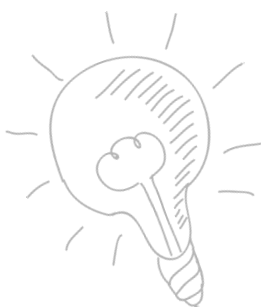




- Coming your way -

**IDEAS
RESOURCES
SUPPORT**



- your perfect yearbook -



OUR SECRET FOR YOUR Success...

IDEAS, RESOURCES, SUPPORT.

- ~ Ideas to help fill in those empty spaces ~
- ~ Resources to assist you in creating your best yearbook ~
- ~ The support you need when a question arises ~



We partner with you to help create a memorable yearbook for your staff and families.
We have been in the business of helping schools across the nation since 1953!

Throughout this book, you'll get acquainted with both the people and resources that
make School Annual yearbooks shine.

Our dedicated customer service team

We are here to help you every step of the way. You will have a dedicated representative
assigned to you with a strong team of others to offer additional support along the way.



Jerry
Alverson



Kerri
Barton



Kandis
Bernal



Sara
DiGello



Brooke
Haines



Kristin
Hartsock



Christie
Hume



Todd
Judd



Candee
Lamb



Melvin
McCants

WE CAN'T WAIT
TO WORK
WITH YOU!



Parris
Smith



Kristen
Yoder





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Learn how to create a theme in our yearbook designer!

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Products that can enhance your school



Want More Info?!

Scan with your phone to request more information on pricing or any other question!

Turn the page
to let your idea
journey begin!



What is a theme?

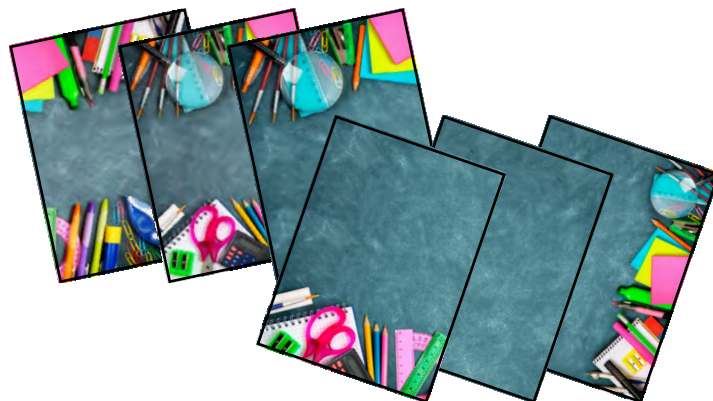
A theme unifies a yearbook and gives it a unique personality. School Annual offers templates, backgrounds and clip art that make it easy to create a theme that is perfect for your school.

Yearbook Covers



All of our pre-designed yearbook covers have matching backgrounds & clip art.

Matching Interior Pages



Pair backgrounds with pre-made templates to effortlessly create a themed yearbook.



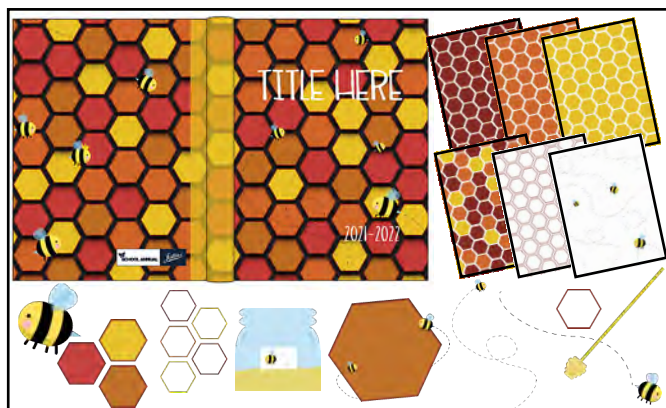
Add a decorative touch to each page with matching clip art, headlines, page borders, and more!



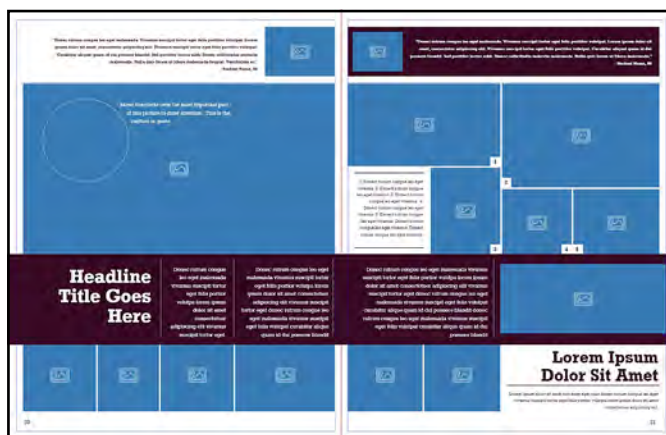
YEARBOOK IS WHAT WE DO!

We want to make creating yearbooks easy and fun!
Jerry Alverson

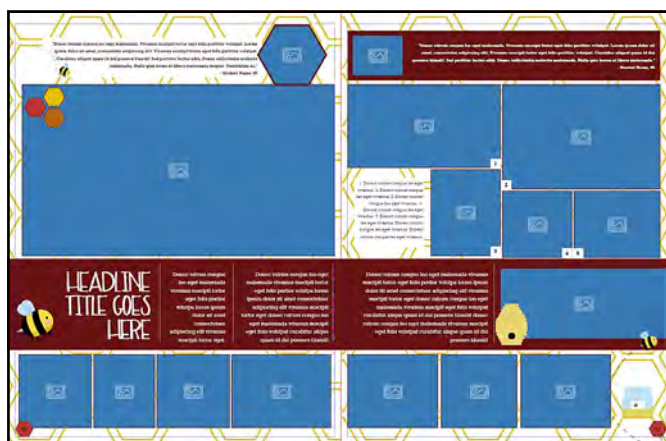
Creating theme pages



- 1 CHOOSE A THEME**
Select a cover and theme package that your school will love. This is a sample of just one of 45+ themed pages and matching clip art!



- 2 PICK A TEMPLATE**
Drag templates onto the pages of your yearbook. There are hundreds of options, so you'll be able to find the perfect one for your needs. (They're super easy to modify, though. Feel free to make changes.)



- 3 CUSTOMIZE**
Finalize your page with matching themed clip art, headers and text.

TIPS & TRICKS...

Templates are broken into categories like Portraits, Candids, Sports, etc. Once you have chosen your templates, drag and drop them onto the pages.



Let's see some themes come to life...

Chalk Talk

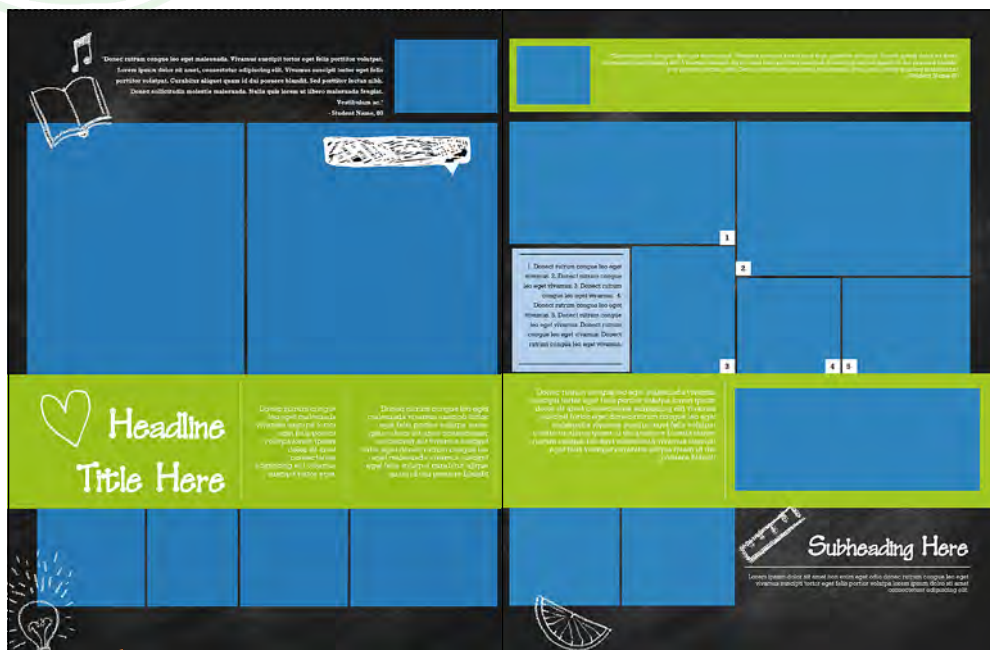


Cover:
Chalk Talk



Template: 1152 & 1153

This theme applied to this template.



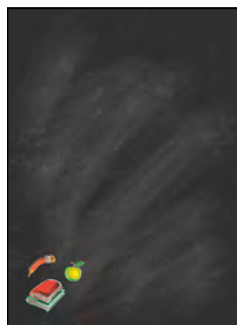
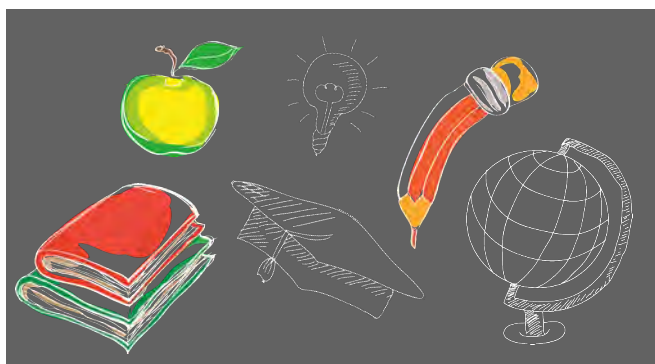
Fonts:
AYT Rockingham Medium
AYT Feltpoint
AYT Christina Print

Background:
Chalk Talk_BG-01

Clip Art:
Chalk clip 22
Chalk clip 77
Chalk clip 26
Chalk clip 25
Chalk clip 24
Chalk clip 62

Colors:
NU Limelight
SF Pineapple
RF Tranquil Blue
Black
White

Clip art and Backgrounds



TIPS & TRICKS...

