



YearbookLife

# THEME GUIDE



**DESIGN**  
WITH PURPOSE

# THEME DEVELOPMENT

## THEME

A theme is the central idea, or unifying “attitude” of the year captured by the yearbook itself. It should tell a story about what makes this school year different and unique from other years—something that everyone can relate to and identify with.

## MOTIF

A motif is the visual cues or recurring symbols that reinforce the theme and remind readers about the central idea. Motifs create mood and sentiment by using images, shapes, colors, patterns, etc. repeatedly throughout the yearbook. Your theme should be woven throughout your yearbook in every section using your motif—the sports section, student life section, clubs and organizations section.

## CHOOSING YOUR THEME

Developing a theme for your yearbook should be fun and creative. Many schools choose mascot or spirit-related themes that tie in with school colors or anniversaries. Your theme should reflect the attitude of your school that year. Is your school going through a growth phase? Celebrating an anniversary? Initiating new changes? Welcoming new administration? Your yearbook is the perfect medium to tell this story so it is remembered by all. It should document the events and celebrate the milestones of the year in a story format that ties into a main idea. Whatever you decide, make sure you keep it consistent throughout the book and add art and text that support it.



## BRAINSTORMING TIPS

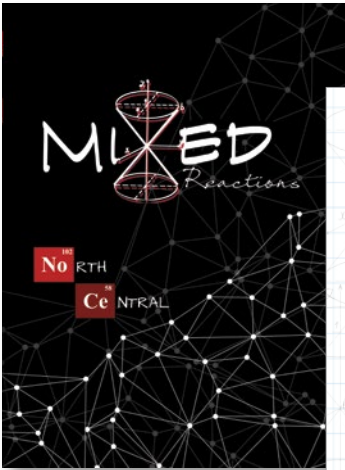
Listed below are a few theme ideas to brainstorm around. Take a moment to review some of these ideas when developing your school's theme. Make sure to use it throughout your yearbook—on the cover, endsheets, title pages, division pages, and sections of the yearbook. There is no “wrong” theme; however, a theme may be underdeveloped and difficult to understand. To avoid this, make sure to brainstorm ideas with everyone on your yearbook staff or ask faculty to weigh-in.

A Cut Above	Great Expectations	Only The Finest
A Day in the Life	Have You Heard?	Our Time to Shine
A Flash from the Past	In a World of Our Own	Pardon Our Dust
A New Awakening	In the Making	Picture This
A New Point of View	Inside And Out	Piece By Piece
A Season of Change	Into Something New	Pieces of the Puzzle
A Step Above the Rest	It All Adds Up	Reach for the Stars
A Touch of Class	It All Begins With You	Remember This
Any Way You Slice It	It Goes Without Saying	Right On Target
Attention to Detail	It's A Small World	Road to Success
Between the Lines	It's About Time	Say It With Style
Breaking Thru	It's All in Your Mind	Seeing is Believing
Built to Last	It's Anyone's Guess	Seize the Day
Capture the Magic	It's Our Time	Signs of the Times
Catch the Moments	It's Your Choice	Simply the Best
Caught in the Act	Just Passing Through	Still the One
Check Us Out	Just for the Fun Of It	Sum It Up
Check It Out	Just Had to Be There	Take Another Look
Color me (school name)	Laying It on the Line	Take a Closer Look
Come Learn With Us	Let's Face It	Take It from the Top
Days of Our Lives	Lights, Camera, Action	The Best of Times
Deep in the Heart of...	Listen Up	The Show Must Go On
Destined to Be...	Living the Dream	The Future Is Now
Distinct Impressions	Look at The Best	The Times of Our Lives
Every Step of the Way	Make Your Mark	The Year to Remember
Expect the Best	Making the Pieces Fit	This Is Our Time
Face The Facts	Moving On Up	Too Good to be True
Find Your Place	Never Had It So Good	Turning the Page
First Class	Never Say Never	Unbelievable
For All It's Worth	New Beginnings	Under Construction
Forever Young	Nobody Does It Better	Unforgettable
From This Moment On	On Our Own	Unleashed
From Start to Finish	On the Edge	We've Got It All
Get the Picture	One and Only	What's Next?
Going For It	One Size Fits All	Year of the (mascot)
Going Places	Once in a Lifetime	You Had to Be There
Gotta Have It	One Last Look	

