

# Your Easiest Yearbook Ever

with

## Memory Book

by Jostens



### Ideas - Resources - Support



1-800-247-1526 | [www.memorybook.com](http://www.memorybook.com)



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Facebook & Pinterest!



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 yearbook to be proud of and that staff, students and families will enjoy for generations to come.

Throughout this book, which was created in our easy-to-use online page building program, you'll get acquainted with both the people and resources that make Memory Book 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 to offer additional support along the way.

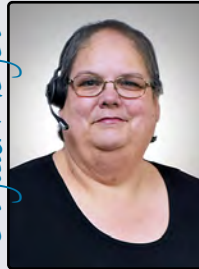
*Brenda Deuschle*



*Cathy Glenn*



*Crystal Meyer*



*Ludla Monroe*



*Brenda Roberts*



*Desirae Plummer*



*Kaitlyn Smith*



We are excited to work  
**with you!**

1-800-247-1526 | [www.memorybook.com](http://www.memorybook.com) | [yearbook@memorybook.com](mailto:yearbook@memorybook.com)

# YEARBOOKING

# MYTHS...

## OTHER COMPANIES SAY

Yearbooks are generic for the whole school.

You cannot add or remove pages after signing a yearbook contract.

Yearbooks cost schools a lot of \$.

Expect added fees like shipping, software or support.

Building a great yearbook is stressful and confusing.



You must commit to a set number of yearbooks from the start.

Students who can't afford a yearbook, just won't be able to get one.



# NOT WITH MEMORY BOOK!

Adjust the quantity of books needed for your order up until you submit the book for printing.

Personalization like student names, photos or icons are available to make each book unique.

If you do need help, we have fantastic live tech support and educational webinars to guide you, at no extra cost.



'Donate A Yearbook' option for online sales so people in the school community that want to help out can donate a book to a student or students.

"The online page building program made designing great looking pages SO easy!"

Quote from an actual customer!

Parents can create a 4-page supplement Friendsert that showcases fun candid photos of their student from the year.

Any left over \$ from yearbook sales goes to the school to use as it sees fit.

**No  
Hidden  
Fees!**

Add or take away pages as needed up until the moment everything is submitted to go to press.

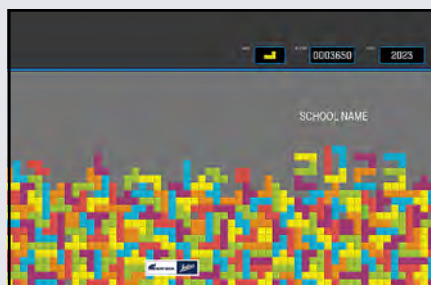
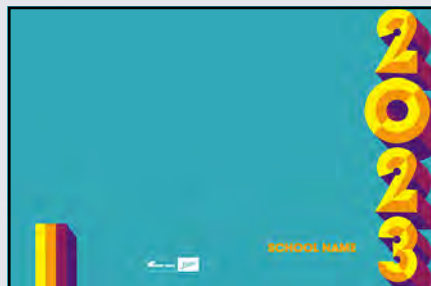
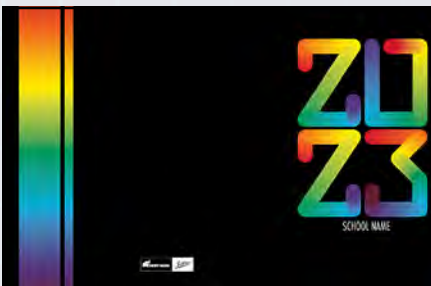


Shipping, Software, and Support is ALWAYS included.



# We've got you covered

Dress your yearbook for success with our studio-designed covers! These only represent a fraction of what is available and most come with matching backgrounds & clip art. Just add a school name! Or design your own CUSTOM cover.



View all of our available cover designs online!

# Binding Styles

The binding style you choose really brings your yearbook design together...literally!  
There are several different styles to fit your needs.

## Hardback



**Smythe-Sewn (Sewn)**  
Premium binding with pages sewn together & cased into your cover.

**Casebound (glued)**  
Beautiful, affordable hard cover option with pages perfect bound and cased into your cover.

## Softback



**Saddle Stitched**  
Stapled



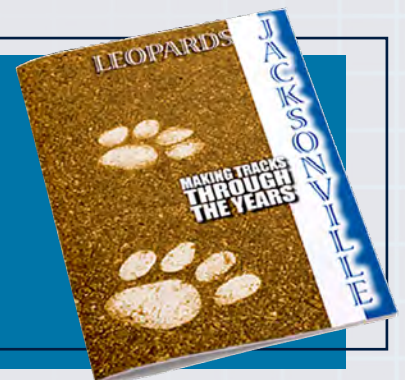
**Perfect Bound**  
Glued



**Coil Bound**  
Spiral

## Design Your Own

Not seeing a cover that fits your vision? You can design your own! Create something unique with your own software and our helpful templates or submit original artwork.





# What's in a theme?

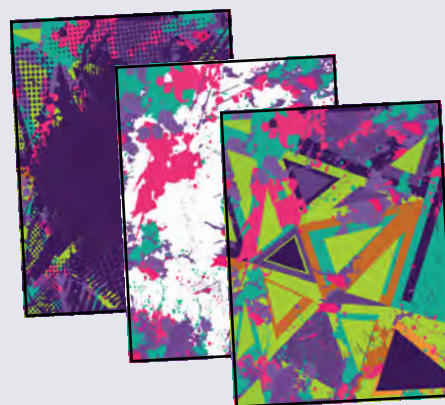
A theme brings the yearbook together and gives it a unique personality. Memory Book offers templates, clip art and backgrounds that make it easy to create a theme that is perfect for your school.

## Yearbook Cover



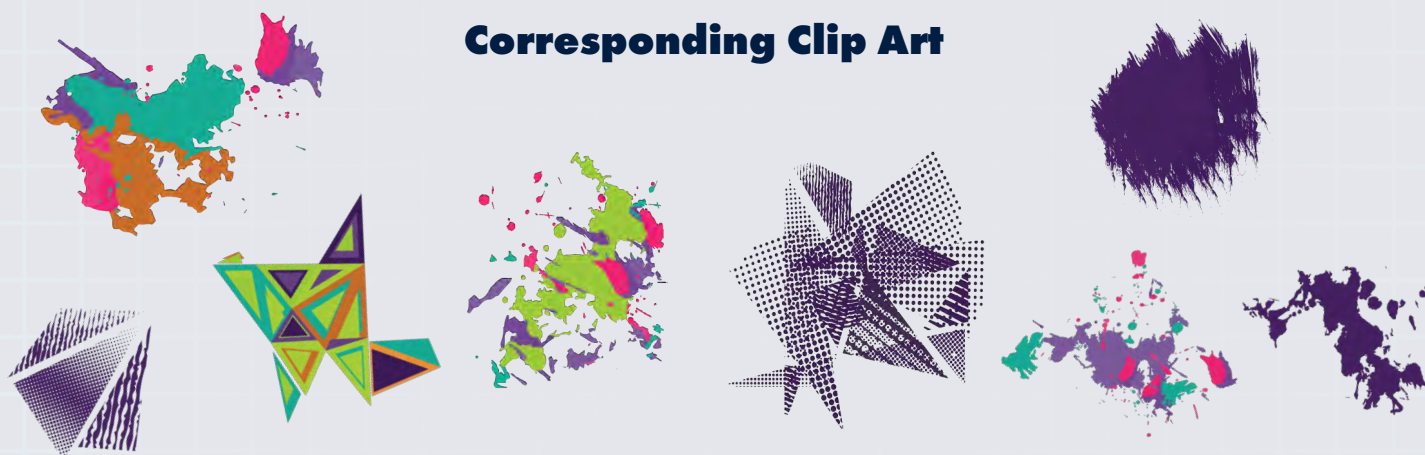
Many of our pre-designed yearbook covers have matching backgrounds & clip art.