You can make photo boxes in almost any shape. Drag and drop photos into the shapes for a dynamic effect.

This theme in action

Portrait Page Sample

Background: Chalk Talk_BG-01

Clip Art: Chalk-Talk_CA-23
Chalk-Talk_CA-20
Chalk-Talk_CA-02
Chalk-Talk_CA-06
Chalk-Talk_CA-07
Chalk-Talk_CA-04
Chalk-Talk_CA-01

Font: AYT Christina Print
AYT Feltpoint

Template: 7038 & 7039

Candid Page Sample

Background Page: Chalk Talk_BG-11,

Clip Art: Chalk-Talk_CA-10
Chalk-Talk_CA-02
Chalk-Talk_CA-09

Template: 3064 & 3065

Font: AYT Feltpoint

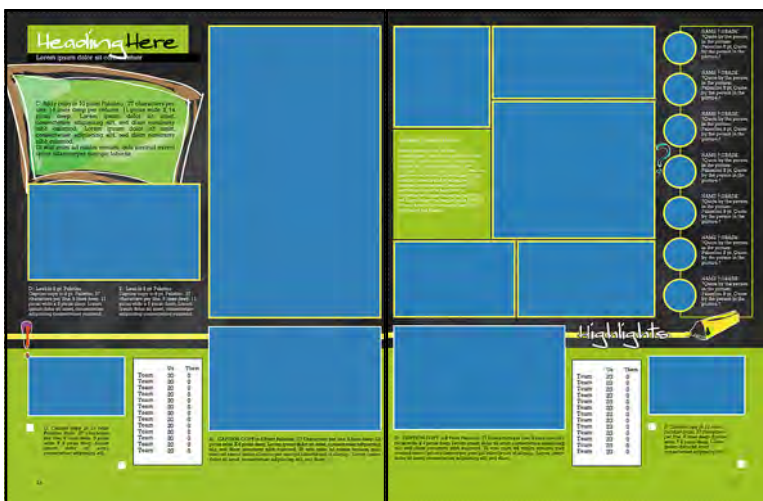
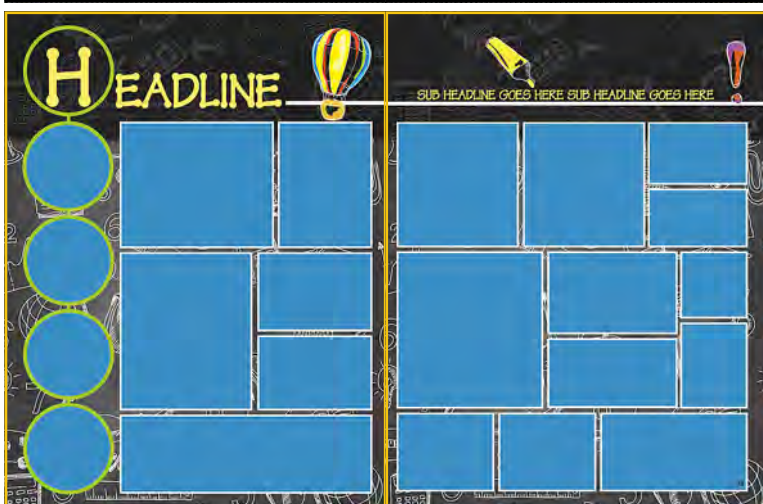
Sports/Club Page Sample

Background Page: Chalk Talk_BG-01

Clip Art: Chalk-Talk_CA-10
Chalk-Talk_CA-03
Chalk-Talk_CA-11
Chalk-Talk_CA-09

Template: 6002 & 6003

Font: AYT Christina Print
AYT Rockingham Medium



YEARBOOK IS WHAT WE DO!

Call me if you ever want to discuss theme ideas or cool templates. I've seen lots of yearbooks!

Candee Lamb



Space Doodle

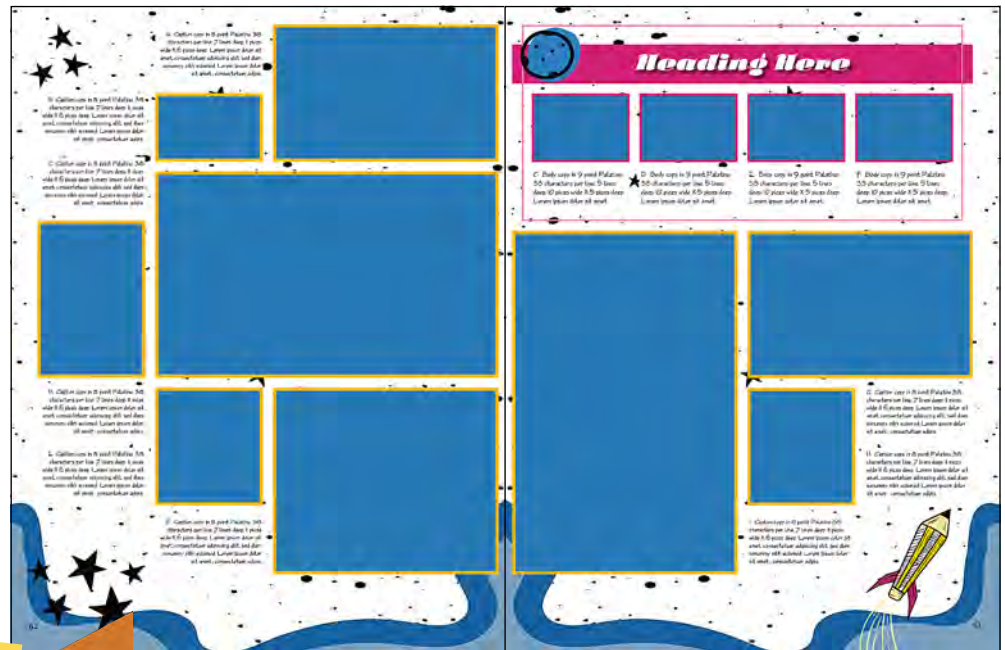


Cover:
Space Doodle



Template: 4014 & 4015

This theme applied
to this template.



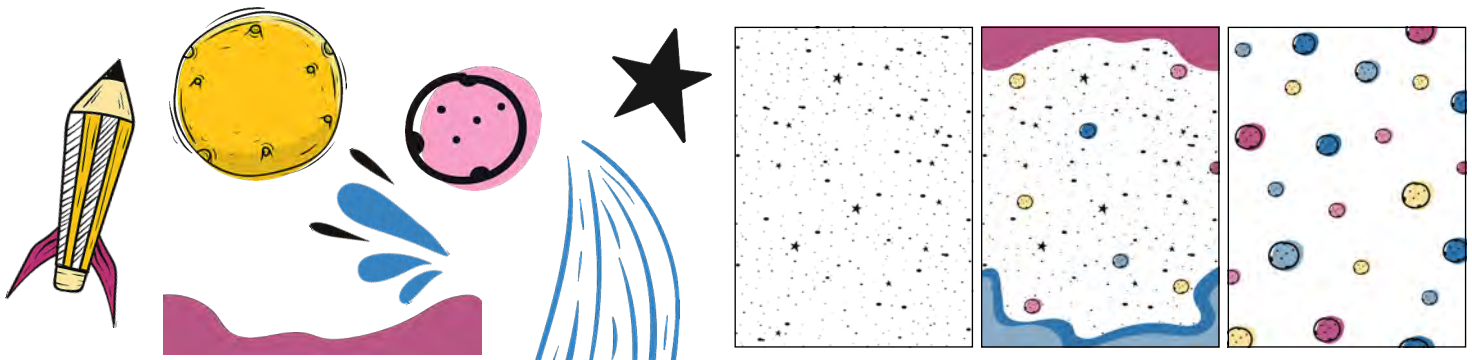
Fonts:
AYT Cadenza
AYT Elmore

Background:
SpaceDoodle BG 05

Clip Art:
SpaceDoodle CA 01
SpaceDoodle CA 03
SpaceDoodle CA 13
SpaceDoodle CA 07
SpaceDoodle CA 20

Colors:
SF Fuchsia
VT Summer
SF Cherry

Clip art and Backgrounds



Check us out on Facebook & Pinterest



This theme in action

Portrait Page Sample

Background: SpaceDoodle BG 06

Clip Art: SpaceDoodle CA 13
SpaceDoodle CA 16
SpaceDoodle HL 02
SpaceDoodle CA 03
SpaceDoodle CA 01

