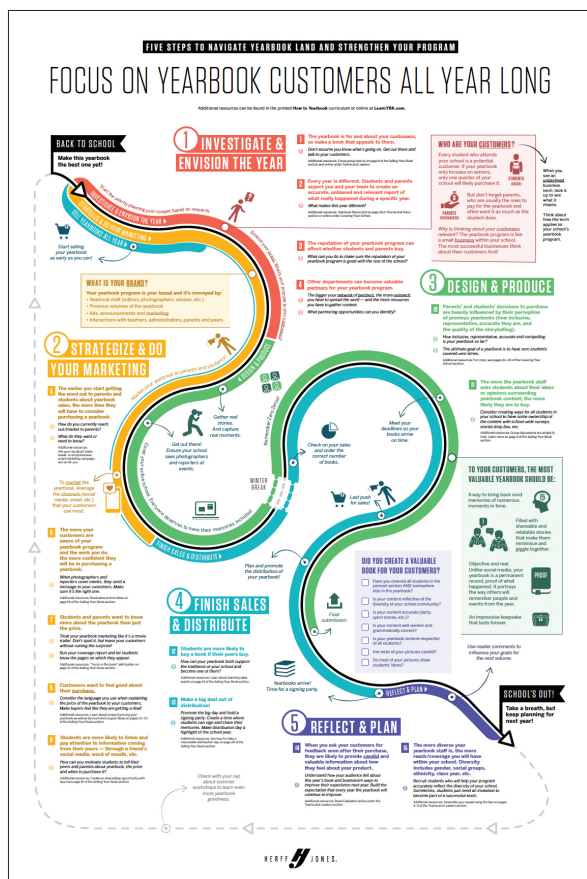
Once you get through all of the decisions for book and ad sales, you can set up eBusiness, the powerful business tracking software available only from Herff Jones. Go to MyHJyearbook.com and click on Set up > Set up Sales. Ask your rep or your TSA for help as needed.

Find your deposit due dates on MyHJyearbook.com under Deadlines.

ONLINE HELP

Access through the Learn menu of MyHJyearbook.com

this is a business you're running



4. MAKE A YEAR-LONG MARKETING PLAN

Not every school has to sell books. (Some schools include it in student fees.) Still, for the good of your program, we think promoting your book in your school and community is important. For the rest, book sales are critical (and easy to shelve — there's just so much to do).

Take some time to review the sales materials we've included in this kit. The poster and accompanying adviser guide are meant to help you and your staffers keep book sales and promotion on your agenda all year long. Additional sales materials are also available on herff.ly/ybk-shop.

5. SELL BOOKS

Refer to *How to Yearbook* and *LearnYBK.com* Section 11: Selling Your Book.

For your students, the process of selling/promoting the book fosters a new and valuable skill set beyond producing the book itself.

In addition to the marketing plan poster and adviser guide, we've provided samples of sales posters and flyers in this kit. Use them, write your sale dates and other important information on them — don't forget to include YearbookOrderCenter.com and your job number — and order more as needed from herff.ly/ybk-shop. See page 7 for more.

IDEAS FOR SALES SUCCESS

- Do whatever you can to include the yearbook as part of registration. Include it on forms, sell it at registration, have it included in fees.
- Create incentives to parents and students for purchasing early. Tiered pricing — starting at a lower price and raising prices after an introductory sale — rewards early buyers and is a great idea.
- Keep all the messaging positive. Make buyers feel great about their purchase.
- Participate in freshman/sixth-grade orientation or back-to-school events.
- Use every communication channel available, including registration packets, emails, social media, morning announcements, automated phone calls and marketing materials in high-traffic areas.
- Post sneak-peeks of content and behind-the-scenes photos of how the book comes together.
- Build buzz around yearbook distribution day. Host an event exclusively for buyers.

Item & Package Editor

Display Name: ☐ School to Ship

Item Name	Price	
Yearbook	\$55.00	<input checked="" type="checkbox"/>

Available Items:

Final Page Deadline: 12/02/2019 Accessory & Personalization Deadline: 04/15/2019 YOC Sales End Date: 12/07/2019

Tier Pricing Selections

Tier	Start Date	End Date	Price
Tier 1	05/13/2018	thru 12/07/2019	Price: \$ 0.00
Tier 2	12/08/2019	thru 12/09/2019	Price: \$ 0.00
Tier 3	12/10/2019	thru 12/11/2019	Price: \$ 0.00

SETTING UP TIERED PRICING

SALES ASSIST

MAKE BOOK SALES EASY

Sales Assist is an email-based yearbook sales campaign designed to take the work out of reminding parents to purchase a yearbook. Following the best practices of online sales, reminders go to your list of parents a few times a month.

Once parents purchase a yearbook, they are automatically removed from the list. You may begin the campaign when you wish and stop it when you are ready.

Parents buy online through the YearbookOrderCenter.com, so you don't have to handle money unless you choose to do in-school sales. And even then, the sales you enter in eBusiness are matched with the Sales Assist list, so parents no longer receive messages. Parents can also purchase over the phone or talk to one of our Yearbook Order Center staff.

Your MyHJYearbook.com portal gives you a real-time overview of how your sales are going and eBusiness allows you to print reports to help keep you in-the-know.

HOW IT WORKS

1. The campaign follows best practices for email sales. You can enroll when you are ready, and your list will be included in the next scheduled send. Unenrolling when you're done takes just one call.
2. Once parents make a purchase, they are excluded from future communications about book and ad sales. If you sell books in school and enter sales in eBusiness, those buyers will also be excluded from future emails. Make sure your eBusiness sales are updated regularly.
3. Matching posters are included in the kit so you can coordinate your in-school marketing with the email campaign. If you run out of posters, order more from herff.ly/ybk-shop.
4. We provide campaign-branded web banners for your school's and staff's websites. Give these to your programmers and ask them to link the image to your Yearbook Order Center page.

For more information, go to herff.ly/sales-assist.

FOLLOW THIS FORMULA TO FORMAT THE URL:

yearbookordercenter.com/index.cfm/job/XXXX.
Replace the XXXX with your job number.



HOW TO ENROLL

1. **Get a list of parents' email addresses. (Mailing addresses are optional; see p. 4 for more.)**
2. **Contact your rep to enroll and help you upload your list.**

Keep your eBusiness records updated for best results.

SEND AND SELL

In addition to Sales Assist, eDesign users can generate their own customized email campaigns. It pulls from your uploaded name and email list to send reminders to parents who have not purchased a book. Use pre-designed email messages or make your own. Click, click and you're done. Check out the video tutorials under the eDesign Help menu. Don't forget to enter your in-school sales into eBusiness, before sending.

ADDITIONAL TOOLS TO HELP YOU SELL

Customize your marketing and sales efforts to fit your school. While we have included samples in this kit, additional resources are available on herff.ly/ybk-shop.

Posters, banners and yard signs help with:

- Book sales
- Senior ad sales
- Prices are going up
- Distribution day
- General yearbook awareness
- Last chance for yearbooks

Letterhead, Create and Share

Order a stash of letterhead to send letters to businesses for ad renewals.