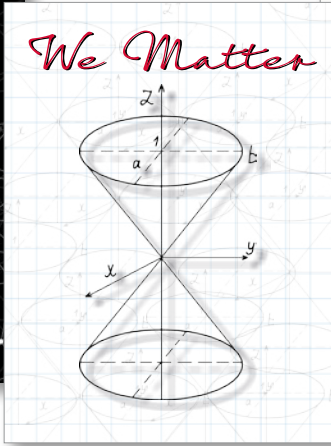
# THEME DEVELOPMENT

## HOW TO CARRY YOUR THEME

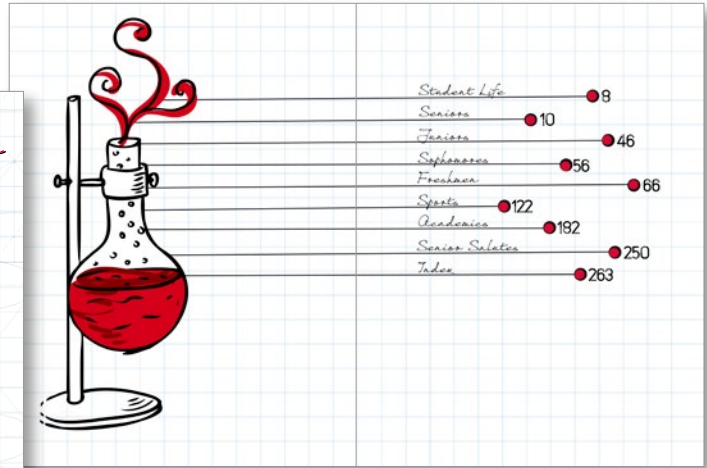
The key to developing a theme is making sure your motif addresses it in every section of your yearbook—from the front cover to the back cover. Consider creating titles that play off words of the theme, or work on conceptual themes that play off an idea or image. Maintain the same graphical elements, colors and fonts for your motif to keep the theme uniform and consistent.



**Cover:**  
Introduces the theme



**Title Page:**  
Reflects theme idea through content and design



**Endsheets:**  
Promotes unifying idea through color and/or headlines, copy, photos, art, captions or graphics



**Opening Section:**  
Relates the theme to your school by using specific facts and details



**Closing Spreads:**  
Concludes theme and school year

**Divider Spreads:**  
Relates each section to the theme



## WORKING WITH FONTS

Fonts are a powerful design element that can add or detract from the overall look of your yearbook. They can express an emotion or evoke a feeling, similar to the way color can. To keep a consistent look throughout your book, select a “family” of 3-5 fonts to use. You can then vary the size, weight (bold/light line), leading, kerning, etc. of the font to create interest without detracting from your design.

**Serif:** Semi-structural details on the ends of some of the strokes that make up letters and symbols. These small lines that decorate the main strokes of a letter are widely used in traditional printed material such as books and newspapers. Studies have shown that at smaller font sizes, serif fonts are often easier to read than sans-serif fonts.

### EXAMPLES

**Cooper**  
ITC American Typewriter  
ITC Tiffany  
Prestige  
Wilke

**Sans Serif:** Doesn't contain any serifs at the ends of strokes. The term comes from the French word sans, meaning “without”. Sans serif fonts have become the de facto standard for body text on-screen. Although they typically appear less formal than serif fonts, they can be used for striking effect in headlines, chapter names, and advertisements. In addition, sans-serif fonts are typically used when large print is called for, where serifs become a distraction.

**Calcite**  
Eurostile  
Impact  
ITC Kabel  
ITC MACHINE

**Handwritten:** Based on the fluid strokes of natural handwriting. Handwritten fonts are a great way to add a personal touch to a design or layout.