Template: 7024 & 7025

Font: AYT Cadenza
AYT Elmore

Candid Page Sample

Background Page: SpaceDoodle BG 09

Clip Art: SpaceDoodle CA 02
SpaceDoodle CA 07

Template: 3012 & 3013

Font: AYT Cadenza
AYT Elmore

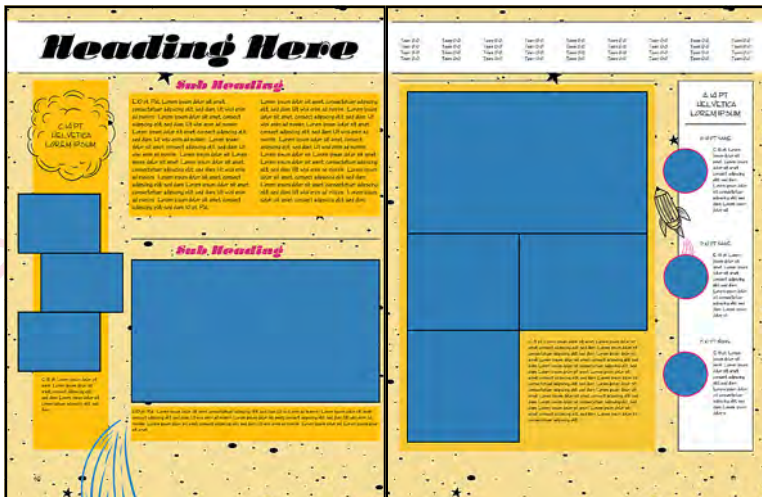
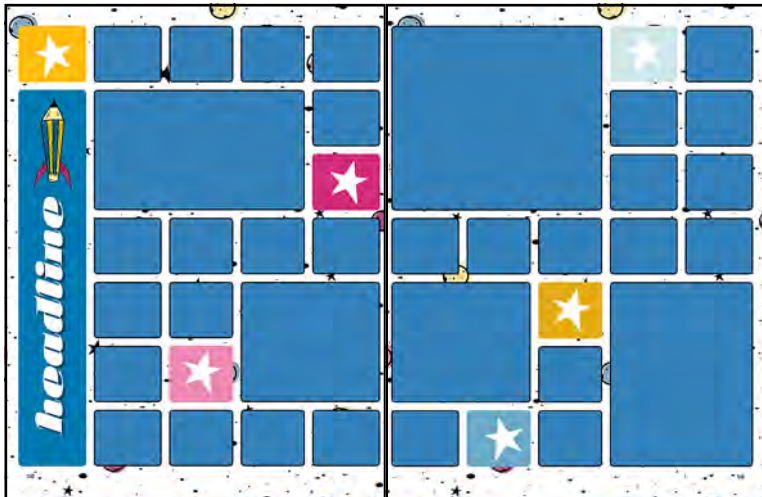
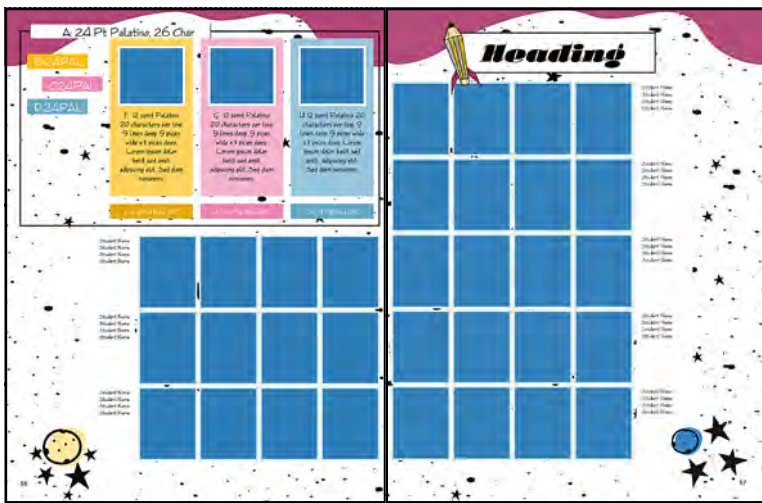
Sports/Club Page Sample

Background Page: SpaceDoodle BG 02

Clip Art: SpaceDoodle CA 19
SpaceDoodle CA 17
SpaceDoodle CA 09

Template: 6024 & 6025

Font: AYT Cadenza
AYT Elmore



Did you know...

Our yearbook design platform has a Snap Edit Image Editor so you can quickly colorize, adjust, and alter your images right inside the designer!



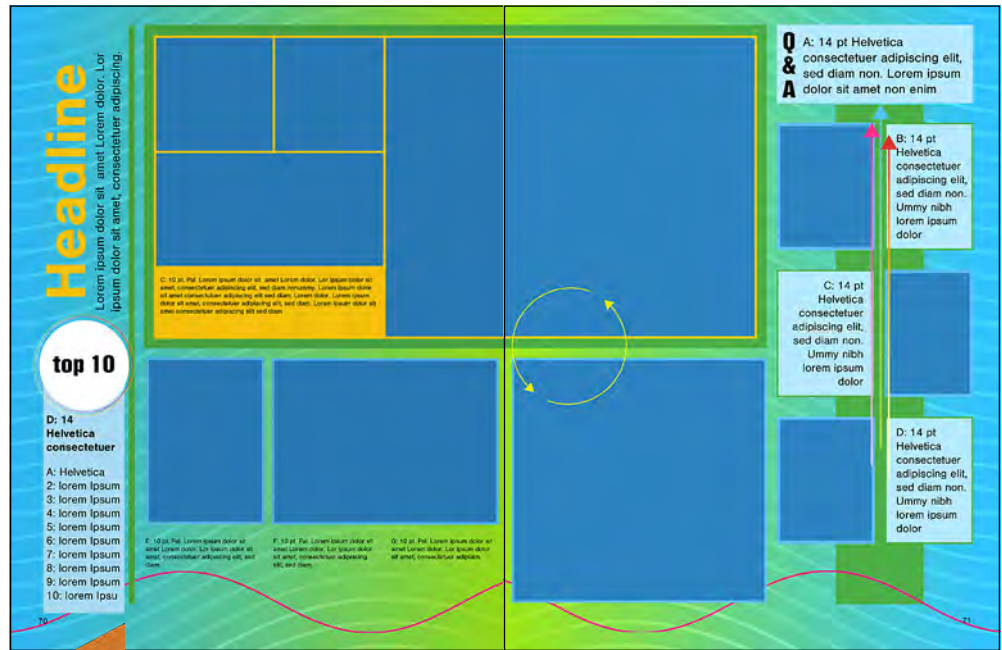
Brilliant Waves

Cover:
Brilliant Waves



Template: 4044 & 4045

This theme applied
to this template.



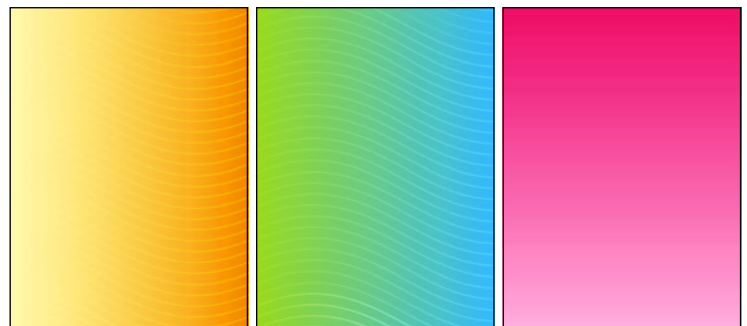
Fonts:
AYT Foundations Sans

Background:
BrilliantWaves BG 11

Clip Art:
BrilliantWaves CA 13
BrilliantWaves CA 23
BrilliantWaves HA 01
BrilliantWaves HA 02

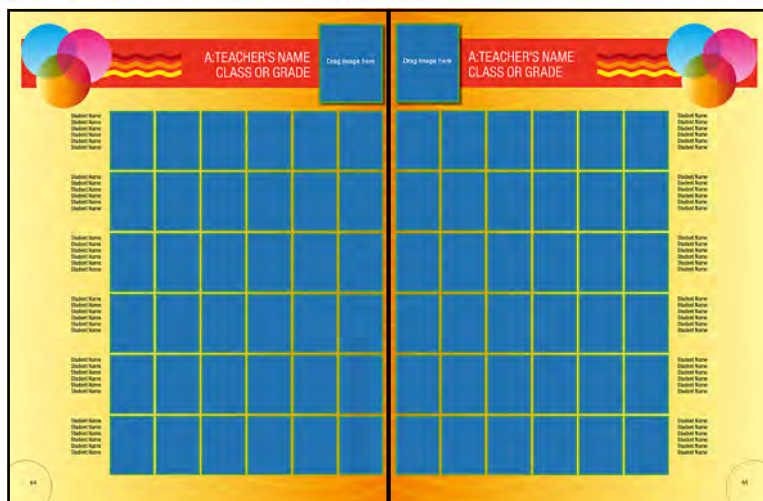
Colors:
SF Sunshine
SF Lime
SF Perfect Day

Clip art and Backgrounds



Did you know...

Our Portrait Flow tool is foolproof! Customize the number of portraits per page, name location and other elements. Then, with the click of a button, portraits flow quickly into the photo boxes.



This theme in action

Portrait Page Sample

Background: BrilliantWaves BG 02

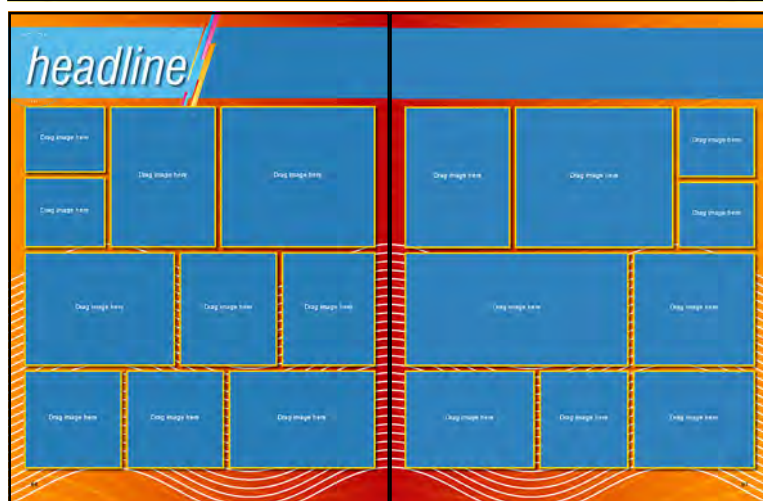
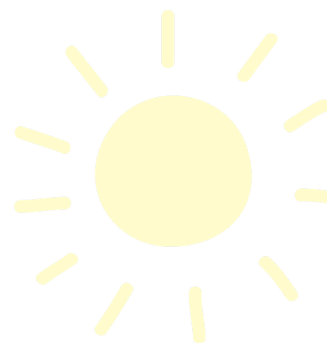
Clip Art: BrilliantWaves CA 07