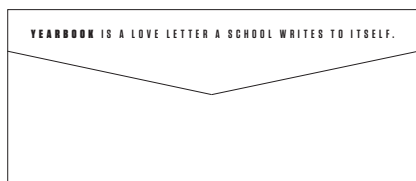


SALES FLYER (found in the kit)



FRONT

BACK



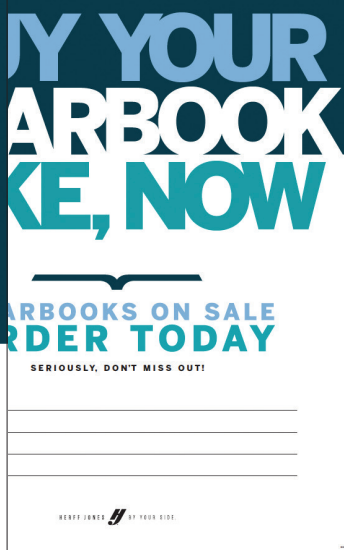
ENVELOPE

STATIONERY

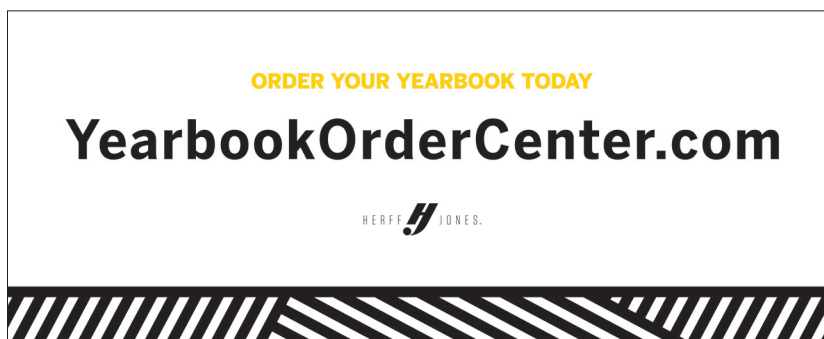
(one-sided or two-sided options available)



YARD SIGNS



SALES POSTERS (two designs available, found in the kit)



SALES BANNERS (seven designs available)

Find all these helpful items and more at herff.ly/ybk-shop.

2. PRODUCTION MANAGER

1. MAKE A MASTER CALENDAR

Make the rounds and find all of the dates that affect your school and your yearbook production schedule.

PLANT DEADLINES

Know your page submission deadlines for the plant. Your final page deadline is especially important since missing the final deadline may cause your ship date to be pushed back. Mark the plant deadlines on your own calendar, for sure, but consider making another set of deadlines that you share with the staff. You want your staff to complete pages a few days before the plant deadlines to give yourself time for proofing and submission.

- **Staff deadlines and mini-deadlines** — Depending on how your staff is organized, break deadlines into bite-sized pieces. Many advisers have teams submit stories and spreads weekly or bi-weekly.

INCLUDE ON MASTER CALENDAR:

- Spread deadlines (for staffers)
- Staff workdays
- Cover and endsheet due dates
- Copy count deadline
- Personalization list deadline
- Book sales events
- Price increase dates for tiered pricing
- Ad sales deadline
- Ad submission deadline
- Picture day(s)
- Make-up picture day
- Club picture day(s)
- Sports team photo days (fall, winter and spring)
- Major sports events
- School activities (dances, rallies, assemblies)
- Theater/music/dance performances
- Club/organization events
- School holidays

2. BUILD A LADDER

In yearbook, the ladder is simply a chart that helps you plan what will go on each page and track pages and spreads as they are completed and sent to be printed. See p.13 to start planning, then use the wall and desk ladders in this kit to chart your coverage for the year. Move it all over to eDesign (if applicable) and include staffer assignments and deadlines.



Refer to *How to Yearbook* and LearnYBK.com Section Five: Covering Your School for more help.

SET UP YOUR LADDER IN EDESIGN

- 1. Log in to eDesign:** Go to myHJyearbook.com. Click on the Design menu and choose View Pages. You'll see all the spreads in your book with thumbnail previews and information about each page.
- 2. Create topics and assign to pages:** You'll want to create topic tags for each page in your book. You can use these same topics to tag photos to save time. See the tutorial in eDesign Help on creating topic tags.
- 3. Assign topics to pages:** See the tutorial in eDesign Help on setting up the ladder.
- 4. Assign deadlines and staff members:** If you are working with a staff, assign each staffer to specific pages in the ladder. See the tutorial in eDesign Help on setting up the ladder.



WALL LADDER, DESK LADDER AND CALENDAR

are included in kit to help you plan.

a yearbook serves as a historical record

3. MAKING AN OFFICIAL RECORD

A yearbook serves as the official record of the school year. Your goal should be to include every student, faculty and staff member in the book as many times as possible. Although every book is different, here are some items you may wish to include:

BASIC COVERAGE:

- Individual portraits for students and faculty
- Club and organization photos
- Sports team photos
- Scoreboards with opponents, wins and losses
- Some coverage of every sport and academic area
- Major events of the school year

WAYS TO DESIGN A COVER

1. CHOOSE A COVER

You have the option of choosing a pre-designed cover or designing your own. Refer the YBK Innovations booklet for more information.

2. DESIGN YOUR OWN COVER

You can design a litho cover in eDesign using the cover template. Use the same eDesign tools you use on pages to create a custom cover design or use one of our cover designs or starter designs.

3. MEET WITH A COVER ARTIST

You can have a custom cover designed by a plant artist for an additional charge.

BASIC BOOK ELEMENTS:

- **Cover:** Theme, book title and year.
- **Spine:** As space allows, school name, city and state. Then, year and volume. Then, book name and theme, if it fits. (Doesn't apply to soft-cover books.)
- **Title page (page 1):** Book title, volume number, year, school name, complete address, city, state/province, postal code. Since you are creating a record of the year, it's important to include the basic information here. Some schools include number of enrolled students and faculty/staff members.

ALSO CONSIDER:

Table of contents printed on front endsheet. Dividers can include a table of contents for the section.

Bylines for writers and photographers.

Folios with page numbers, section title and page or spread topic.

Index at the back of the book, before the colophon and closing. It should help readers locate any included subject or topic, such as all people, academic topics, advertisers, clubs, sports and events.

4. FIND YOUR WOW

There are so many ways to make your yearbook stand out each year. Whether you choose a new cover material or special paper, laser cut endsheets or glitter UV coating, take some time to talk through the options with your rep. You might be surprised how some simple and inexpensive additions increase your sales and add to your book's value.

5. SUBMITTING PAGES

Follow the steps on p. 12–13 of this booklet.

WHAT IF YEARBOOK IS A CLUB?

Yearbook clubs can be every bit as productive as yearbook classes. However, advisers have to motivate students with a force more powerful than grades. If you have a small staff, a club can supplement the staff's work or allow students with packed schedules to get involved.

SUGGESTIONS:

- Attend a summer camp or hold boot camp training sessions for campers.
- Create an incentive system for staffers so they can earn a free book, a free ad or perhaps a discount on attending a workshop.
- Plan work nights when a deadline is looming. Have students bring part of a meal. Taco night, ice cream sundae bars, baked potato bars are all fun and simple.
- Consider offering membership in organizations such as Quill and Scroll for high school as a benefit to successful club participation.