## Matching Backgrounds



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

## Corresponding Clip Art



Add some fun to each page with clip art, headlines, page borders and more!

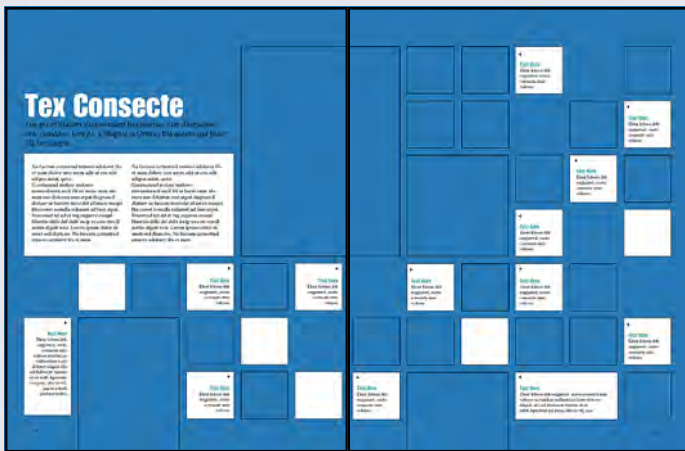
## Did you know...

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!

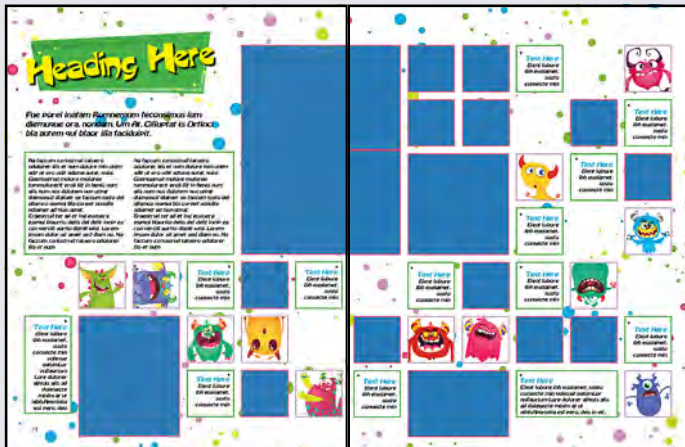
# Designing your theme pages



**1 CHOOSE A THEME**  
Select a cover with matching backgrounds and clip art that your school will love.



**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 that fits your needs. Or design your own and save it to use on other pages. Templates are super easy to modify to fit your needs.

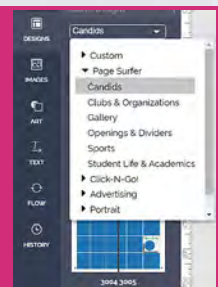


**3 CUSTOMIZE**  
Finalize your theme look with clip art, headers and text.

Watch a few of our themes come to life...

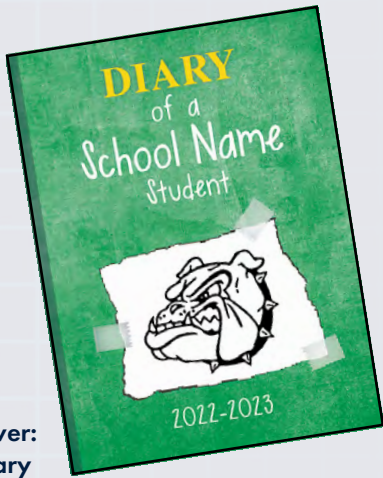
## TIPS & TRICKS

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

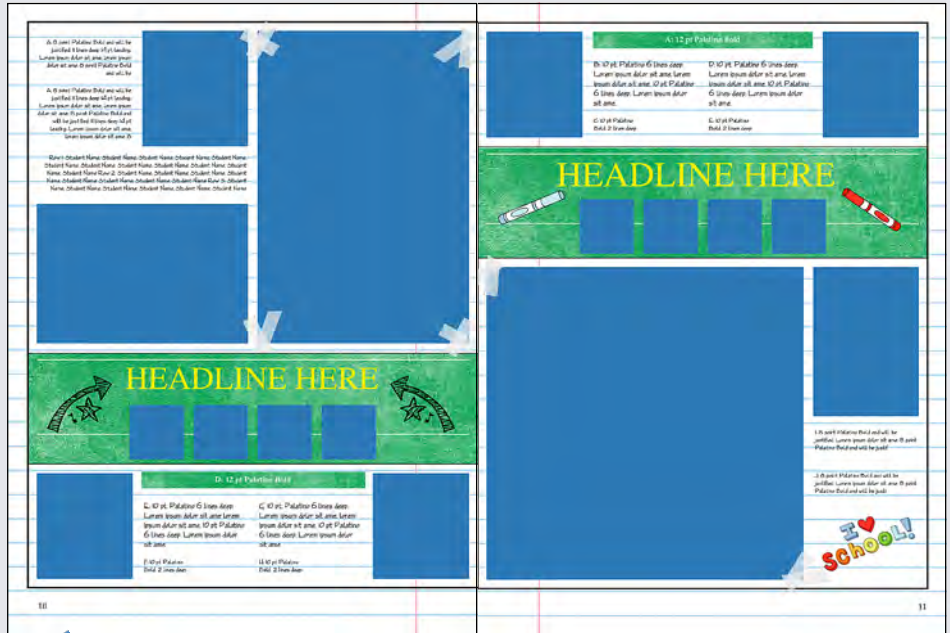




# Diary



Cover:  
Diary



Template: 4062-4063

This theme applied to this template.

Fonts:  
AYT Foundation Roman  
AYT Elmore

Background:  
MBC-CVR2841

Clipart:  
MBC-CVR2848  
MBC-CVR2849  
MBC-CVR2960  
Loveschool clip callout  
Loveschool clip marker blue  
Loveschool clip marker red