BrilliantWaves CA 15

BrilliantWaves CA 12

Template: 7060 & 7061

Font: AYT Foundations Sans



Candid Page Sample

Background Page: BrilliantWaves BG 09

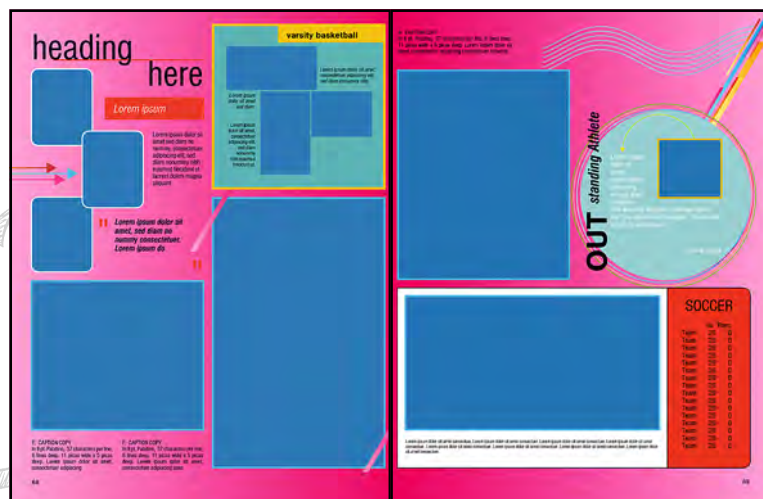
Clip Art: BrilliantWaves CA 01

BrilliantWaves CA 05

BrilliantWaves CA 11

Template: 3098 & 3099

Font: AYT Foundations Sans



Sports/Club Page Sample

Background Page: BrilliantWaves BG 06

Clip Art: BrilliantWaves CA 04

BrilliantWaves CA 02

BrilliantWaves CA 01

BrilliantWaves CA 06

BrilliantWaves CA 08

BrilliantWaves CA 20

Template: 6006 & 6007

Font: AYT Foundations Sans

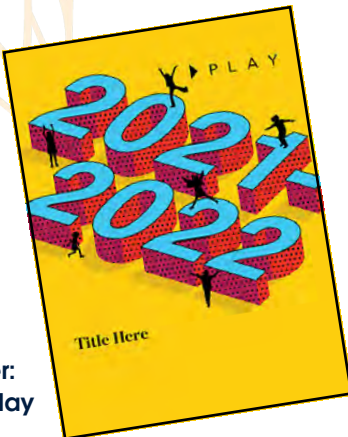
YEARBOOK IS WHAT WE DO!

I get the most comments on how easy the design program is to use! Truly! It is amazing!

Kristin Hartsock



Press Play

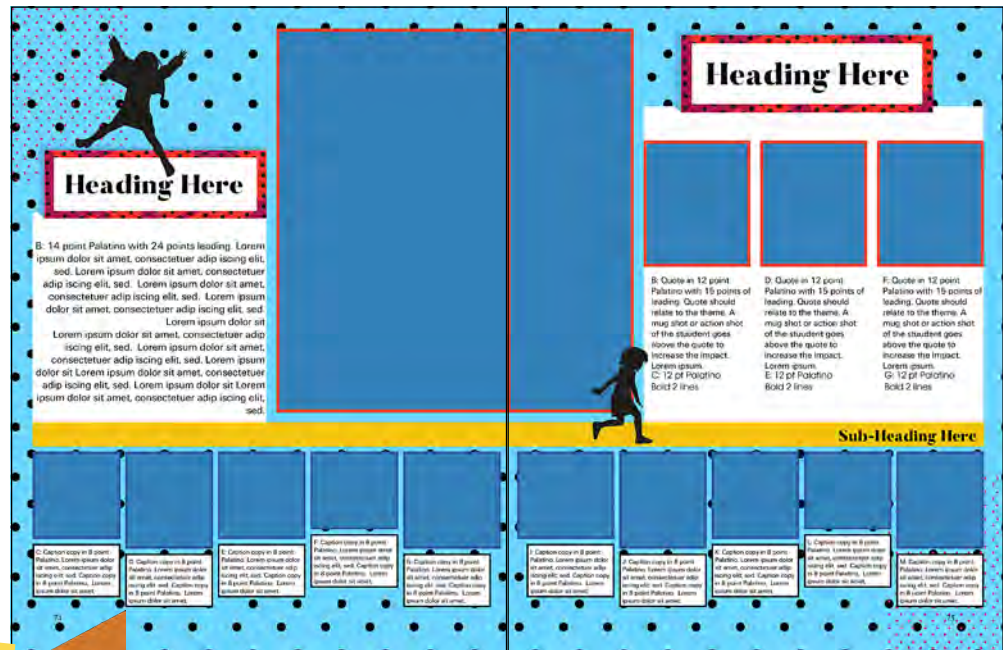


Cover:
Press Play



Template: 4074 & 4075

This theme applied
to this template.



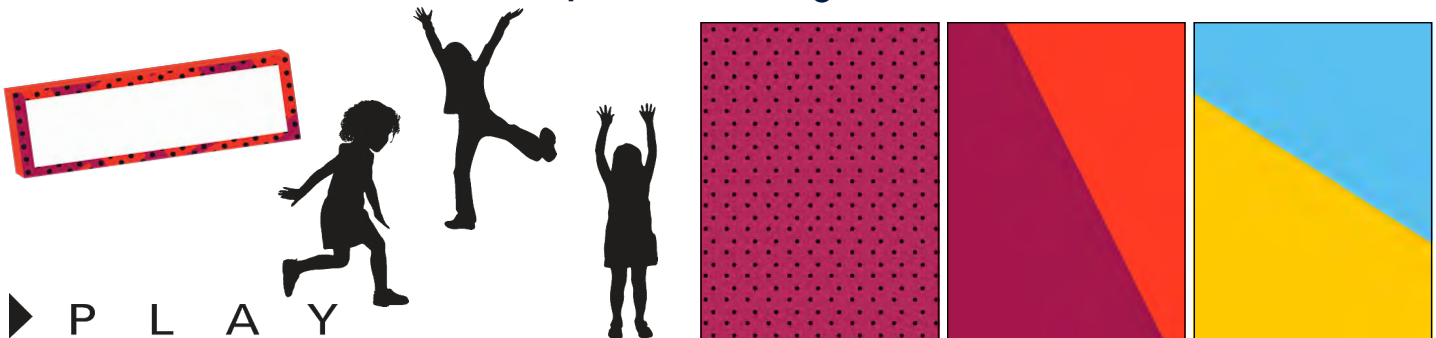
Fonts: AYT Amperstencil
AYT Urbano

Background:
PressPlay_BG-02

Clip Art:
PressPlay_CA-01
PressPlay_CA-04
PressPlay_CA-12
PressPlay_HL-01

Colors:
TR Gold
SM Pool Party
SM Heat Wave
Black
White

Clip art and Backgrounds



YEARBOOK IS WHAT WE DO!

I really like the drop shadow feature in the designer, but there are lots of different tools, so the sky is the limit on creativity!

Christie Hume

This theme in action

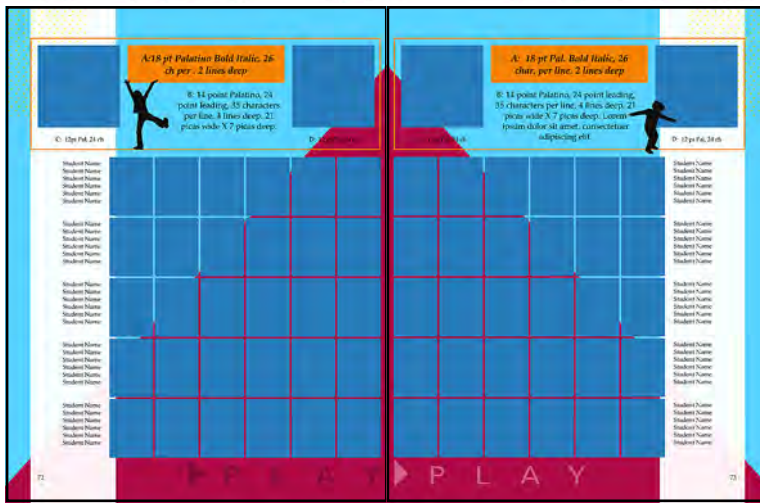
Portrait Page Sample

Background: PressPlay_BG-12

Clip Art: PressPlay_CA-09
PressPlay_CA-02
PressPlay_CA-06
PressPlay_CA-07

Template: 7038 & 7039

Font: AYT Amperstencil
AYT Urbano



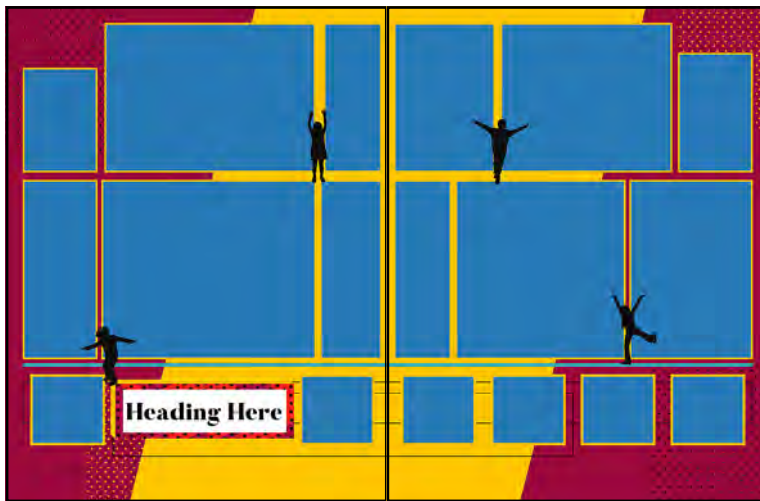
Candid Page Sample

Background Page: PressPlay_BG-14

Clip Art: PressPlay_CA-09
PressPlay_CA-08
PressPlay_CA-03
PressPlay_CA-06
PressPlay_CA-05
PressPlay_CA-02
PressPlay_HL-02