*Alexa* **Forte**  
*Bruno* *Freestyle*  
*Giddyup*

**Decorative:** More artistic and eye-catching. Decorative fonts can be a useful design tool when trying to add a certain ‘look’ or ‘feel’ to a design project or layout. These fonts should be used in moderation and only in headers or subheads for decorative or ornamental purposes, not as body text. They tend to have a very distinct look and feel and using them for body copy will make text difficult to read or make the layout look cluttered and messy.

**Blackoak**  
Hobo  
Khaki  
Postino  
Revue

## USING COLOR

To set the tone for the theme of your yearbook and to promote a consistent look and feel, select a color palette to carry throughout. Decide what emotion your theme conveys and choose colors that coincide with that feeling.



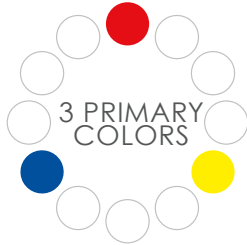
# THEME DEVELOPMENT

## COLOR THEORY

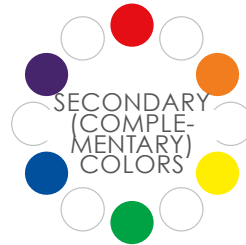
Use these basic color principles to guide you when selecting a color palette that fits your school and theme of your yearbook.



The color wheel is a great visual aid to show the principles of color.



The 3 primary colors are placed in an equilateral triangle.



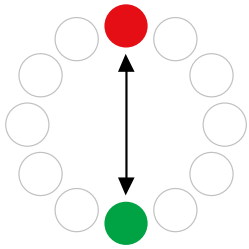
When any one primary color is mixed with another, a secondary or complementary color is produced. These colors always go well with each other, hence the term complementary.



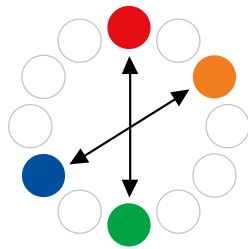
When you mix one secondary color and one primary color (yellow + green = yellowgreen) you get a tertiary color.

## COMPLEMENTARY COLOR SCHEMES

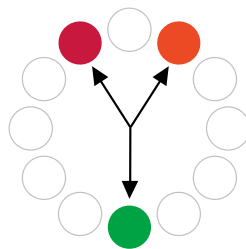
Complementary color palettes may use two, three, or four complementary color pairs. With the split complementary palette look to either side of the complement (opposite) of your main color to find a suitable pair to complete the triad.



COMPLEMENTARY



SPLIT  
COMPLEMENTARY  
TRIAD

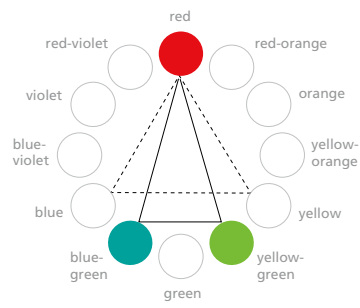


DOUBLE  
COMPLEMENTARY



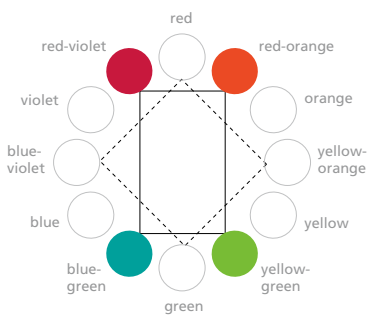
## TRIADIC COLOR SCHEMES

Place an equilateral or isosceles triangle in the center of the color wheel. The three colors touched by the triangle points are known as triadic colors. These three color combinations create a harmonious color theme. They are lively and contrasting, and provide the strongest contrast in terms of hue.



## TETRAD COLOR SCHEMES

Place a square or rectangle in the center of the color wheel. The four colors touched by the four corners are known as tetrad colors. These four color combinations create a harmonious color scheme.