Color:  
TR Yellow  
SM Heatwave  
SM Campfire  
CS Gray Dawn  
Grayscale 74%

## Clip art and Backgrounds

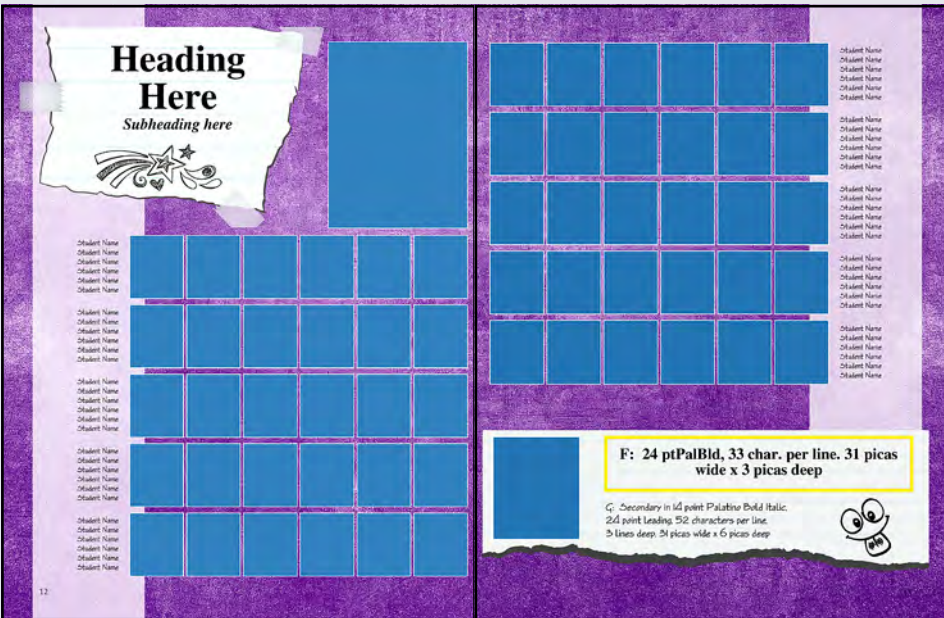


## TIPS & TRICKS...

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







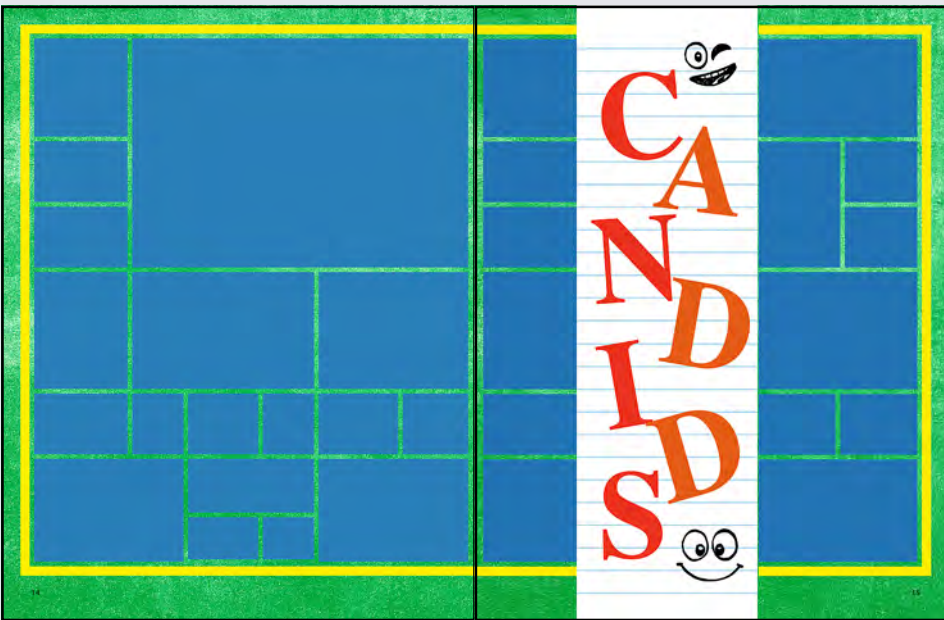
# Theme in action

## Portrait Page Sample

Template: 7003 & 7004

Background: MBC-CVR2837

Clipart: MBC-CVR2972  
MBC-CVR2970



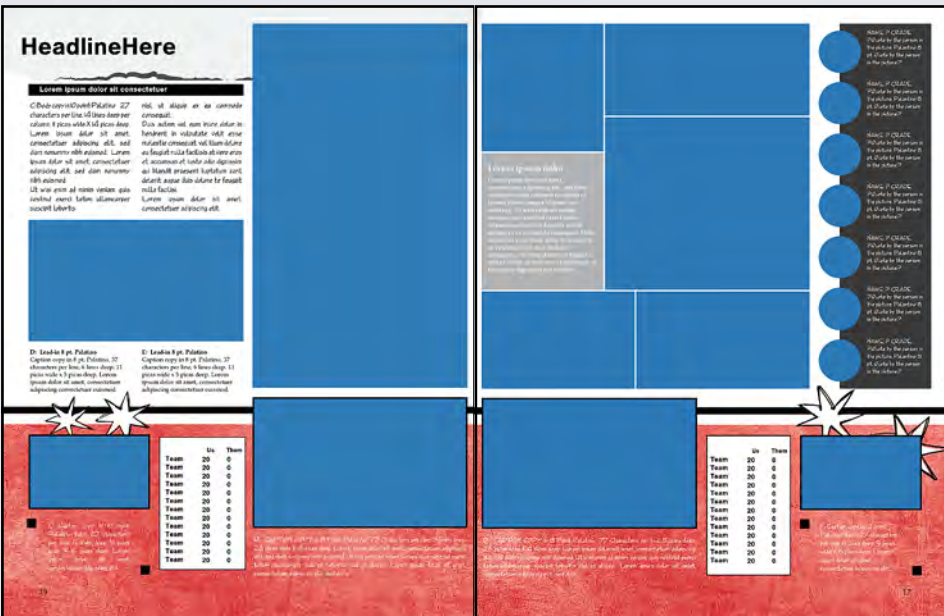
## Candid Page Sample

Template: 3046 & 3047

Background: MBC-CVR2837

Clipart: MBC-CVR2841  
MBC-CVR2971  
MBC-CVR2974

Font:  
AYT Foundation Roman

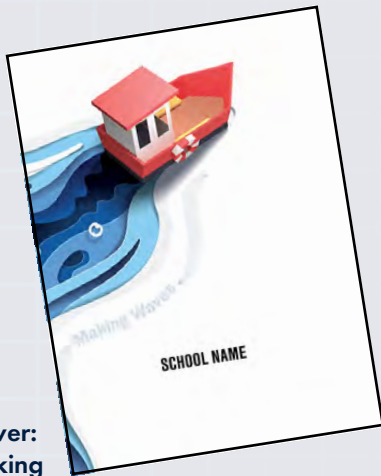


## Sports/Club Page Sample

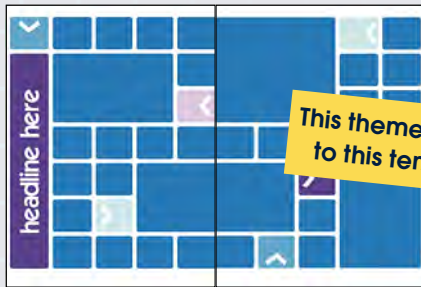
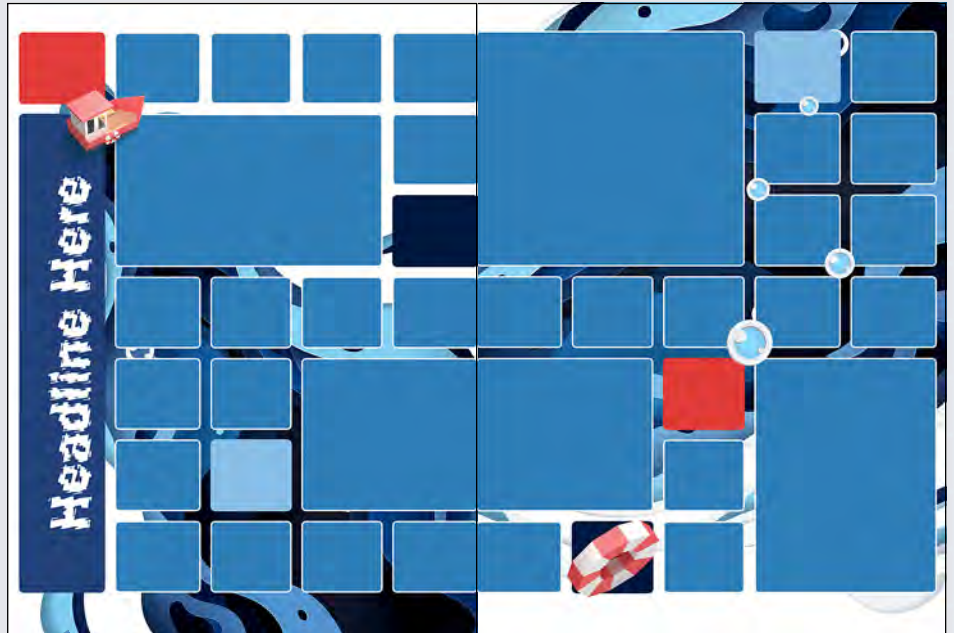
Template: 6002 & 6003

Clipart: MBC-CVR2842  
Doodle pastel clip stars  
MBC-CVR2838

# Making Waves



Cover:  
Making  
Waves



This theme applied  
to this template.