ONLINE HELP

Access through the Learn menu of MyHJyearbook.com

PLANNING AHEAD

PLAN YOUR YEAR

DATE:	DEADLINE:
_____	Confirm all deadlines listed below
_____	Last day for credit of previous year's overruns
_____	First deposit due \$ _____
_____	Cover/endsheet specs and artwork due
_____	Confirm page count
_____	_____ pages due
_____	_____ pages due
_____	Final copy count due
_____	_____ pages due
_____	Personalization lists due (discontinue sale of personalizations)
_____	World Yearbook, autograph supplement and plastic cover orders due
_____	_____ pages due
_____	_____ pages due
_____	Second deposit due \$ _____
_____	Set up planning appointment for next year
_____	Final invoice due \$ _____
_____	Requested ship date _____
_____	Preferred arrival date _____
_____	Distribution day _____
TOTAL PAGES: _____	TOTAL COPIES: _____

DEADLINES EXPLAINED:

DEADLINES: Plant deadlines are usually based on what was done last year. If you see a conflict with a date or would like to redistribute pages on deadlines (within reason), let your rep know by the first week of September for spring delivery books and the first week of October for summer or fall delivery books. Your rep will then submit your request to the plant for approval.

CREDIT FOR OVERRUNS: Herff Jones often sends more copies of the yearbook than ordered. You can use them to replace any books damaged in transit, or sell them on distribution day. If you don't sell them, you can return them for credit.

CONFIRM PAGE COUNT: If you increase or decrease your page count, let your rep know how you want to adjust your deadlines. Remember, your page count can affect your cover/spine.

PERSONALIZATIONS: These include name plates and name stamps. Access your personalization list in eBusiness. Submit your list to the plant on time to avoid late charges, but make sure to double-check spellings first. In eBusiness, go to Run Reports > Sales Reports > Personalization > Send Personalization to Plant.

OTHER IMPORTANT INFORMATION:

PORTRAIT FILES: If you're new to yearbook, contact your rep when you receive the portrait files from your photographer. Your rep can help you flow portraits. Communicate with your rep about picture days and when you expect to receive the files from the photographers. Because portraits are a huge part of your book, this will be important when allocating pages toward your deadlines.

RETURN PROOFS: Contact your rep when you receive your cover and endsheet proofs. Return proofs to the plant within 10 days of receipt.

PRE-PLANNING: When your book is done, and while the information is still easy to access, prepare for the upcoming year. With your rep, review submission and sales deadlines, book prices and ad prices. Doing this legwork means your rep won't have to bother you over the summer and you'll be ready to go when the rush of the new school year begins.

STEP-BY-STEP LADDER PLANNING

Just as you would never build a house without a blueprint, the ladder helps you start your yearbook planning. This is the page-by-page listing of the book’s contents. The number of pages to include is based on financial considerations and the number of students at the school. Some books may have fewer pages dedicated to non-portrait pages, the formulas here are traditional — and guidelines, not rules. They are also a better fit for high schools. Start by determining the number of pages in your book, and look through previous books and see how they’ve been organized. See the Covering Your School section of *How to Yearbook* for more details.

Coverage, which means including as many students in the yearbook as possible, should be:

- Complete and accurate
- Fair and balanced
- Fresh and lively

BALANCE THE BOOK

Organize pages beginning with the most popular section, followed by a less popular section, followed by a more popular section, and so on to maintain maximum interest. Consider varying the order of sections from year to year. Chronological books sometimes combine several sections. If you do not have an all-color book, use color in areas where it will appeal to the most students. Move the color from year to year.

Total pages in the yearbook

Theme pages

Title page/closing page

Opening

Dividers (if used)

Closing

Advertising (optional)

Index

Magazine/supplement (optional)

(Subtract the totals above from the total book pages to figure pages available for content.)

Pages available for content

Note: Some schools subtract portrait pages from the pre-content total, as those may be the same from year to year. To make the math work, add five percent to each remaining section.

SAMPLE FORMULA USED BY A LARGER BOOK:

Student life: 25 percent

Pages available x .25

New coverage ideas for this section:

Academics: 15—20 percent

Pages available x .15

New coverage ideas for this section:

Organizations: 10—15 percent

Pages available x .15

New coverage ideas for this section:

Sports: 15—20 percent

Pages available x .20

Pages per varsity sport

Pages per junior varsity sport

Pages per freshman/sophomore sport

New coverage ideas for this section:

Portraits: 25—30 percent

Pages available x .25

Seniors/Eighth

Juniors/Seventh

Sophomores/Sixth

Freshmen

Faculty/administration/staff

New coverage ideas for this section:

TOTAL CONTENT PAGES:

PROOF. PREFLIGHT. SUBMIT.

THE eDESIGN WORKFLOW FOR PAGES

A page in eDesign passes through several stages before it is submitted. The stages help you monitor progress and track what's been done to each page. In eDesign Help, search "Workflow for Pages" and "Preflight" to view related video tutorials.

Unedited

No edits have been made. The page moves to the Edited stage after changes are made and saved on the page. Only the people assigned to the page or the adviser can edit a page.

Edited

A page remains in this stage while the assigned staff members are working. When the page is ready for review by the adviser or editor, click the Proof button.

Proof

In this stage, edits can only be made by the adviser and assigned editor. Move a page to the next stage by clicking the Preflight button.

Preflight

The page has been proofed and is ready for preflight by the adviser.

1. Go to the File menu and choose Show Preflight.
2. Open the adjoining page to preflight the spread.
3. Review any preflight alerts and make corrections if necessary (see the list on this page).

Always generate a high-res PDF of the final version of each page and carefully review it before submission (File > High-res PDF). The PDF represents what will print, so be sure it appears as expected. This is your proof before submission.

Pre-Submit

In this stage, the page has been proofed, preflighted and approved by the adviser. It can only be unlocked by the adviser. Pre-Submit is the final step before submitting to the plant.

Submitted

The adviser has submitted the page to Herff Jones, and the page has begun its process at the plant.

Overdue

Displays on pages with deadlines in eDesign that have passed. The eDesign deadlines are set by the adviser and editor for production planning and do not necessarily reflect the plant deadlines.

PAGE STATUS:

Unedited
Edited
● **Proof**
Preflight
Pre-Submit
Submitted

WHEN IT NEEDS MORE WORK: Use the buttons in the ladder to move a page back to Edited to allow the staff member to edit it again.

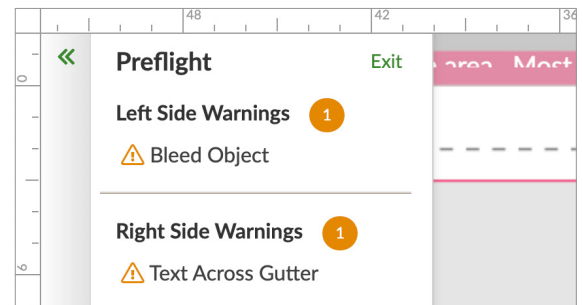
WHEN A PAGE IS LOCKED



PADLOCK ICON: Only one person can edit a page at a time. A padlock indicates the page is currently being edited by another person. An adviser can "force unlock" a page from the ladder if needed.