## HOW MANY COLORS IN YOUR PALETTE?

Many schools select a palette of three to six (including black or white) colors. More than that can become visually overwhelming, especially with additional colors in photos. However, there are no hard and fast rules and no absolutes. Work to balance strong colors with smaller amounts of lighter or tamer colors. If you have two very loud or bold colors, try using only one per page. Add additional colors by using tints or varying shades of the colors in your selected palette

# THEME DEVELOPMENT

## MONOCHROMATIC COLOR SCHEMES

Monochromatic color palettes start with a single hue and use shades and/or tints of that color to expand to two or more colors.



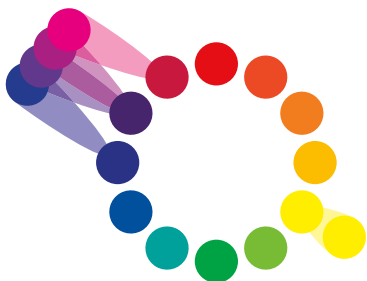
## ANALOGIC COLOR SCHEMES

Analogous or harmonizing color palettes use two or more adjacent colors on the color wheel. If using a very small segment of the color wheel, adding shades or tints of one or more of the hues can keep these colors from being too washed out or low-contrast.



## ACCENTED ANALOGIC COLOR SCHEMES

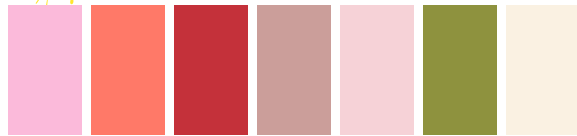
These are exactly the same as analogic color schemes, but with a complementary color added opposite the main color.





## TREND ALERT

Pantone is a standardized color matching system to identify color. Below is a palette of the Pantone color trends for the year with the matching color in the corresponding RGB (Red, Green Blue) number.



# SPRING 2021

R	234	231	169	190	236	142	247
G	118	120	52	157	209	145	241
B	216	104	60	153	214	70	226

# FALL 2021



R	17	222	16	250	115	76	247	159	224	245
G	133	115	106	229	4	39	173	195	16	205
B	67	53	179	71	23	24	42	224	34	206

## BASIC COLOR TERMINOLOGY

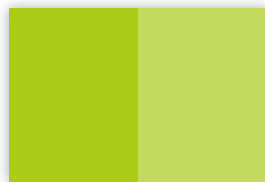
**HUE:** Undiluted colors. The true colors of the spectrum.

**SATURATION:** Brightness of a color.

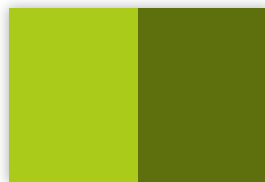
**BRILLIANCE:** Lightness of a color.

**TINT:** A color with the presence of white. Lighter shade of a color.

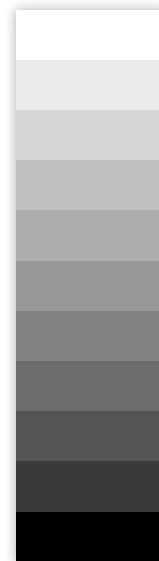
**SHADE:** A color with the presence of black. Darker shade of a color.