Template: 3012-3013

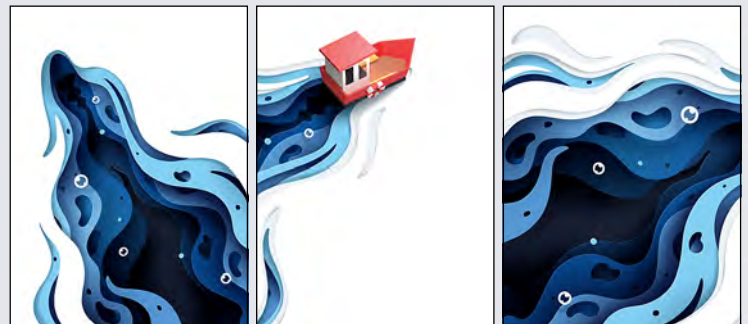
Fonts:  
AYT Roughcut

Clip Art:  
MBC-CVR4153  
MBC-CVR4154  
MBC-CVR4157

Colors:  
EW Midnight Blue  
FS Indigo Ink  
SF Periwinkle  
TR Red  
Grayscale 7%

Background:  
MBC-CVR4145  
MBC-CVR4150

## Clip art and Backgrounds

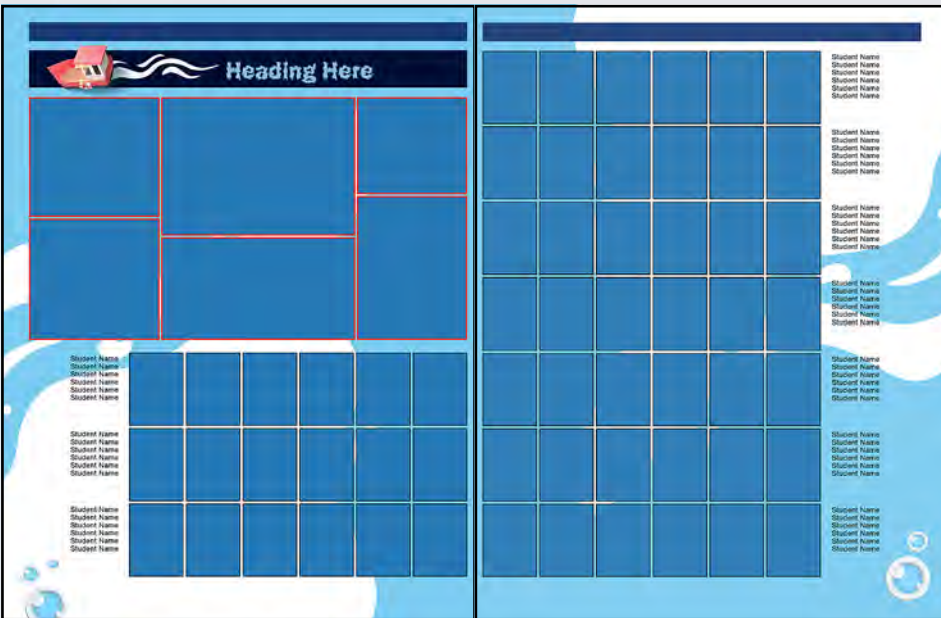


## Did you know...

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







# Theme in action

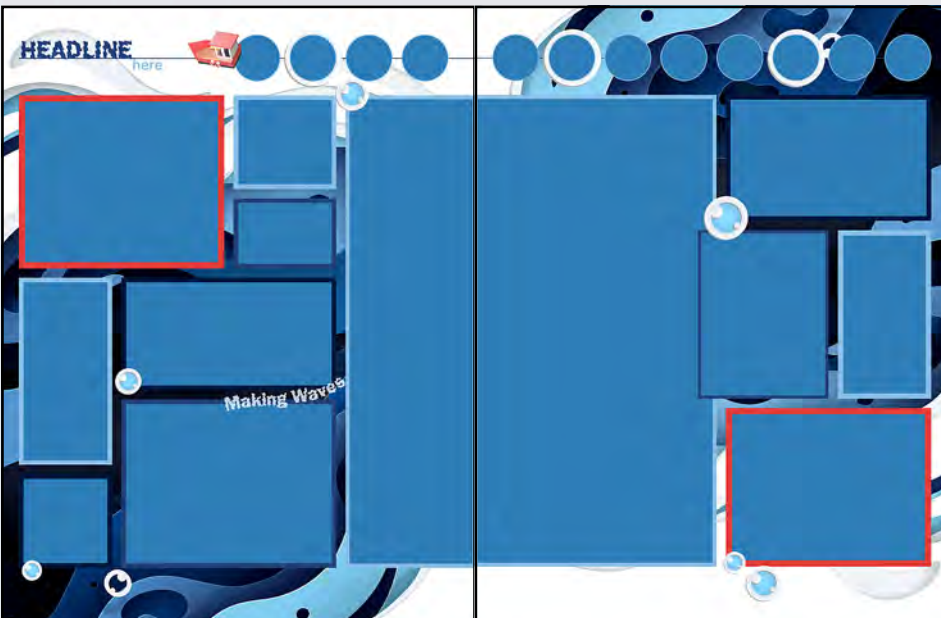
## Portrait Page Sample

Template: 7016 & 7017

Background: MBC-CVR4146

Clipart: MBC-CVR4153  
MBC-CVR4154  
MBC-CVR4156

Font: AYT Foundation Sans  
AYT Roughcut



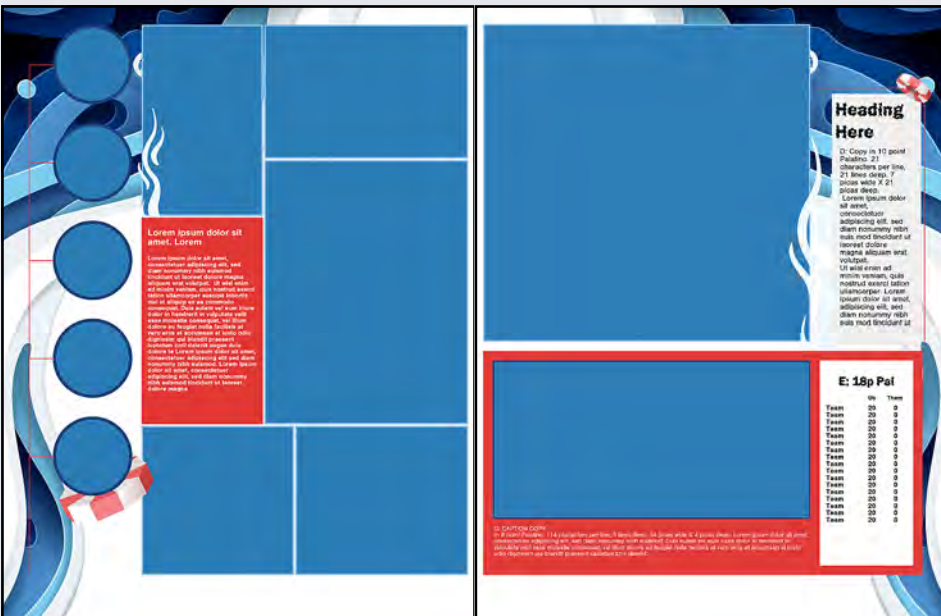
## Candid Page Sample

Template: 3042 & 3045

Background: MBC-CVR4150

Clipart: MBC-CVR4152  
MBC-CVR4154  
MBC-CVR4155

Font: AYT Foundation Sans  
AYT Roughcut



## Sports/Club Page Sample

Template: 6008 & 6009

Background: MBC-CVR4151

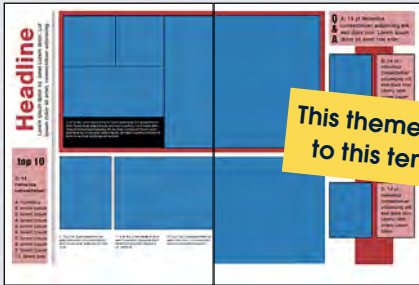