UNDERSTANDING PREFLIGHT

To open Preflight, go to the File menu and choose Show Preflight. Alerts appear in a vertical bar to the left of the spread. If you click on the alert, eDesign selects the item on the page the alert references. If you hover over an alert, eDesign gives a brief description of the issue. The different alert types are described below.



Preflight issues definitions:

- **Invisible content:** If the page contains frames with no stroke, fill, or content, you are given the option to delete the empty frames.
- **Text across the gutter:** Indicates a text frame that touches or crosses onto the adjoining page. Make sure no text will be lost in the gutter when the book is bound.
- **Bleed object:** Identifies an object that is very near the edge of the page but that does not fully bleed off the edge. Bleed elements must extend to the outside edge of the 1-pica red border around the spread.
- **Picture box:** Indicates an image that does not completely fill the photo frame.
- **Image resolution:** Appears when a photo's resolution is too low for the highest print quality, indicating the photo will be fuzzy. A DPI warning also appears on the image.
- **Transparency:** Indicates images that have transparency applied. These images will be PNG not JPEG, and will not be color enhanced at the plant. You do not need to fix this. Preflight is just bringing it to your attention.
- **Embedded image:** Identifies non-JPEG images. These are not color enhanced at the plant. You do not need to fix this. Preflight is just bringing it to your attention.
- **Placeholder text:** Identifies placeholder text that has not been replaced with actual text.

SUBMISSION

Once a page is in the Pre-Submit status and a final PDF has been reviewed, the page can be submitted.

You do not have to submit all the pages for your deadline at once. You can submit smaller batches as you complete them.

SUBMITTING ONE PAGE AT A TIME

Pages can be submitted individually:

1. The page should be in the Pre-Submit status.
2. Click a page's Submit button.

MULTIPLE PAGE SUBMISSION

Submit several pages in Pre-Submit mode:

1. Hold down the Ctrl key on Windows or the Command key on Mac and click to select the pages to be submitted.
2. After selecting all the pages to submit, click the Submit button.
3. In most cases, leave the special instructions area blank.*
4. Click the OK button.

EXPRESS SUBMIT

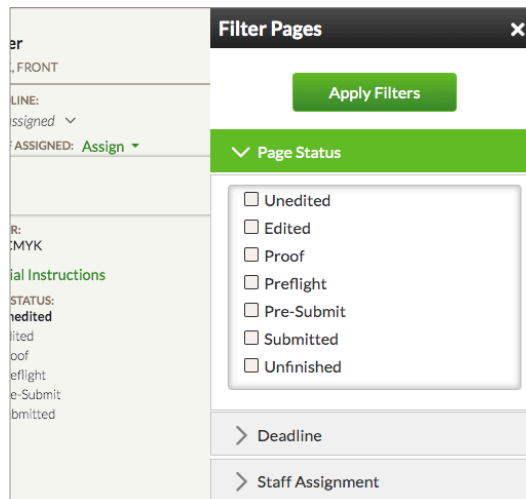
Quickly submit multiple pages at one time:

1. In the Book module, go to the Filter menu and choose Pre-Submit.
2. You then see only pages in the Pre-Submit status. The Express Submit button also appears at the top of the ladder.
3. Click the Express Submit button.
4. Then click OK.

*Special instructions are reserved for technical printing requests (special lamination, special paper stock, etc.). Discuss these options with your rep or CSA.

FILTER YOUR LADDER

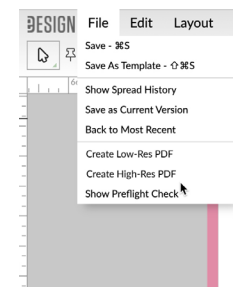
The Filter menu in the Book module allows you to filter your pages by their production states. Also helpful is the Show My Pages filter that allows staff members to see only the pages assigned to them.



SAVE IT FORWARD

After you submit your final pages, you'll be given the option to transfer templates to the next year's book. Be aware that the images, portraits, fonts, colors and art are transferred along with the template. You also have the option to use Save it Forward to transfer other settings such as your list of topics, ladder designations, staff, etc. Refer to eDesign Help for more information.

THE IMPORTANCE OF PROOFING



ALWAYS REVIEW A HIGH-RES PDF

You generate PDFs from the File menu in Page Design and from the Export menu in the ladder. Use a low-resolution PDF for non-final quick proofs. A high-resolution PDF should be reviewed by the adviser before submission. Viewing a high-res PDF at 300 percent gives a good representation of the quality of images, etc. Be sure you're happy with the appearance of the high-resolution PDF. The PDF represents how the page will print.

PORTRAITS

THE PORTRAIT PROCESS

Portraits are incredibly important, so set aside plenty of time to ensure all portraits are included in the right grade or class and that all names are spelled correctly.

For detailed guidance on the portrait process, click Working with Portraits in the sidebar in eDesign Help or call the tech support line for assistance at 877.362.7750.

STEP 1: OBTAIN THE PORTRAIT FILE

Obtain the PSPA/PSPI file from your school photographer. Use the one made specifically for yearbook. Some photography companies send a CD, and others send a link to download the files.

STEP 2: UPLOAD THE PORTRAIT FILES

In the Portraits section of the eDesign Library, go to the Import/Export menu and choose Upload PSPA. You may need to create a ZIP file of the portraits before uploading. See the info box on this page for instructions.

STEP 3: FLOW THE PORTRAITS

Use eDesign's Portrait Flow to place portraits and names onto the pages. It flows them in alphabetical order in groups you designate (by teacher or by grade). **Do not put empty portrait frames onto pages first. eDesign does it for you.**

STEP 4: PROOF THE PORTRAIT PAGES

Either print the portrait pages or email low-res PDFs to teachers or others able to assist:

- Any misspelled names?
- Any missing portraits?
- Any portraits with the wrong names?
- Any student listed in the wrong grade/class?

There is also an option to print directory proofs of your portraits. See eDesign Help for more info.

STEP 5: CHANGES IN PORTRAIT LIBRARY

After proofing, make all changes to portraits in the portrait section of the Library, NOT on the pages. See the instructions on editing portraits in eDesign Help for guidance. Use a consistent format for grades and teacher names.

Teacher names are only needed if you plan to group students by teacher in the book.

STEP 6: RE-FLOW THE PORTRAITS

Open Portrait Flow again. A red alert will appear next to any group in Portrait Flow that needs to be re-flowed. Click Edit beside the portrait flow you need to re-flow. Portrait Flow remembers all the settings from when the section was last flowed. Re-flowing the section will put the changes you made on the pages. **Changes made in the Library will not go onto the pages until you re-flow.**

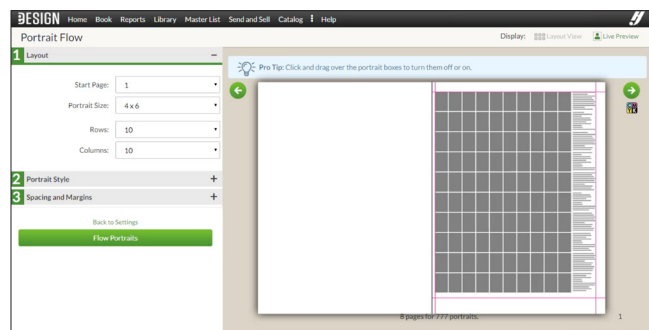
For step-by-step instructions, refer to the portraits information in eDesign Help.