Template: 3008 & 3009

Font: AYT Amperstencil



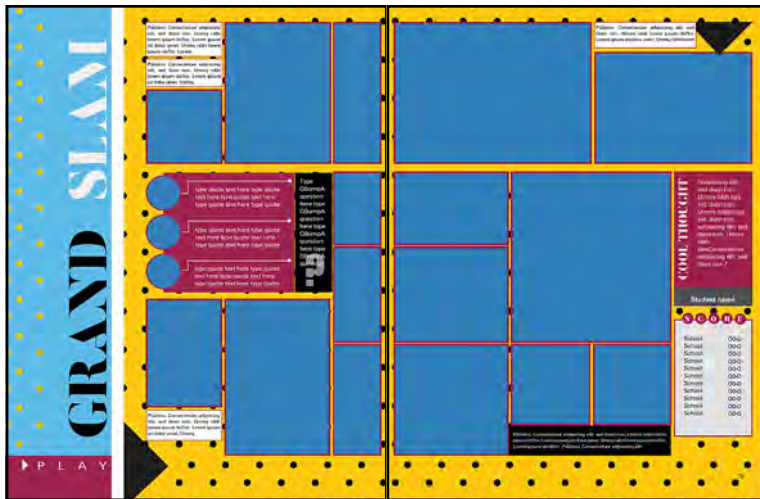
Sports/Club Page Sample

Background Page: PressPlay_BG-01

Clip Art: PressPlay_CA-09
PressPlay_CA-07

Template: 4114 & 4115

Font: AYT Urbano
AYT Amperstencil



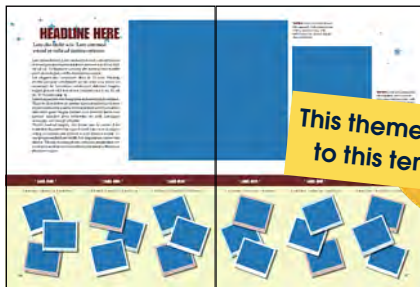
Flashbax

We create an eight-page, current events section throughout the year covering the most prominent headline news, pop culture, music and entertainment.



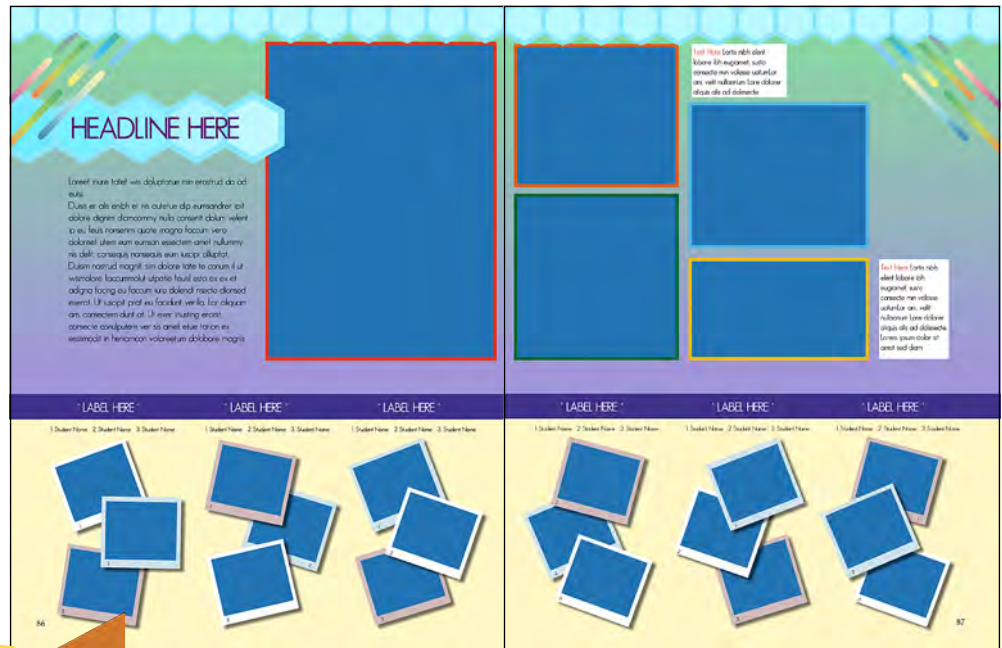
Earn Your Stripes

Cover:
Earn Your Stripes



Template: 1004 & 1005

This theme applied to this template.



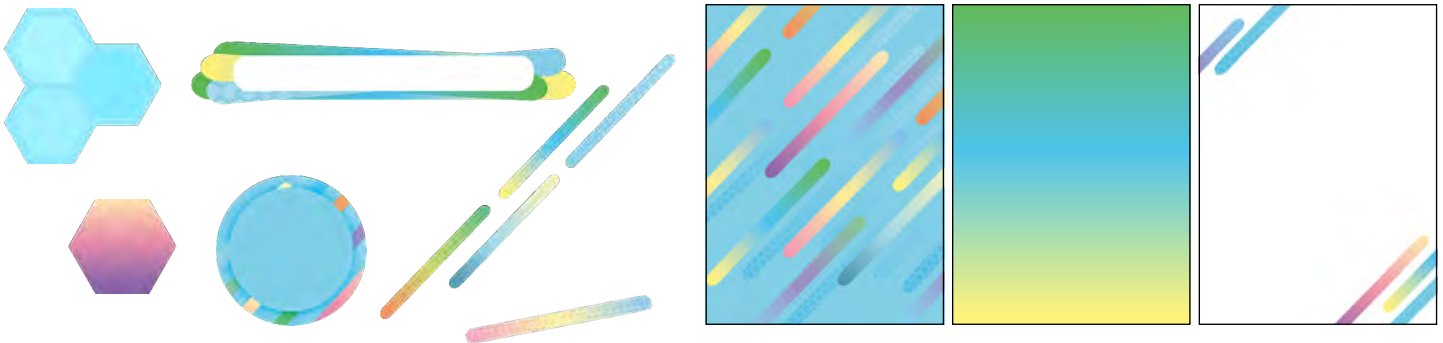
Fonts:
AYT Maximo

Background:
EarnYourStripes_BG-01

Clip Art:
EarnYourStripes_CA-12
EarnYourStripes_CA-13
EarnYourStripes_CA-17
EarnYourStripes_CA-18

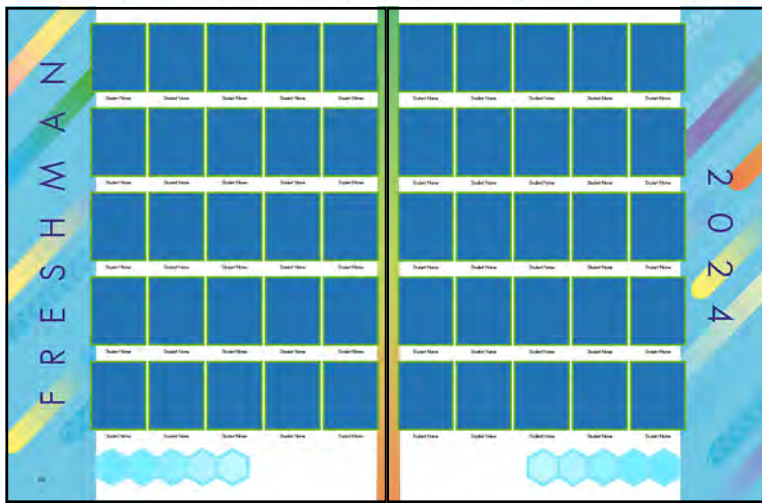
Colors:
SM Grape Juice
SM Heat Wave
SM Campfire
SM Lawn
SM Perfect Day
SM Sunflower
SM Lemonade

Clip art and Backgrounds



Did you know...

We provide you with multiple logins to our online designer so you can collaborate on your yearbook with other people. You can even leave notes on images or pages for quick editing or approvals!



This theme in action

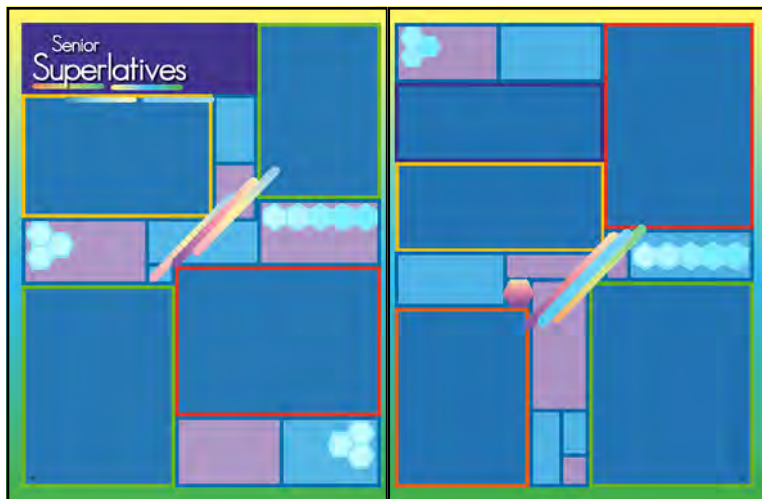
Portrait Page Sample

Background: EarnYourStripes_BG-01

Clip Art: EarnYourStripes_BG-11
EarnYourStripes_CA-13

Template: 7076 & 7077

Font: AYT Maximo Bold



Candid Page Sample

Background Page:

Clip Art: EarnYourStripes_CA-3
EarnYourStripes_CA-5
EarnYourStripes_CA-6
EarnYourStripes_CA-7
EarnYourStripes_CA-13
EarnYourStripes_CA-14
EarnYourStripes_CA-15
EarnYourStripes_CA-16
EarnYourStripes_CA-17

Template: 3000 & 3001

Font: AYT Maximo



Sports/Club Page Sample

Background Page: EarnYourStripes_BG-07

Clip Art: EarnYourStripes_CA-14
EarnYourStripes_CA-02

Template: 6016 & 6017

Font: AYT Maximo

YEARBOOK IS WHAT WE DO!