ADDING WHITE TO A COLOR IS CALLED A TINT

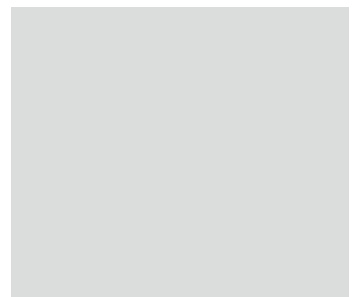
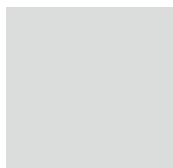
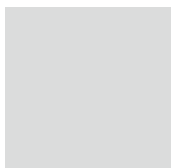
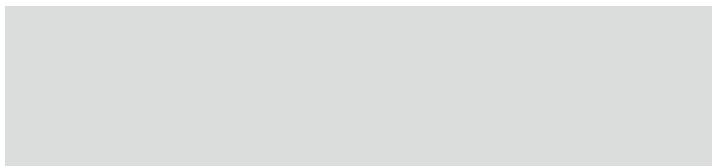
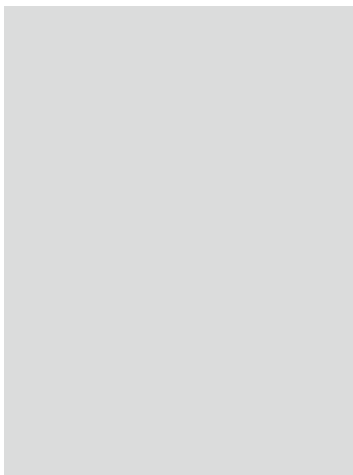
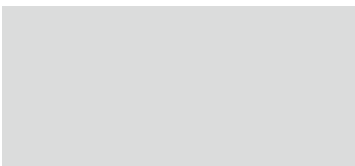
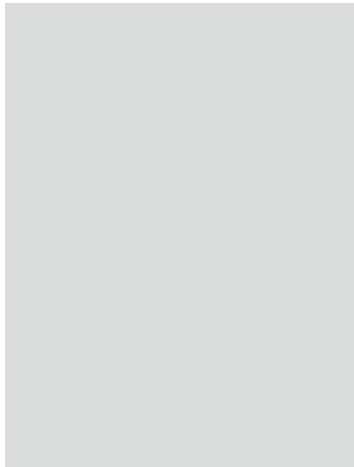
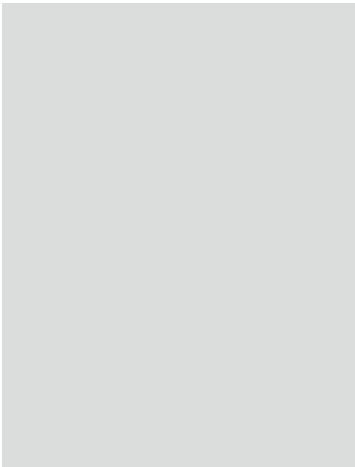
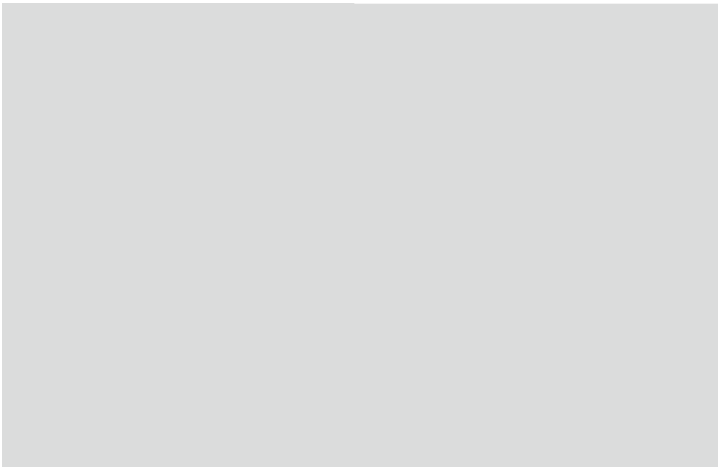


ADDING BLACK TO A COLOR IS CALLED A SHADE.



10 STEP CHROMATIC VALUE AND GRADIENT CHART

# ART COLLECTIONS



**GET INSPIRED.**

Our designers have created collections of templates and Snippets that are not only interchangeable, but completely customizable. Build an entire book based on the visual themes provided or use them for inspiration and create your own.