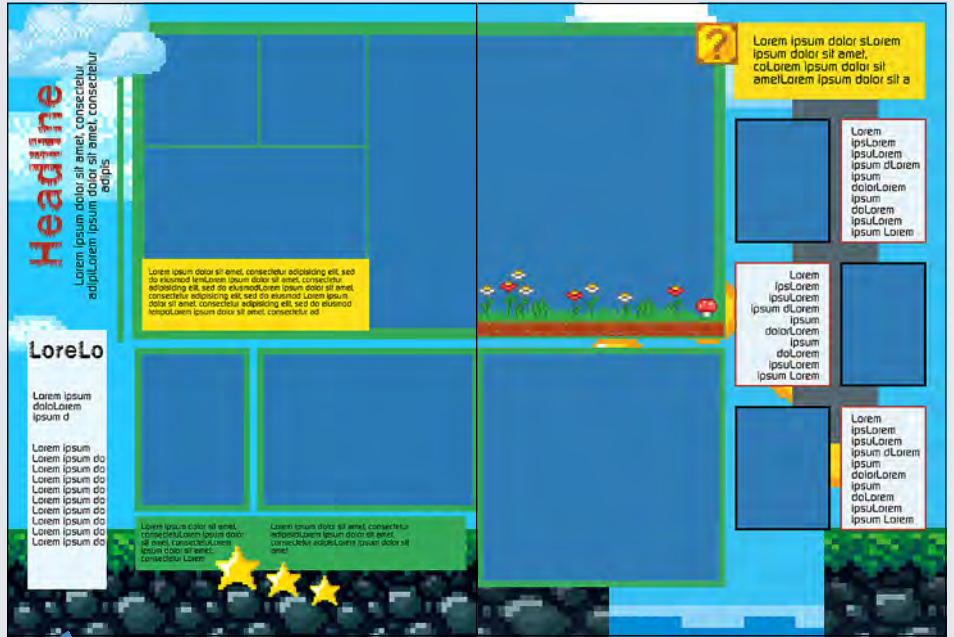
Clipart: MBC-CVR4156  
MBC-CVR4157

Font: AYT Foundation Sans  
AYT Roughcut

# Game On



Cover:  
Game On



This theme applied to this template.

Template: 4044 & 4045

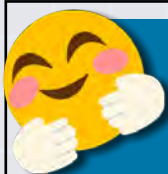
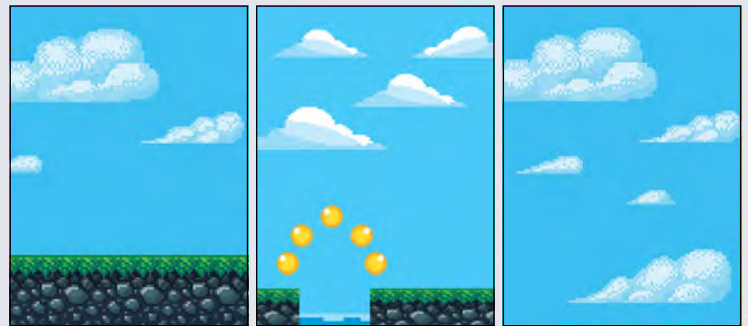
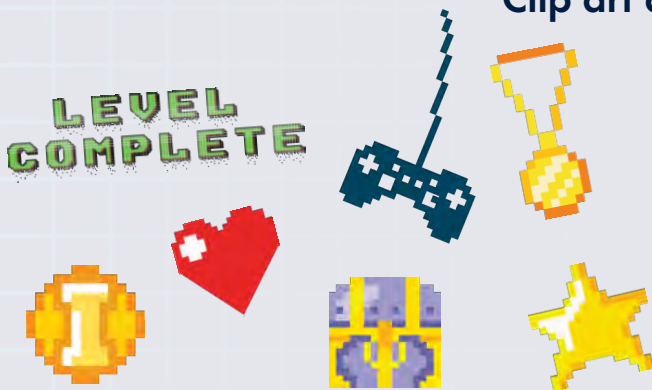
Fonts:  
AYT Sheard  
AYT Wired go

Background:  
MBC-CVR3043  
MBC-CVR3049

Clip Art:  
MBC-CVR3033  
MBC-CVR3037  
MBC-CVR3041  
MBC-CVR3039

Colors:  
SY Sunny Yellow  
SM Perfect Day  
NU Hush  
CL Spirit  
IN Fire  
RA Igwana

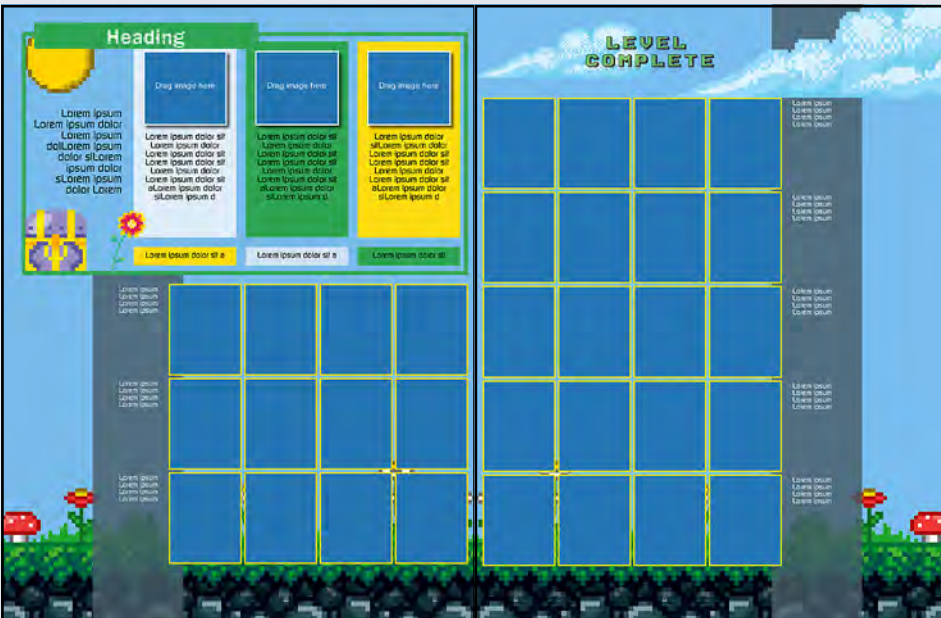
## Clip art and Backgrounds



## What our customers are saying

"Having you as a resource has made such a difference in making this a manageable process!" "My rep was so quick to respond to any questions." "Our books look remarkable, thank you!" "Amazing to work with while also being professional and friendly!"