School Annual really is a one-stop solution for all our customers' needs. I am always thrilled that I am able to provide so much support and knowledge with our programs!

Brooke Haines



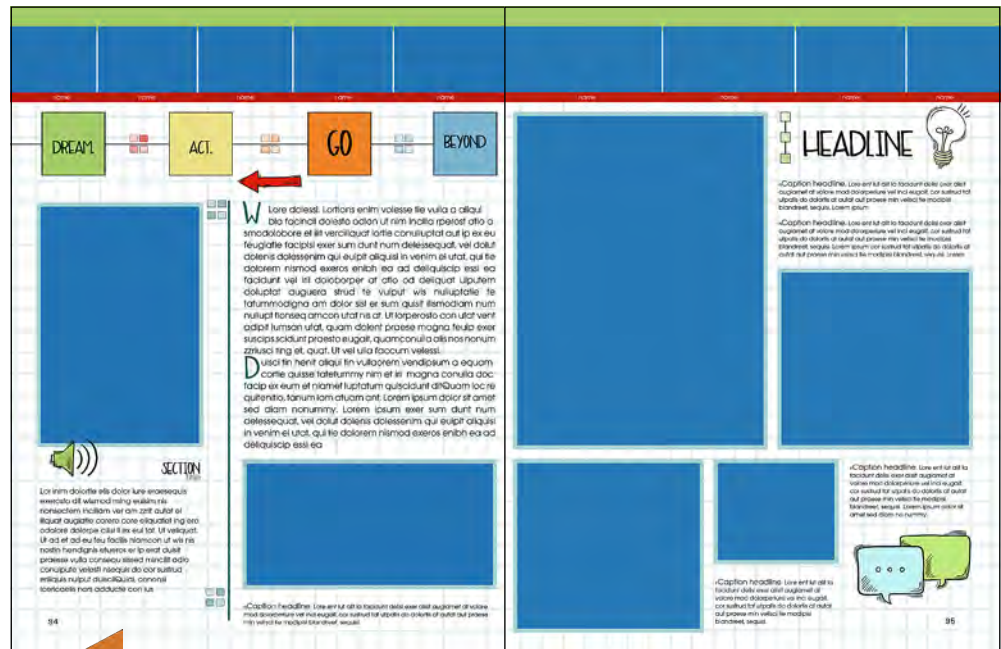
Social Doodles

Cover:
Social Doodles



Template: 1036 & 1037

This theme applied
to this template.



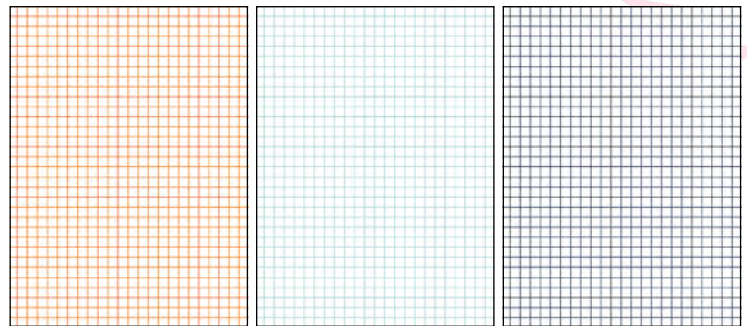
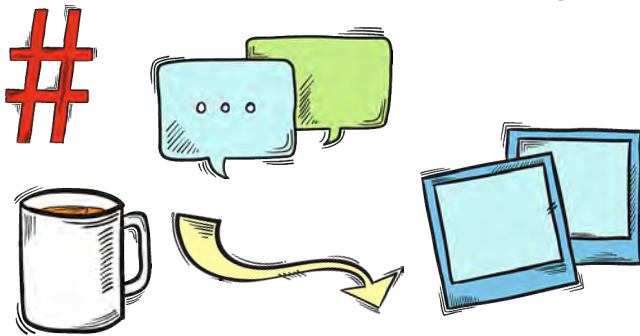
Fonts:
AYT Marker Upright Sans
AYT Avalon

Background:
SocialDoodles_BG-01

Clip Art:
SocialDoodles CA 09
SocialDoodles CA 26
SocialDoodles CA 22
SocialDoodles CA 05

Colors:
RF Artic
RB Flame
SF Honeydew
ST Flax
VI Fog
SH Tomato

Clip art and Backgrounds



YEARBOOK IS WHAT WE DO!

One of the best emails I've received was from a customer who sent this note: "THANK YOU SO MUCH FOR HELPING THIS YEARBOOK COME TOGETHER DURING THIS TOUGH YEAR! It looks great! I'm so proud of it, and I couldn't have done it without you!"

Melvin McCants

This theme in action

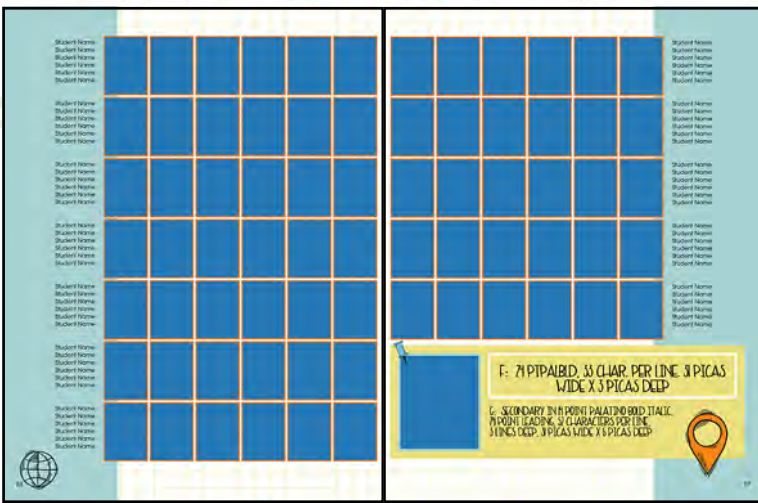
Portrait Page Sample

Background: SocialDoodles BG 08

Clip Art: SocialDoodles CA 31
SocialDoodles CA 14
SocialDoodles CA 15

Template: 7002 & 7003

Font: AYT Marker Upright Sans
AYT Avalon



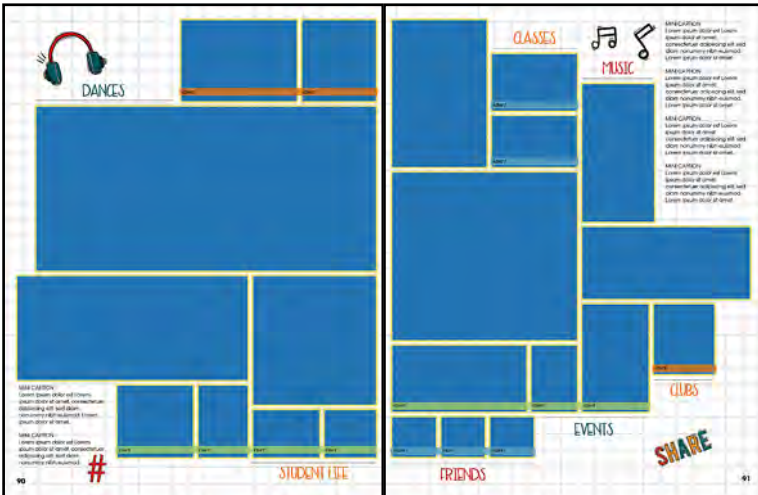
Candid Page Sample

Background Page: SocialDoodles BG 07

Clip Art: SocialDoodles CA 01
SocialDoodles CA 07
SocialDoodles CA 27
SocialDoodles CA 32
SocialDoodles CA 33

Template: 3114 & 3115

Font: AYT Marker Upright Sans
AYT Avalon



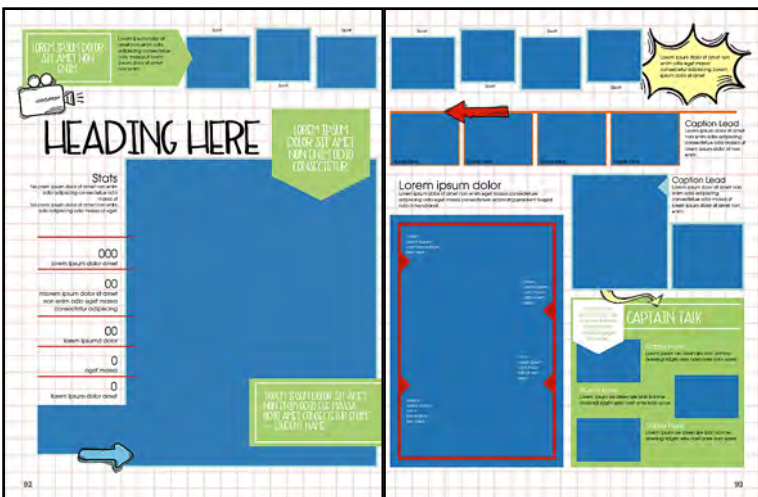
Sports/Club Page Sample

Background Page: SocialDoodles BG 03

Clip Art: SocialDoodles CA 04
SocialDoodles CA 10
SocialDoodles CA 09
SocialDoodles CA 24
SocialDoodles HL 03

Template: 6054 & 6055

Font: AYT Marker Upright Sans
AYT Avalon



What our customers are saying

"My rep responds to every email very quickly and has made this process incredibly easy!" "I wanted to tell you that the book was remarkable. Everyone loves it!" "Thank you SOOOOO much for the very helpful webinar! I have already learned so much!" "You are so easy to work with, I really appreciate it!"