## FALL SPORTS

# boys' SOCCER

### First State Tournament Appearance



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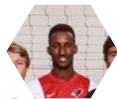


## SCOREBOARD

FAYETTEVILLE	8-4
ASHEVILLE	4-2
MERIDEN	7-0
WEST RICHLAND	2-0
OTISCO HART HS	1-3
RALEIGHTON	6-4
LAKE CRYSTAL	1-0
HENDERSON	12-4
GARNER	9-3
CLAYTON WEST	2-5
MORGAN CENTRAL	4-3
ST. MARY'S	1-0
WAYNESVILLE	4-3
SOUTH CHARLOTTE	5-2
FAYETTEVILLE	7-2
ASHEVILLE	0-1
MERIDEN	4-1
WEST RICHLAND	10-8
OTISCO HART HS	3-2
RALEIGHTON	7-3
LAKE CRYSTAL	6-7
HENDERSON	54-87
GARNER	56-88

WON 17      LOST 4

## WE WILL MISS YOU SENIORS YOUR FUTURES ARE BRIGHT



**AMIR CHARLES**



**KYLE SMITH**

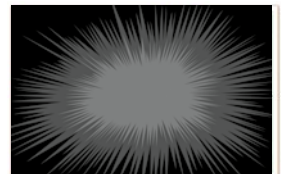
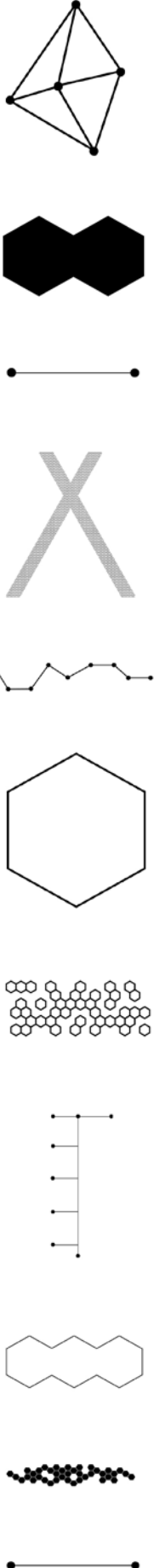


**FRED ARNEZ**



**ALEX ANDERSON**

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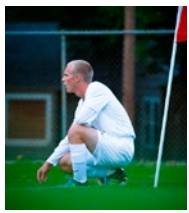


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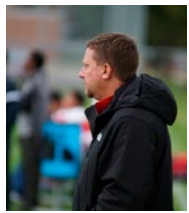


**PACKING THE STANDS**

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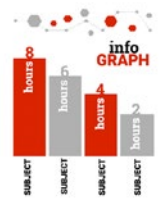
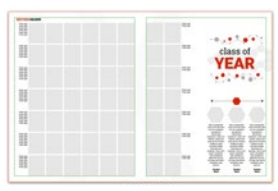
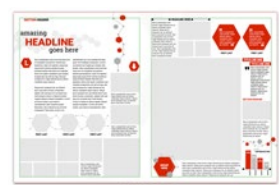
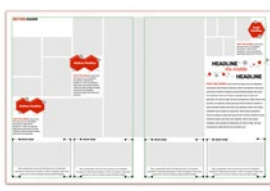
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# Marching Band

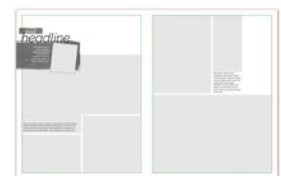
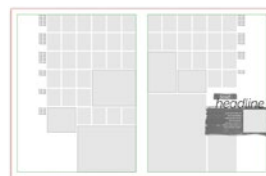
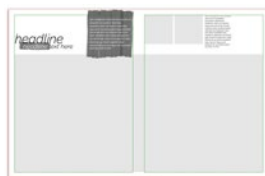
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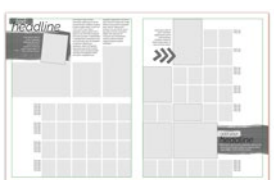


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## music that moves

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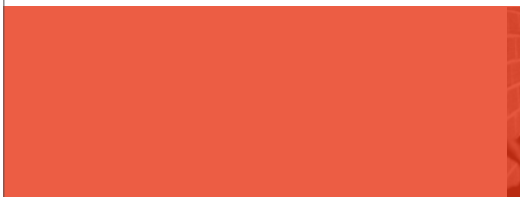
# BACKPACK

MUST HAVES

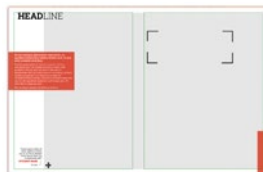
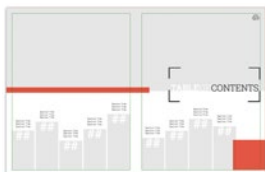


"My book bag has an insane amount of stuff inside. From books, art supplies, snacks, more snacks, (did I mention snacks?) headphones and gym clothes, there's never enough space for everything."