# Theme in action

## Portrait Page Sample

Template: 7024 & 7025

Background: MBC-CVR3047

Clipart: MBC-CVR3038  
MBC-CVR3034  
MBC-CVR3051  
MBC-CVR3033

Font: AYT Sheared  
AYT Wired go



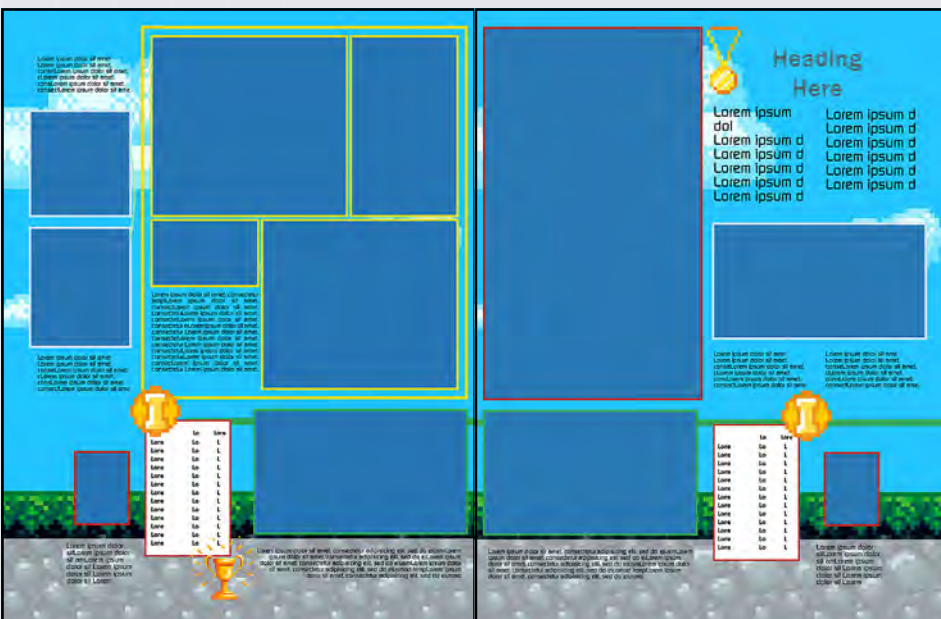
## Candid Page Sample

Template: 3050 & 3051

Background: MBC-CVR3045  
MBC-CVR3046

Clipart: MBC-CVR3050  
MBC-CVR3033  
MBC-CVR3034  
MBC-CVR3038

Font: AYT Sheared



## Sports/Club Page Sample

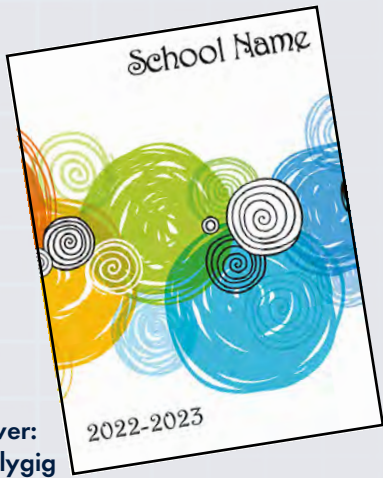
Template: 6014 & 6015

Background: MBC-CVR3043

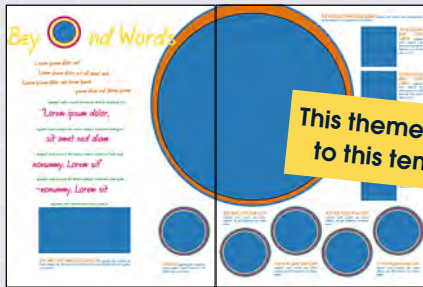
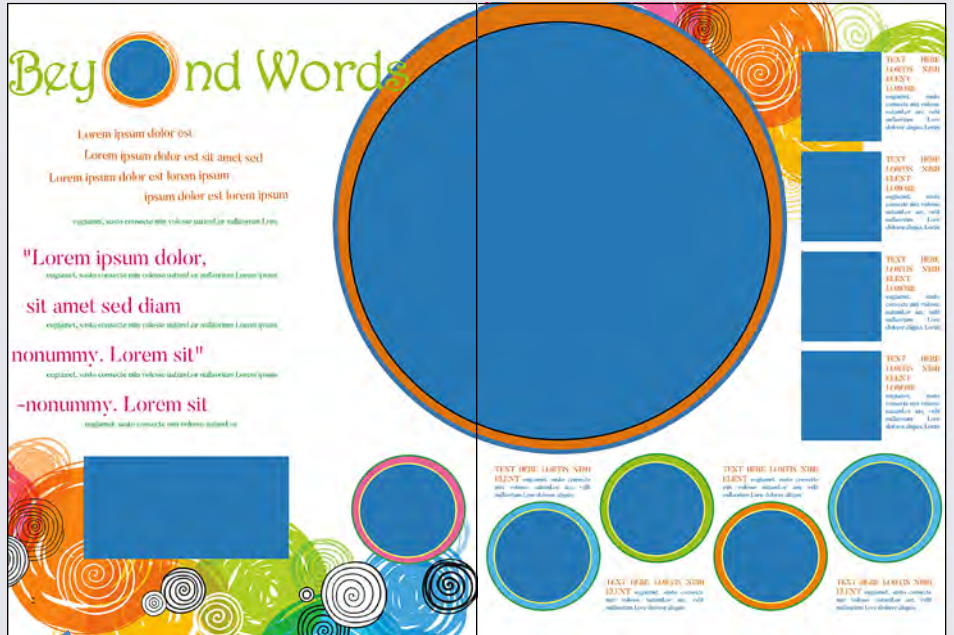
Clip Art: MBC-CVR3031  
MBC-CVR3030  
MBC-CVR3035

Font: Fonts: AYT Sheared  
AYT Wired go

# Whirlygig



Cover:  
Whirlygig



This theme applied to this template.