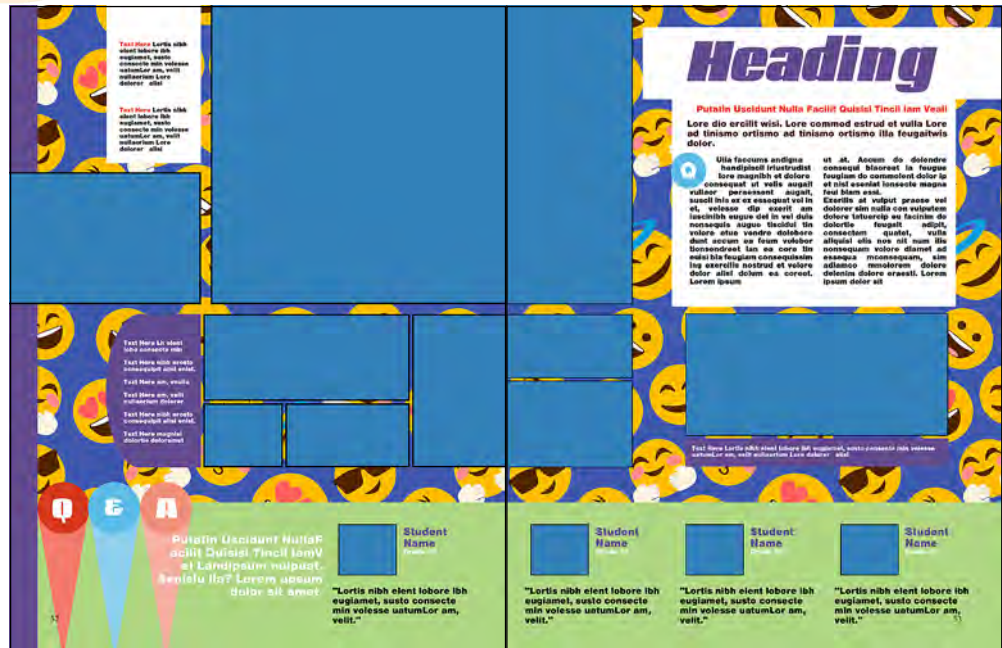
Emoji



Cover:
Emoji



Template: 1086 & 1087



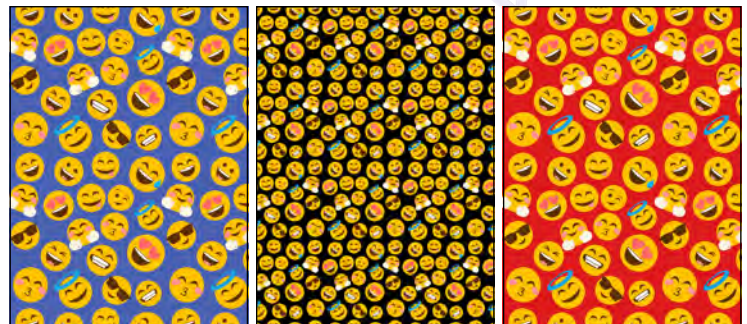
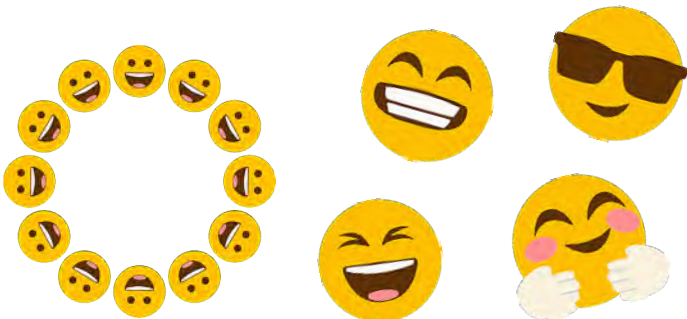
Fonts:
AYT Graphics Wide
AYT FoundationSands

Background:
Emoji Me_BG-11

Clip Art:
Emoji-Me_CA-09
Emoji-Me_CA-04
Emoji-Me_CA-03
Emoji-Me_CA-05
Emoji-Me_CA-06

Colors:
VI Regal Purple
SP Bittersweet
SM Heat Wave
SM Perfect Day
SM Watermelon
SM Frisbee

Clip art and Backgrounds

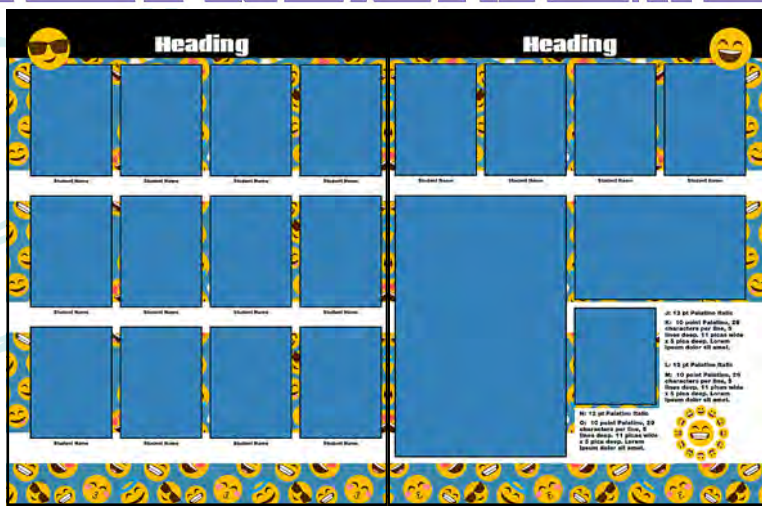


Meridian Planners

Fun planners for teachers and students that will help organize the year! Add fun extra touches by customizing the covers.

meridianplanners.com | 888.724.8512





This theme in action

Portrait Page Sample

Background: Emoji Me_BG-04

Clip Art: Emoji-Me_CA-03

Emoji-Me_CA-09

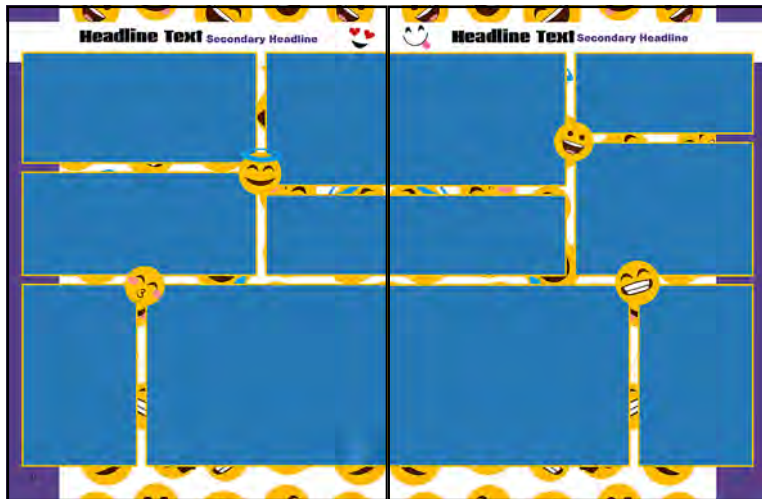
Emoji-Me_CA-08

Emoji-Me_CA-11

Template: 7038 & 7039

Font: AYT Graphics Wide

AYT FoundationSans



Candid Page Sample

Background Page: Emoji Me_BG-12

Clip Art: Emoji-Me_CA-04

Emoji-Me_CA-06

Emoji-Me_CA-02

Emoji-Me_CA-08

Emoji_clp1A1

Emoji_clp1B1

Template: 3020 & 3021

Font: AYT Graphics Wide, AYT FoundationSans



Sports/Club Page Sample

Background Page: Emoji Me_BG-06

Clip Art: Emoji Me_CA-01

Emoji Me_CA-03

Emoji Me_CA-05

Emoji Me_CA-21

Template: 6065 & 6057

Font: AYT Graphics Wide

AYT FoundationSans

YEARBOOK IS WHAT WE DO!

Meeting new advisers and learning about their needs is so exciting. Getting customers started on their yearbook is really the best time of the year!

Sara DiGello



Ideas. Ideas. Ideas.

Extra pages in your yearbook can be turned into fun layouts with information that brings your yearbook to life.

Student/Teacher Surveys

What's your favorite?
 What's the most ____
 What's the least ____
 What superpower would you like to have?
 How do you celebrate your birthday?
 What is your pet's name?

Teacher Talk

Describe your teacher
 How many years at the school?
 Teacher favorite jokes
 Teacher hobbies

Fun Facts or Sayings

Amazing facts about animals, places and people
 Student artwork facts
 Facts about the school
 Teacher sayings
 Yearly events

Student Quotes

When I grow up I want to be ____
 I Want to ____ because ____
 The best thing I've ever done is ____
 My goal for this year is to ____
 Who is a special person in your life?

Just Add Memories

Make your yearbook memorable by capturing the personality of your school and students!

Most Likely



Most likely to be voted president
Most likely to go to Harvard
Most likely to be famous
Most likely to be on TV

Fill In The Blank

A graphic titled "All About Me!" with 12 categories for students to fill in. The categories are: My name is, I am years old, My favorite class is, My favorite color is, I am in grade, In my spare time I like to, When I grow up I want to be, My favorite game is, My favorite movie is, I live in, My favorite food is, and My favorite thing about me is.

My favorite food is ____
My best friends are ____
My favorite class is ____ because ____
This summer I am looking forward to ____

Showcase Students



Talents
Volunteer work
Siblings
Sports achievements
Student artwork

Trivia

A graphic titled "How well do you know your school?" with 10 trivia questions. The questions are: What year did our school open?, Where was our first school building located?, Who was the first principal of our school?, What famous lawyer went to our school?, What year was our current school building built?, What are our school colors?, What is the school mascot?, How large was our first graduating class?, When was the new playground completed?, and What class won the Super Readers party last year?