PORTRAITS PRO TIP

FINAL CHECK BEFORE SUBMITTING

Before you submit any portrait pages, go to the Portrait section of the Library and do the following:

1. Use the Filter menu at the top to filter by Unused.
2. Review the unused portraits to confirm they should not appear on pages.
3. If you discover any issues, make the needed changes and re-flow the affected sections.



PORTRAIT FLOW WIZARD

The eDesign Portrait Flow wizard walks you through the process of placing portraits and names on pages. Select a page in the ladder, then go to Edit > Portrait Flow to launch.

You can now flow grades, senior quotes or a larger teacher photo.

NAME CHANGES IN PORTRAIT LIBRARY

Always make changes to names and grades in the Portrait Library. Then re-flow the section. **If you make changes to names on pages, the changes will be lost if you re-flow.**

INDESIGN USERS

InDesign users have a plugin called HJ Panel Builder to make portrait flow easier.

Go to MyHJyearbook.com > Learn > InDesign Help for more.

BOOK ENHANCEMENTS

PUT SOME BLING ON IT

Consider these enhancements to add value to your yearbook and to help generate income for your program. Contact your rep for ordering and pricing details.



NAME STAMP

A name stamp is a personalization option. The student name is printed on the cover in foil. Printing student names on the cover leaves no question about whose book it is.



ENGRAVED NAME PLATES

Students can order metal plates engraved with their names and icons to customize their yearbook covers. *Not recommended for soft cover books.*



PLASTIC JACKET

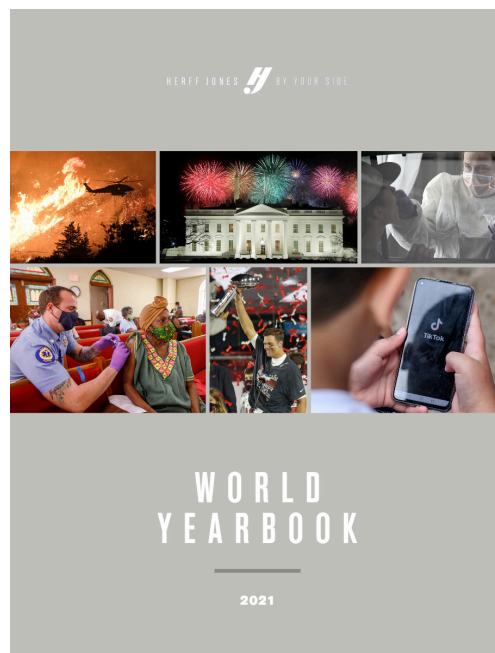
Hard-cover yearbooks stay protected and clean with these affordable plastic dust jackets.



AUTOGRAPH SUPPLEMENTS

Eight-page autograph supplements can be added with Kleenstick® self-adhesive tape.

For more information, visit herff.ly/ybk-add-ons.



WORLD YEARBOOK*

Designed for middle/high school readers, this 16-page supplement documents events that made history during the school year.



OUR WORLD*

A scaled down version of World Yearbook intended for younger readers, the four-page *Our World* supplement features photos and captions about this year's most interesting news stories.

* If you purchase either of these for your entire order, you may choose where you want it to appear in your book (between signatures). If you don't designate an insertion location, it will be added following the last page of your book. Smaller quantities are also available for purchase and come with Kleenstick® self-adhesive tape for easy placement in the books when they arrive.

3. EDUCATOR

1. TAKE TIME TO TEACH

Use the first weeks of the school year to establish the skills and routines to empower students to do the heavy lifting in yearbook. Not sure where to start? Begin by reading the Welcome section of the printed curriculum. Then, access all of the online resources at **LearnYBK.com**. The curriculum bundle includes a scope and sequence document, which provides a sketch of how to teach yearbook skills. If you're looking for something a little less intense, check out the quick-start guides posted on **LearnYBK.com**. You can get to them by following this link: herff.ly/quickstart.

ATTEND A WORKSHOP

Yearbook workshops are a great way for students to begin planning their book during their summer downtime. Go to herff.ly/ybk-events for more information.

TURN THE PAGE

Save the date for the Herff Jones virtual summer workshop, which is planned for July 7 and 8, 2021.



YBKNVA SUMMER WORKSHOP // Williamsburg, VA

2. USE YOUR RESOURCES

THE PRINTED CURRICULUM: Available through your rep or for order on herff.ly/ybk-shop. The curriculum bundle includes 12 booklets that break down the topics you need to teach.

LEARNYBK.COM: The online curriculum is divided into the same sections as the printed piece. You'll find the supporting documents you need to complete the activities. From sample staff contracts and book sales forms to vocabulary quizzes and PowerPoints, **LearnYBK.com** is where you'll find resources to make your own.

TOP FIVE TAKEAWAYS AND POWERPOINTS: On the inside front cover of most printed curriculum booklets, you'll find a guide to the five most important points of each section. The PowerPoint presentations on **LearnYBK.com** match these takeaways.

VIDEO TUTORIALS: Access our ever-growing library of video tutorials through the Learn menu of MyHJYearbook.com or the eDesign help button. Find guided notes in Section Nine: Tools of the Trade in the online curriculum.

ADVISER ASSISTANCE EMAILS: Make sure you're getting these weekly email from us. They're filled with timely tips and tricks. We're making sure you'll never yearbook alone.

MORE ONLINE RESOURCES: All of the online resources are available for a direct download from Google Drive. The link is included at the bottom of the Adviser Assistance emails. Also, answer keys to all of the lessons and quizzes are available at herff.ly/answerkeys. Cool, huh?

empower the storytellers of this generation

3. EMPOWER YOUR EDITORS

Especially if your editors are returning to yearbook, give them teaching assignments. Put them in charge. When it comes to eDesign, there's even a special document for editors. It walks them through the major tasks of the year. herff.ly/edesigneditors

WHAT'S IN A THEME

Think of a theme as a storyline of the year. Themes provide visual and verbal unity for yearbooks. While they might not be obvious to every reader, a book with a theme presents a much better impression than a book without a theme. For theme development resources, see Section Four: Theme and Voice.

A GOOD THEME IS:

RECOGNIZABLE: Does it make sense as a framework for the whole book?

REFRESHING: Is it contemporary and different?

REPEATABLE: Can it easily appear on each theme spread without getting old? Can you come up with spin-off ideas?

REALISTIC: Is it appropriate to the students at your school this year? Does it relate to these students and this community?