**ADAM HUERTA**  
Freshman



We surveyed 85 students and most students preferred book bags that hang around both shoulders versus across the chest!

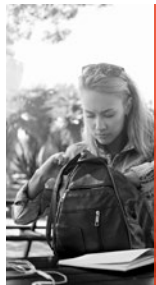




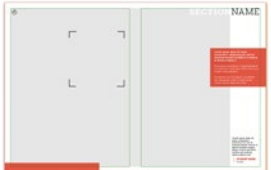
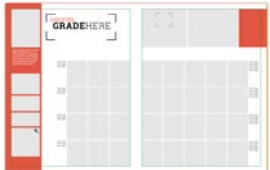
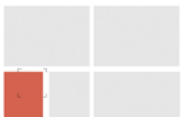


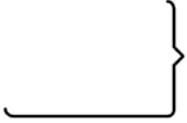
## SAY WHAT?!

According to our fabulous nurse, Mrs. Robertsen, our book bags should not exceed more than 20% of our body weight before it starts to affect our backs. Time to start using that locker, kids!



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### SCOREBOARD

NAME	XX-XX	NAME	XX-XX
NAME	XX-XX	NAME	XX-XX
NAME	XX-XX	NAME	XX-XX
NAME	XX-XX	NAME	XX-XX
NAME	XX-XX	WINS: XX	
NAME	XX-XX	LOSSES: XX	



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## truly amazing MEMORIES

**"I HAD A BLAST WITH ALL MY FRIENDS."**

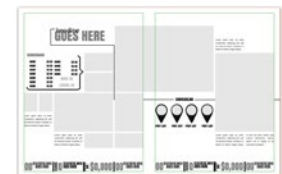
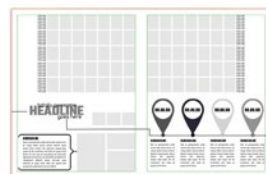
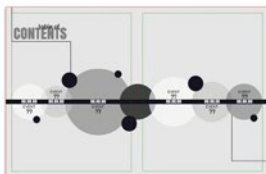
**SARAH WILSON**  
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**06.24**

**JESSICA SMITH**  
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**10.14**

**9 DAYS AT THE WALBURG** | **HIKING 78 UPHILL MILES** | **EATING 693 TACOS** | **THAT ONE TIME JOE WENT TO BAND CAMP**



# my best FRIEND



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**LISA OSMON**  
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**05.06**

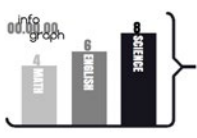
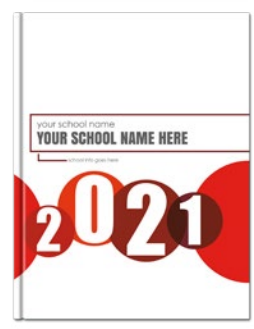
**BRENDA MARIE**  
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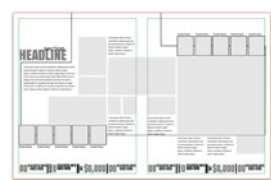
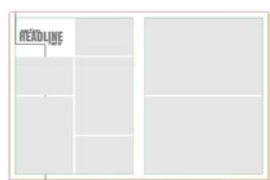
**07.04**



**46** FROGS DISSECTED | **SEWING 51** PERFORMANCE OUTFITS | **\$7,113** SPENT ON SCHOOL LUNCH



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## SECTION HEADLINE

**TITLE LINE ONE**  
**LINE TWO**  
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## MAKE THIS COUNT

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui. deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident.