Template: 022

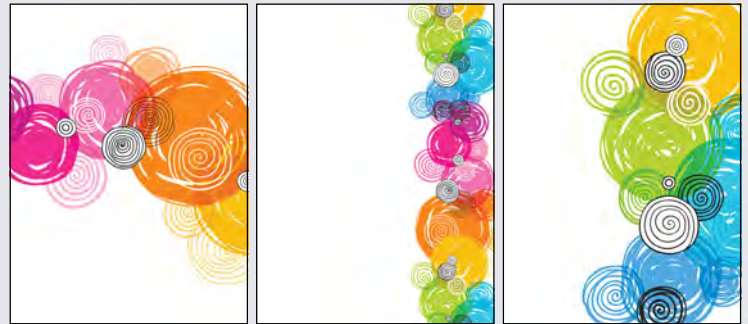
Fonts:  
AYT Amperstencil  
AYT Snooze

Clip Art:  
MBC-CVR3825

Colors:  
RA Jaguar  
NU Limelight  
SM Bubble Gum  
SM Perfect Day

Background:  
MBC-CVR3823  
MBC-CVR3831

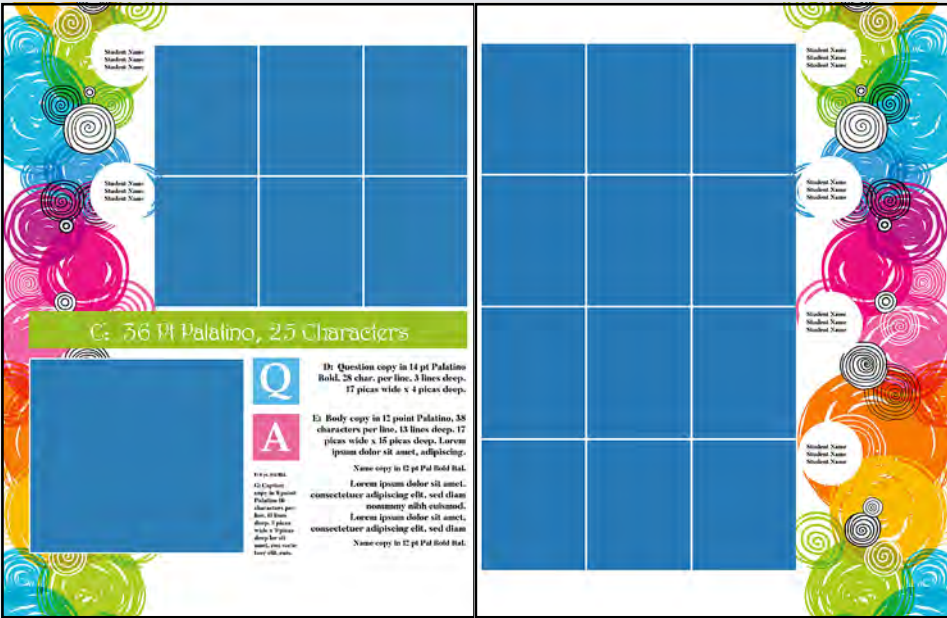
## Clip art and Backgrounds



## Flashbax

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





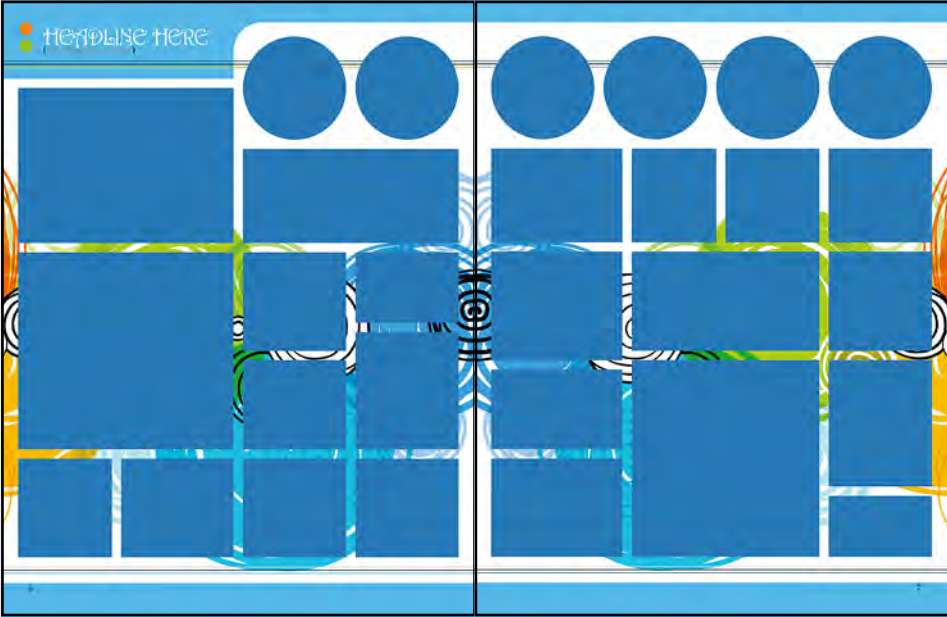
# Theme in action

## Portrait Page Sample

Template: 7040 & 7041

Background: MBC-CVR3834

Font: AYT Amperstencil  
AYT Snooze



## Candid Page Sample

Template: 3054 & 3055

Background: MBC-CVR3833

Font: AYT Amperstencil  
AYT Snooze



## Sports/Club Page Sample

Template: 5032 & 5033

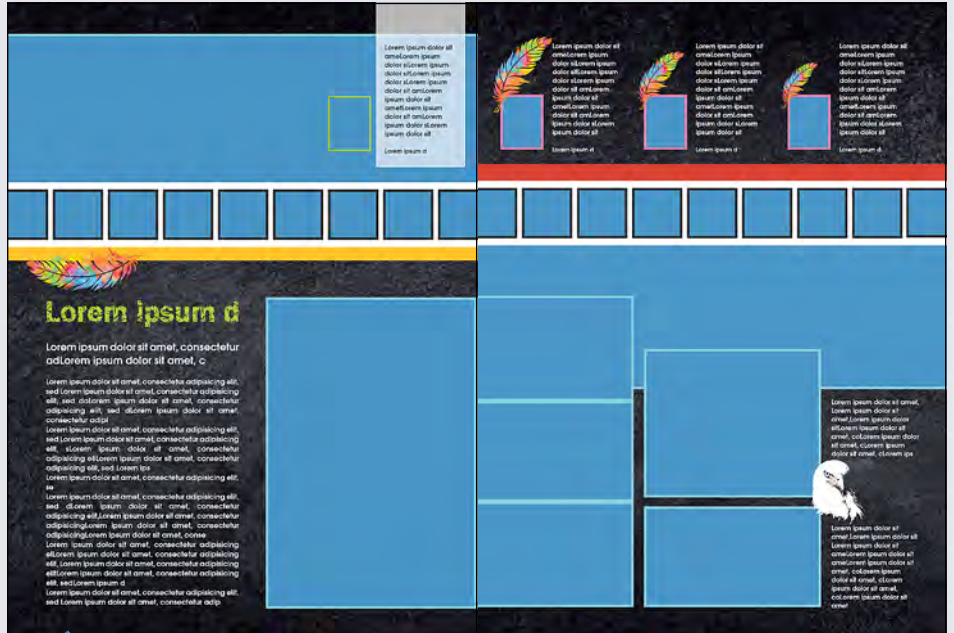
Clipart: MBC-CVR3824  
MBC-CVR3827  
MBC-CVR3828  
MBC-CVR3829

Font: AYT Amperstencil

# Multi-color Mascot



Cover:  
Multi-color  
Mascot Eagle



Template: 1010 & 1011

This theme applied to this template.

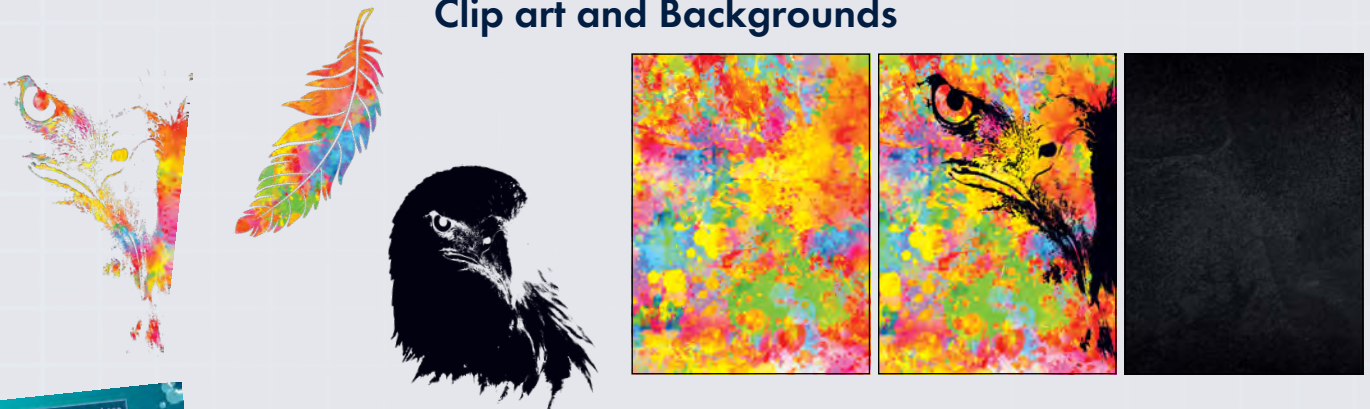
Fonts:  
AYT Sidewalk Cracked  
AYT Avalon Demi

Clip Art:  
MBC-CVR3124  
MBC-CVR3106

Colors:  
FS Energy Yellow  
Grayscale 87%  
RA Guava  
SM Bubble Gum  
NU Limelight  
VA Recess Blue

Background:  
MBC-CVR3015

## Clip art and Backgrounds



## Saving Templates

Create a page layout you love? Save your page as a template then apply it to as many pages as you need.





# Theme in action

## Portrait Page Sample

Template: 7000 & 7001

Background: MBC-CVR3125

Clipart: MBC-CVR3114  
MBC-CVR3121

Font: AYT Sidewalk Cracked  
AYT Avalon Demi



## Candid Page Sample

Template: 3000 & 3001

Background: MBC-CVVR3105

Clipart: MBC-CVR3124  
MBC-CVR3106

Font: AYT Sidewalk Cracked



## Sports/Club Page Sample

Template: 1046 & 1047

Background: MBC-CVR3110

Clipart: MBC-CVR3107  
MBC-CVR3124

Font: AYT Sidewalk Cracked  
AYT Avalon Demi

# Year In Plume



Cover:  
Year In  
Plume



Template: 008

Fonts:  
AYT Alden Hand  
AYT Jesse Hand

Clip Art:  
MBC-CVR4226  
MBC-CVR4229  
MBC-CVR4225

Colors:  
Grayscale 7%  
RA Jaguar  
RA Iguana  
CS Concord  
RA Fig  
RF Peaceful