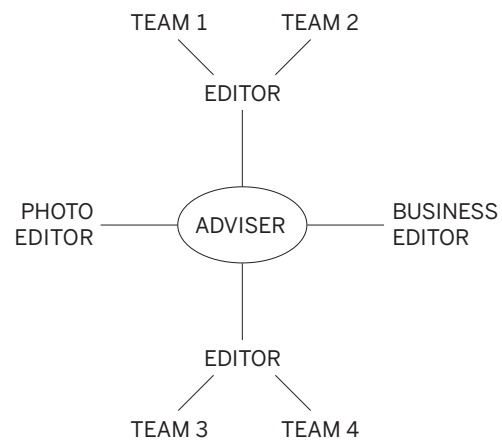
RELEVANT: Is it relevant to each section of the book? Can the theme introduce each section without being forced? In 20 years, will this theme seem relevant to the year in which it was produced?

If your theme is a storyline, think about what story you will tell. Here are some popular categories:

- We have a great reputation or legacy.
- We celebrate the individual as part of a larger group.
- We celebrate our group identity.
- Location. Location. Location.
- We're all connected.
- Live in the moment.

4. TEAMWORK MAKES THE DREAM WORK

Staff organization varies from school to school and from staff to staff. Assess the situation and choose a hierarchy and organization that fits your teaching style and the students you have on staff. Check out Section Two: Teams and Leaders for ideas. This is just one staff organization chart we like. In this scenario, teams 1–4 are made up of reporters, writers and layout designers. The photo editor and business editors may also have teams.



5. DON'T FORGET THE BUSINESS SIDE

If you sell books, involve your entire staff in sales efforts. If your school sells ads, consider setting up an incentive for selling, but make sure grades are tied to effort, not money. Need more info? See Section 10: Selling Your Book and the additional sales resources included in the kit.

WORKING WITH IMAGES

Photos create the biggest impact in your yearbook, so you'll want to collect the best.



Refer to *How to Yearbook* and LearnYBK.com Section Seven: Cameras and Photos for more help.

PHOTOGRAPHY TIPS

DO set your camera's image size to the appropriate settings.

- If you set it higher, your image will upload slowly, but you can make photos really large in the book.
- If you set it lower, your image will upload quickly, but you can't enlarge photos much in the book.

DO make high-res PDFs and zoom in to 300 percent to see image quality.

DON'T take images directly off the internet or from someone's social media site. There could be copyright and resolution issues.

DON'T ignore DPI warnings in eDesign on low-resolution images. Either make the image smaller on the page or choose another image for that spot instead.

CROWDSOURCE PHOTOS WITH ESHARE

Promote eShare and make photo requests in the school newsletter, via homeroom teachers, email or a note sent home with students. Include the eShare code on all advertising.

To set up eShare, go to **MyHJyearbook.com** > Transfer > Get Images from eShare > Preferences.

Use social media to request images of particular events. **NOTE:** You should **NOT** take images from Facebook or other social media sites for use in your yearbook. If you see an image you like, you can ask for the original and for permission to use it in the book. Also, don't accept photos texted to you, request an email attachment for better quality. Remember files should be .jpg or .png.

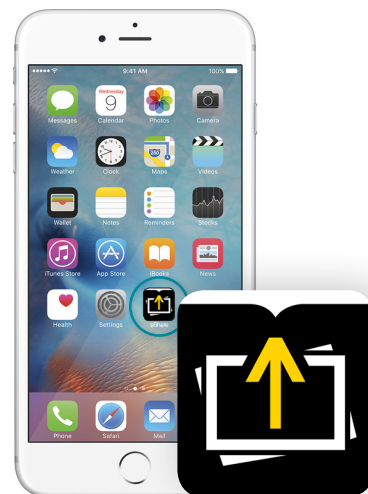


IMAGE QUALITY

The triangle means your photo will be fuzzy at the size it is on the page. Either choose a different photo or make the photo smaller.



PHOTOGRAPHY POSTER found in the kit.



eSHARE APP The eShare app is available in the App Store or the Google Play store.

ORGANIZING YOUR IMAGES

Advisers and editors create the topic tags for the book. These tags should correspond to all the content topics in your book. Topics can be used in multiple ways to save time and keep you organized.

Advisers and editors can create topics in the Topics panel in the Library, in the Topics panel in the Ladder and in the Topics area in Book Setup.

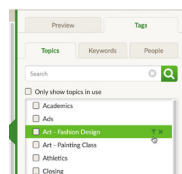
TOPICS HELP YOU BUILD YOUR LADDER

Topics are applied to pages in the ladder to designate the content of each page. Topic tags can be created by advisers and editors in the Topics panel of the ladder. Just create the topic tag (if it doesn't exist) and apply it to the correct pages in the ladder.

TOPICS KEEP YOUR IMAGES ORGANIZED

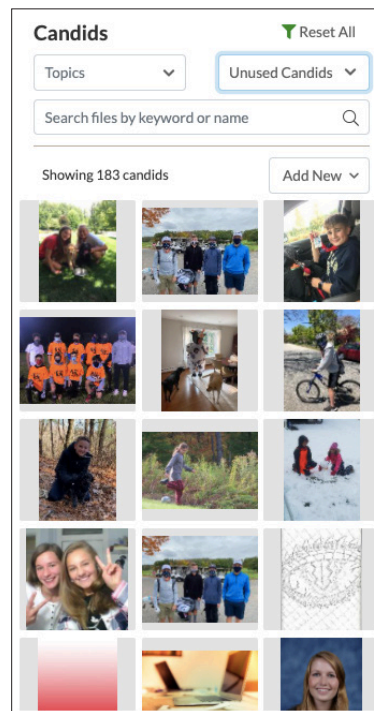
Topics are like folders — but they're better. Images can be tagged with more than one topic. That way a great image will appear for potential use on multiple pages (making the best use of your photos). The In Use indicator appears if an image is already used elsewhere so you can avoid duplicates.

SHOWING YOUR TAGGED IMAGES



You can easily show the images tagged with a topic much like you open a folder on your computer.

In the Library, go to the Topics tag panel and click the filter icon beside the topic to show only those images.



ESHARE UPLOAD

THREE KINDS OF TAGS

Topic tags are essential for good organization, and you can add names and keywords for additional benefits:

- 1. TOPICS:** Tag images with the same page topics you used to build your ladder.
- 2. NAMES:** Tag images with names in the master list you import into eDesign.
- 3. KEYWORDS:** Tag images with extra information that might be helpful to you, especially more specific information (the event, the date, the opponent, etc.)

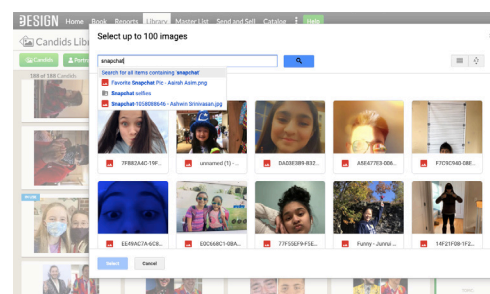
THREE WAYS TO UPLOAD IMAGES TO THE LIBRARY

Before uploading, decide which photos you're most likely to use. It is best to limit uploads to the best photos.

- 1. IMPORT IMAGES:** In the Candids section of the Library, go to the Import/Export menu and choose Upload Candids. You can upload up to 100 images in a batch.
- 2. DRAG AND DROP:** In the Candids section of the Library, drag and drop images from your computer on the Library area. These images will begin uploading. You can upload up to 100 images in a batch.
- 3. WHILE EDITING A PAGE:** When using the Candids section of the Library panel in Page Design, click the Get More option to upload images. You can also drag and drop up to 100 images right to the Candids library panel while working on a spread. If the Library panel is filtered by Topic when uploading, that Topic will automatically be assigned to the newly imported images.