This or That questions
Around school
Student polls
Summer fun

We've got you covered

These covers represent only a fraction of our studio-designed covers!
Each cover comes with matching background pages and clip art.



YEARBOOK IS WHAT WE DO!

With hundreds of options, you can choose a cover that is perfect for your school's personality! Or, design your own!
Parris Smith

Just add your school name

OR you can design your own FULLY CUSTOM cover.



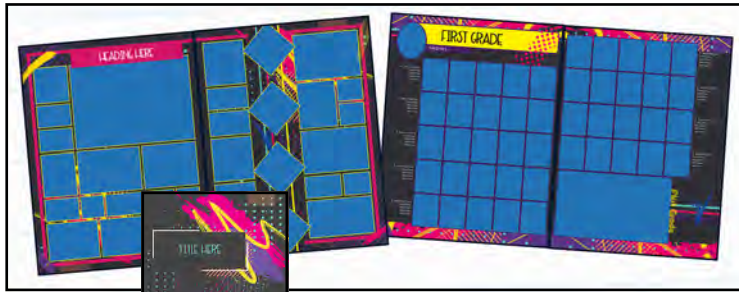
School pictures and yearbooks

The combo you've been craving! Sign up for this winning combo and receive a FREE mosaic cover that showcases all your students' smiling faces. Talk with your sales rep about Jostens Pix to get started today!



Make It Even Easier!

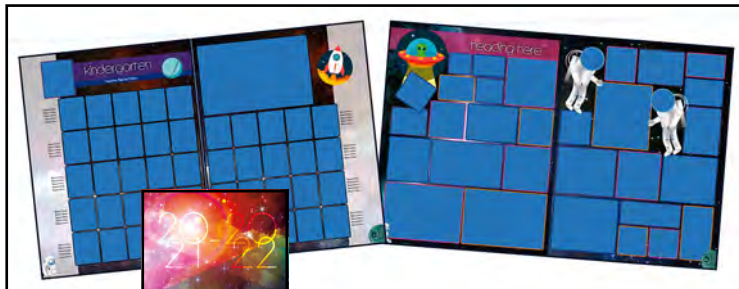
Our fastest solution to yearbook building is Easy Work. Answer a few questions and we load themed templates and clipart onto every page for you.



Amp Up



Backpack



One in a Million



Argon



Sweet Memories



Now Showing



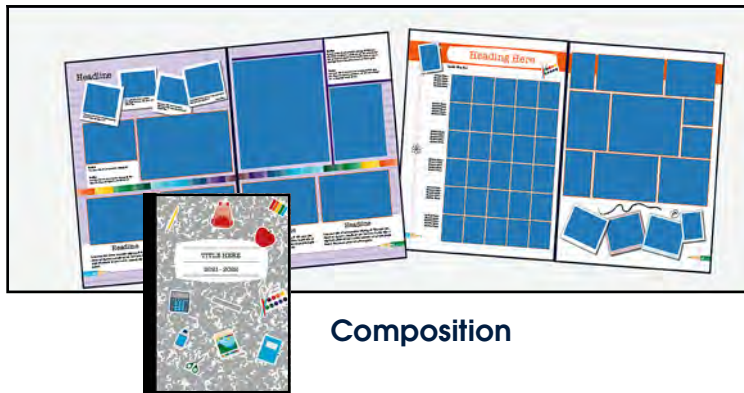
EASY WORK™
ALMOST EFFORTLESS

For only \$2.00 more per copy...

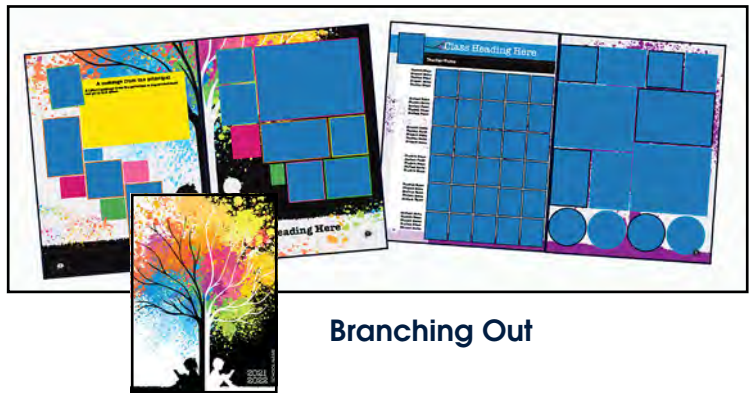
We will do the work for you. Easy Work can save you dozens of hours since we do almost all of the work. Simply add text and photos and you're done!

Try Easy Work!

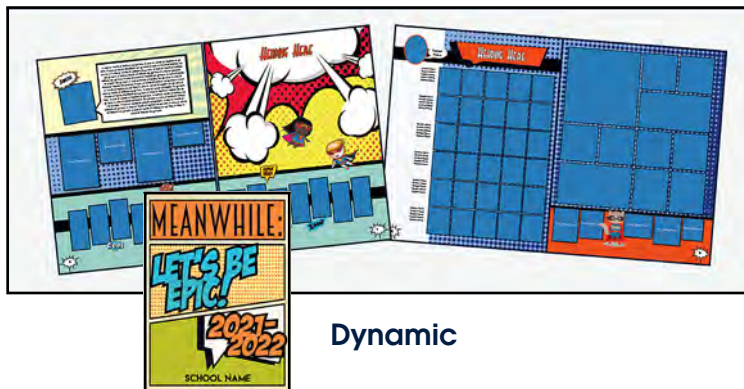
With Easy Work, all you need to do is choose your theme. We'll design each page with care so all you need to do is upload your photos and add a few headlines!



Composition



Branching Out



Dynamic



Rainbow Chalk

1. Choose a theme you love!
2. Tell us how you want your portrait pages organized & how many pages you need.
3. Sit back and relax while we design your book with fun templates that match your theme.
4. Finishing touches!
Simply add the photos, names and memories. Then, voila! Your beautiful yearbook is complete.

Scan to request more information
and pricing on Easy Work!



Helpful Resources

We know not everyone loves selling yearbooks. That's why School Annual makes it easy by giving you sales materials and resources free through our online order center.



Planning Tools

As a customer, you have access to a comprehensive planning guide. It includes tips and tricks in picking a theme, photo coverage and a monthly calendar with recommended to-do lists to help you stay on track.



Replaylt Photo Submission

Our photo collection portal is recommended for collecting images and portraits from the school and community.

Collect multiple photos at a time from each student.

No upload limit.

Allows for photo descriptions.
Uploads directly to the online yearbook builder.

All photos get saved to a designated inbox in your School Annual online image library!



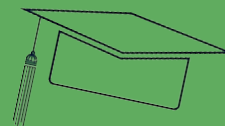
Keep it Simple

We do all of the extra work so you can focus on creating an exceptional yearbook for your students. Whether it is selling, advertising or providing you with additional help to get your yearbook done, we are there for you every step of the way.



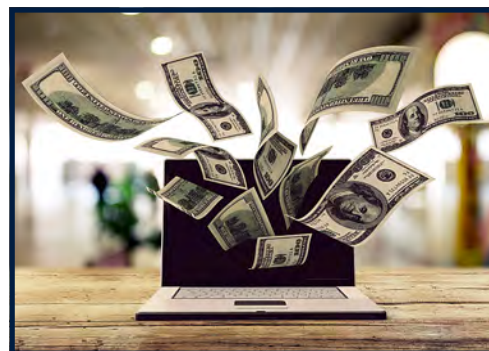
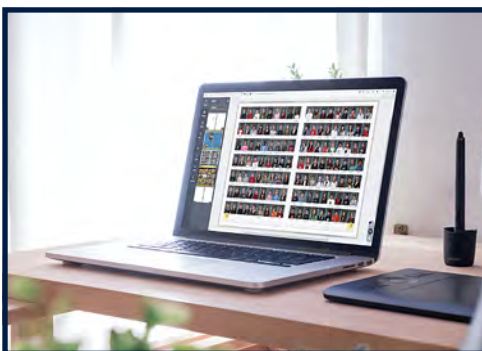
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Offering caps, gowns and diplomas for all the little graduates at your school.
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Online Selling

Selling yearbooks should be easy! We help make it even easier with a secure online website for parents to purchase yearbooks through.



Impactful Marketing

Our yearbook kit has loads of examples to help sell your yearbook. Inside, you'll find forms, tips, and proven methods for promoting, marketing, and organizing a successful yearbook sales strategy.

Easy to Use Website

School Annual will set up a website on our secure platform to quickly sell your school's yearbooks online! You can also pair it with our School Store to sell other branded products.

No Cash Collection

By allowing online purchases directly through the School Annual website, we do all of the cash management for you. You'll never need to worry about collecting, tracking, or losing cash.

YEARBOOK IS WHAT WE DO!

I love helping my customers feel comfortable with creating a yearbook!
Kristen Yoder



Yearbook As a Fundraiser

Advertising sales

Selling ads is the most traditional way to raise funds. Businesses and parents buy an allotted amount of space in the yearbook. If you have 4 pages of ads, 8 ads per page, with ads costing \$25 each... You've just raised \$800.



Yearbook sales

Say your yearbook costs \$15 when you order 300 copies. Selling each book for \$20 can raise an additional \$1,500 to provide yearbooks to students who cannot afford one or for other school activities!

A Good fit got even better

Working with School Annual by Jostens provides you with the added benefit of FUNDRAISING MADE EASY for your school! In a few simple steps, you can create a School Store that provides CUSTOMIZED SPIRIT WEAR that proudly unites your school name, colors and mascots! This is a WIN, WIN...PROMOTE your SCHOOL SPIRIT and earn 12% of ALL SALES! It's that easy.

School fundraising made EASY with School Annual by Jostens
ZERO risk. ZERO inventory. ZERO investment.

100% CONTROL!



www.jostens.com/apparel/school-spirit-wear