**LEFT:** At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti  
**CENTER:** dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti  
**RIGHT:** quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui.

## UNDER THE SPOTLIGHT



"At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi"

**SARAH GROVE**



"At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi"

**TOM JOHNSON**



"At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi"

**JESSICA PARKER**



"At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi"

**NATALIE PETERS**



"At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi"

**MELANIE SAMPSON**



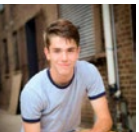
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**MELISSA LOUIS**



"At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi"

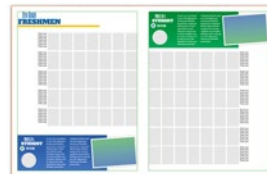
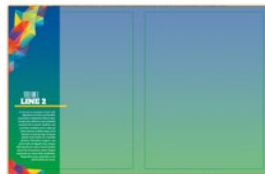
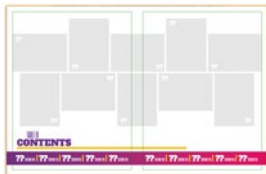
**FRANK MUELLER**



"At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi"

**GALVIN JOHNSON**

**TITLE LINE ONE**  
**LINE TWO**  
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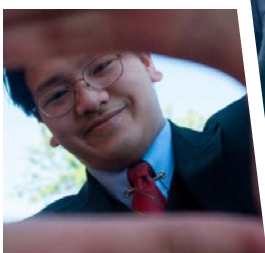
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**BEN PETERSON**

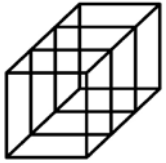
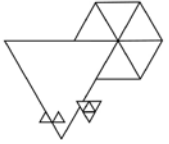


### ALL ABOUT MEMORIES

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui.



# GEOMETRIC



"Lorem ipsum dolor sit amet, consectetur adipiscing."

## battle of the shoes *boys versus girls*



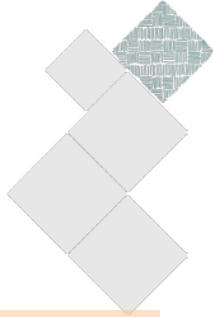


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"Lorem ipsum dolor sit amet, consectetur adipiscing."

# Who wore it best?

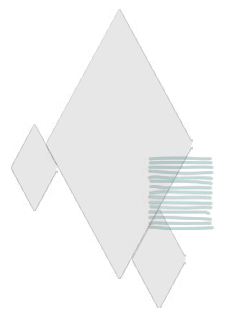
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# LETTER ART

LIFE

Summer

CLUBS

Prom

CHOIR

SPORTS

Homecoming

Fall

ACADEMICS

STUDENT

Winter

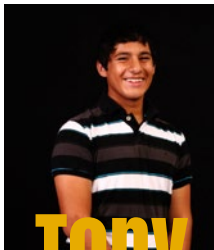


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**Jill**  
JOHNSON

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**Tony**  
TOMPSON

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**Lilly**  
BENSEN

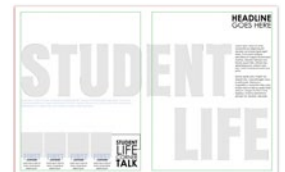
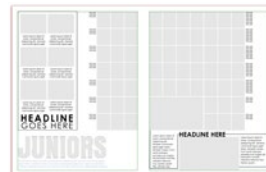
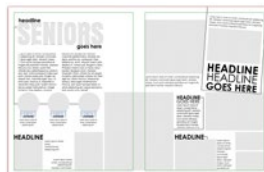
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**Joe**  
LARSON

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**STUDENT  
LIFE  
CORNER  
TALK**





# SENIORS CORNER



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**2021**

YOUR SCHOOL NAME HERE  
**2021**

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**BEST** **BEST** **EVERY** **ONE**

**PLAY** **EYES** **OF** **OF**

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**SUPERLATIVES**

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