TOPICS: Ms. Smith's Second Grade
NAMES: May Reddle, CeCe Smith
KEYWORDS: Oak Hill Farm field trip



GOOGLE INTEGRATION

You can upload photos from your computer or from your Google Drive. It all starts from the Image Uploader. Go to MyHJyearbook.com > Design > Image Uploader to get started.

DESIGNING PAGES

We offer a variety of predesigned layouts for both covers and inside pages. Activate them in the eDesign Catalog, and drag and drop them on pages. There are video tutorials in eDesign Help that show how to activate templates and how to put them onto pages. Then you can modify them any way you'd like. You may also create your own custom layouts.

STEP 1: DECIDE WHICH LAYOUTS WORK BEST FOR YOU

We provide several layout collections to choose from. You can even mix and match if you wish.

- **Book Styles** — Our users who don't want to start with a blank page, Book Styles include everything you need to build a beautiful yearbook, including templates and carefully matched fonts, color palettes, art and mods. Activate the Book Style of your choice through the Catalog. Book Styles are compatible with Square One.
- **Square One** — For system for teaching graphic design basics, Square One templates and mods give you everything you need. Begin on paper, using our layout planning resources, or on screen. Go to the Layout and Design section of LearnYBK.com or ask your rep for more information about Square One.
- **Trendy Topics and Bonus Books** — During the pandemic, as students struggled to design their yearbooks in different ways, the many creative minds in the yearbook world went to work. These eDesign Catalog categories hold a wide assortment of additional resources for building a yearbook that suits your school. Load book sets or interrupter spreads and tweak them to make them your own.

STEP 2: ACTIVATE THE COLORS YOU WANT TO USE

Don't pick colors based on how they look on screen nor based on how they look when printed from your desktop printer. These do not accurately show what colors will look like when printed on a printing press.

Instead, look at the colors on the color poster. Make sure to refer to the poster that matches the paper you plan to use (gloss or matte). Each color has a CMYK code that matches colors in eDesign (for example, C=0 M=63 Y=73 K=0).

● C is cyan ● M is magenta ● Y is yellow ● K is black (key)

Make note of the CMYK numbers and activate those colors in Book Setup in eDesign. Watch **Activating Colors** in eDesign Help for more. When you add colors in eDesign, you can name them for easy reference.

STEP 3: CREATE CHARACTER STYLES

You're not required to use character styles, but they can be an easy way to apply consistent text formatting in your book. There are video tutorials in eDesign's Help Menu that show how to create and use Character Styles.

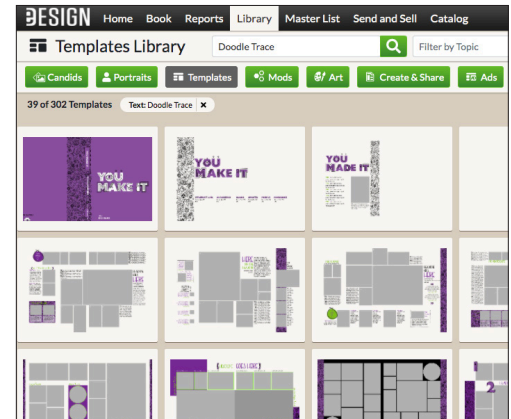
EXAMPLE: AHJ Chantilly Bold 24 pt. CMYK = 43, 12, 17, 87

Headlines font _____ pt size _____ color _____

Subheads font _____ pt size _____ color _____

Copy font _____ pt size _____ color _____

Captions font _____ pt size _____ color _____



ONLINE HELP

eDESIGN HELP:
MYHJYEARBOOK.COM > LEARN

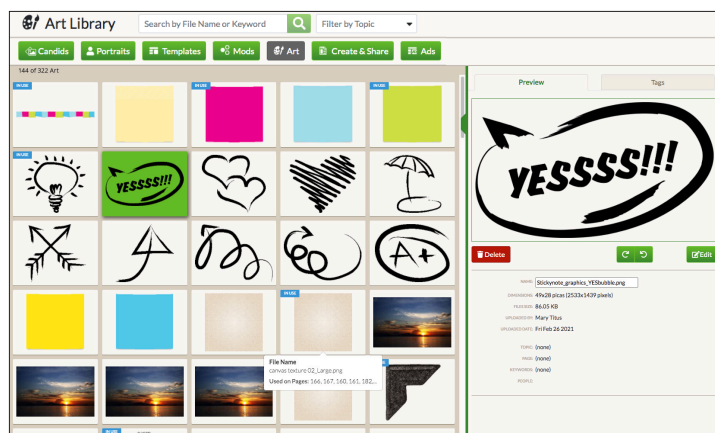
- Activating a Book Style
- Activating and Managing Fonts
- Creating Character Styles
- Square One™
- Activating and Creating Colors

INDESIGN HELP:
MYHJYEARBOOK.COM > LEARN

- Using Layout Builder
- Working with Square One™
- Color Swatches
- Character Styles



COLOR POSTER found in the kit.



STEP 4: IF DESIRED, PLACE ART ON PAGES



You can put a background on the background layer of your page or spread so it doesn't interfere with other elements on the page. To do this, select the background tool, drag and drop a background on an empty area of a page in eDesign.

Left Page Right Page Spread

From there, you'll see controls at the top to choose whether you want to work with a single page or the entire spread. Add a color fill, add an image, and even control the opacity of the entire background.

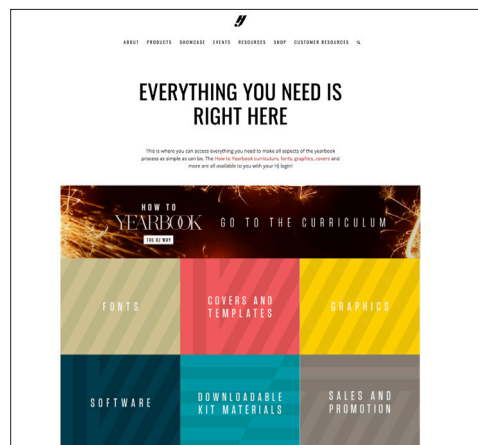
You can remove it by clicking the background tool in the tool panel and clicking the clear button at the bottom.

There are videos eDesign Help that show how to activate art in the Library.

STEP 5: ADD HEADLINES, COPY AND CAPTIONS AS DESIRED

eDesign has a time-saving tool called Caption Builder that allows you to easily add names in captions. When you tag images with names from the master list, it will create text frames with correctly spelled names. Use that text frame to add a caption and format its font, color and style as you wish. There are video tutorials in eDesign Help that show how to tag images with names, how to spell check names in captions and how to use Caption Builder to create captions under photos.

When you place a template, the fonts, art and colors come with it. Then, it's up to you to customize. Changing fonts and applying character styles is usually the first step. Square One mods include headline and copy packages set in a standard font. Once you choose and place these, you can change fonts and colors, and then add your own copy and photos.



SO MANY RESOURCES

AVAILABLE ONLINE AT herff.ly/ybk-resources

- On YearbookDiscoveries.com, there's a treasure trove of resources just for you. Click on the Customer Resources menu at the top, and choose Premium Content. This area contains a huge number of downloads, from guides to covers and templates to social media graphics in the Sales and Promotion section. Be sure to look around. You'll be amazed how much is here.



FONT BOOK

AVAILABLE ONLINE AT herff.ly/fonts-booklet

- More than 500 fonts
- Explanation of types of fonts and tips for designing with fonts

4. PROGRAM BUILDER

1. MAKE YEARBOOK A CULTURE

If being on the yearbook staff is fun and rewarding, if students are aware of the skills they are building and able to see their own growth, smart students will flock to your door. OK, so maybe not flock, but they'll want to see what it's all about.

ESTABLISH STAFF TRADITIONS

Celebrate birthdays and holidays, recognize good work with simple awards. Work nights = food fests.

BE INCLUSIVE

Make room for visual students and verbal students, for organized kids who can handle the business side and chatty Cathys who just want to interview people. Recruit vibrant personalities and the kids sitting quietly in the corner. Make yearbook that much more special because it's made for everyone.

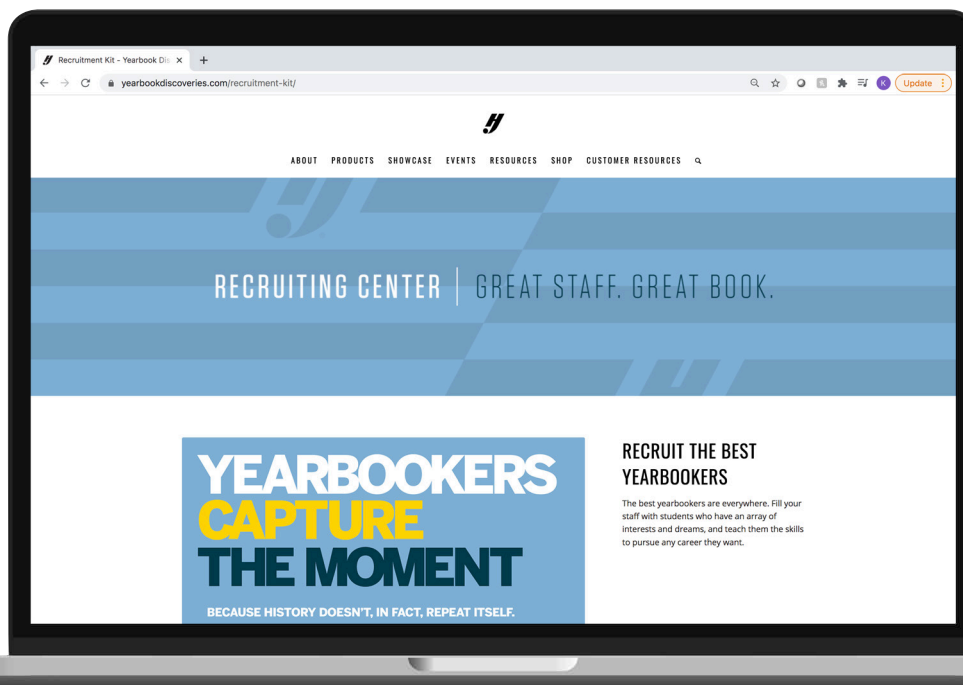
JUST WHAT A NEWBIE NEEDS

We have resources curated especially for advisers who have just stepped into the world of yearbook. There's so much to learn — and teach, if you have staffers — so these resources are meant for both uses. Visit herff.ly/newadviser. Check out the slideshows to learn the yearbook basics and then teach them to your students in the first weeks of the school year. You've got this!

2. BUILD YOUR FAN BASE

Every student in your room should be educated on professional behavior when in yearbook mode. They need to understand that they represent your program. Those students, plus every teacher in the building, the counselors and the administrators should all be able to list the skills yearbook offers:

- Interpersonal communication
- Sales communication
- Telephone skills
- Interviewing
- Journalistic writing
- Graphic design
- Photography
- Specialized knowledge of the printing industry
- Leadership and team building
- Technology
- Time management and meeting deadlines



RECRUIT THE BEST

You'll find everything you need to help promote your yearbook program to potential staffers, and even to administrators, on our Recruitment Kit page at herff.ly/ybk-recruiting.

yearbook skills are life skills

3. GO BEYOND

The goals of yearbook — to include every student, to highlight major events, to be a historical record of the year — put your staff in the perfect position to be an asset to your school and community. While some staffs include community service projects on their annual to-do lists, others provide free yearbooks to students who can't afford them.

ONE WAY TO GIVE BACK

If you sell business ads, consider including the base cost of a book in the cost of the advertising contract. Give businesses the choice of either keeping the book that's included or donating the book to a student who couldn't afford one otherwise. Some staffs call this a "Yearbook Angel" program. Work with your administrators to identify the students who will receive the books. If you are in a high school, start with the seniors. Provide business donors with a thank you certificate or staff photo, and come up with a way to distribute the free books without making anyone the wiser.

4. YOU'RE FAMILY

The pandemic has changed so many things — plant visits and trips to yearbook conventions seem unlikely in the coming year.

But, the Herff Jones family is here for you, regardless of the circumstances. From new resources posted on YearbookDiscoveries.com to live webinars and training opportunities, we are always looking for ways to support our advisers.

Follow us on social media @HJYearbook, and make sure you are receiving our Adviser Assistance emails every Tuesday. (Make Herff Jones Yearbooks yearbook@ybk.herffjones.com an approved sender in your email settings.) Reach out to your rep if you ever need additional support.



FOLIO MAGAZINE

Change the copy to say: Visit herff.ly/folio for the online version of our magazine. It's filled with inspiration and innovation.



PORTFOLIO: THE BEST OF HERFF JONES

The annual publication that brings all of our best examples together in one place. Check out the online version at herff.ly/showcase.

SET YOUR STYLES

CHARACTER STYLES

Refer to the **Font Collection** book for help navigating fonts, including size, weight and leading. Then record your choices here to keep the font styles in your yearbook consistent.

STYLE NAME	FONT FAMILY	FACE/WEIGHT	POINT SIZE	LEADING
Headline				
Subheadline				
Body copy			(9—11)	(size +3 or 4)
Portrait names			(8—9)	(size +4)
Caption starter			(8—9)	(size +2)
Caption copy			(8—9)	(size +2)
Bylines			(6—9)	

NEVER PANTONE ALONE

To accurately choose a CMYK color, refer to the colors poster in the kit, and talk with your CSA or rep. You also need to know if your paper is coated, which is most common, or uncoated. It's especially important to get your school colors exactly right. Get help from your rep or CSA and record the formulas here.

COLOR PALETTE	COLOR NAME	C:	M:	Y:	K:
Color 1					
Color 2					
Color 3					
Color 4					
Color 5					

NOTES

We know it's overwhelming. Breathe in. Breathe out. It'll be OK.

WITH HERFF JONES, YOU'LL NEVER YEARBOOK ALONE.