Background:  
MBC-CVR4223

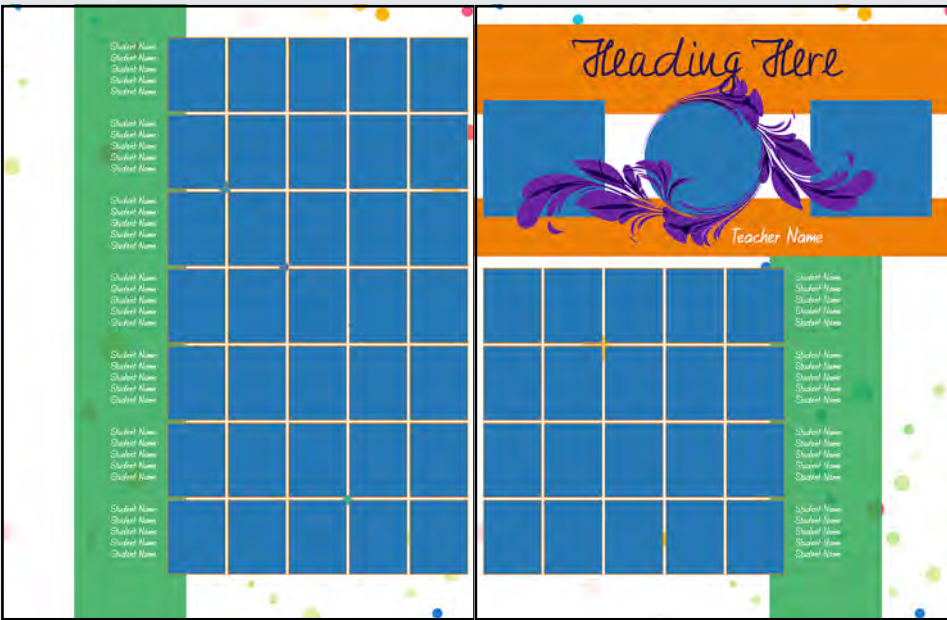
## Clip art and Backgrounds



## Live Program Support

Have a program question along the way? Call or email our helpful Memory Book Technical Support team. Or learn the program at your own pace by watching quick, educational webinars.





# Theme in action

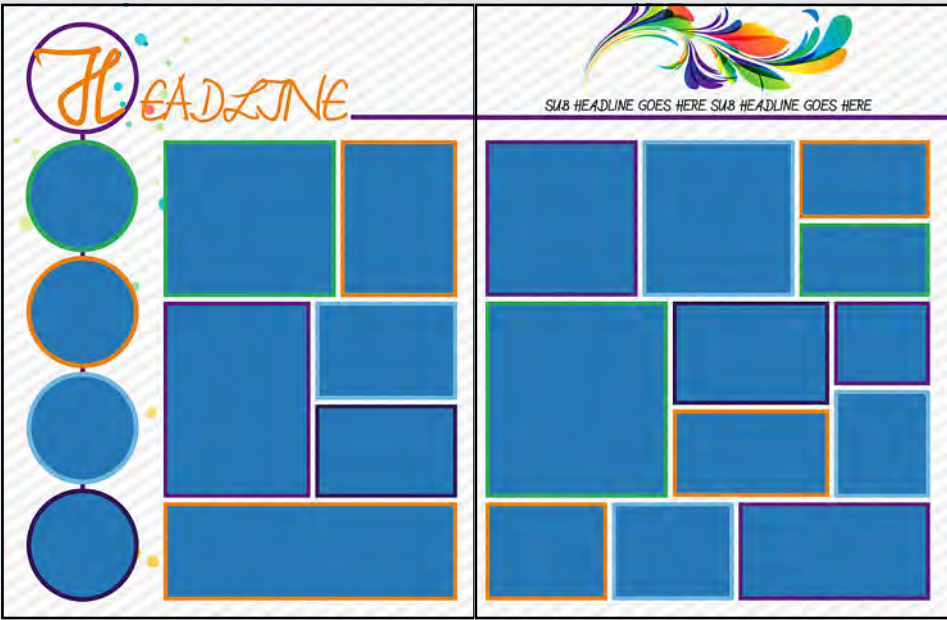
## Portrait Page Sample

Template: 7118 & 7119

Background: MBC-CVR4224

Clipart: MBC-CVR4233

Font: AYT Alden Hand  
AYT Jesse Hand



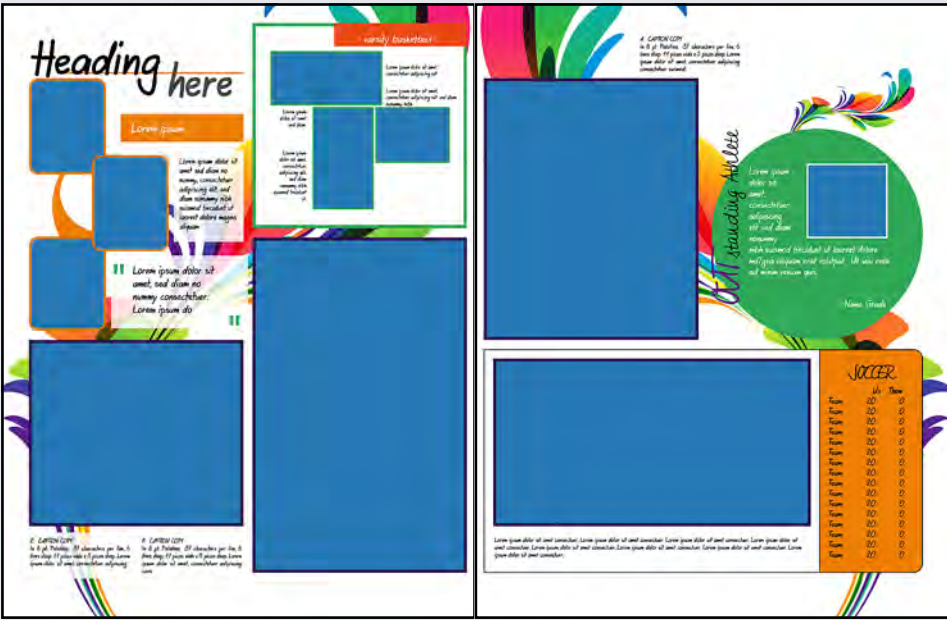
## Candid Page Sample

Template: 3064 & 3065

Background: MBC-CVR4223

Clipart: MBC-CVR4225  
MBC-CVR4226

Font: AYT Alden Hand  
AYT Jesse Hand



## Sports/Club Page Sample

Template: 6006 & 6007

Background: MBC-CVR4229

Clipart: MBC-CVR4229

Font: AYT Alden Hand  
AYT Jesse Hand



# Yearbooks Made...

Our fastest solution to yearbook building is Easy Work. Answer a few questions, pick a theme, and we load templates and clip art onto every page for you.

Coming  
Soon!

# 4



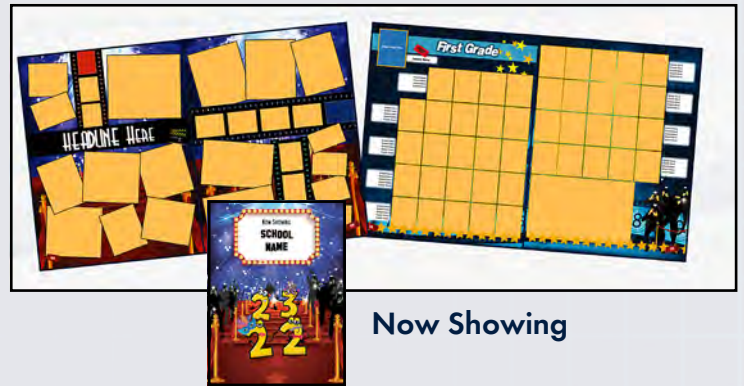
## Fun New Themes for school year 2023!



Scan the QR code on page 21 to see them all.



Sweet Memories



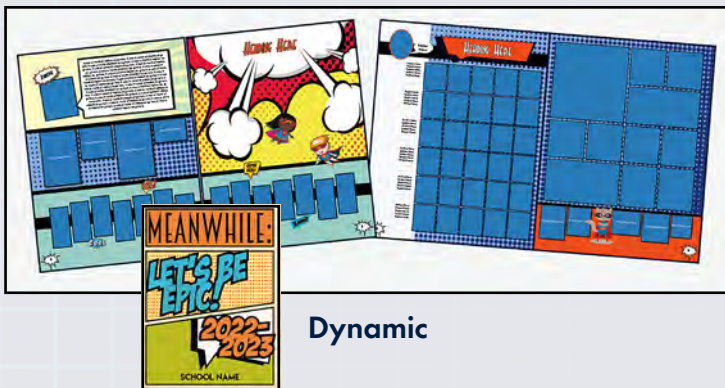
Now Showing



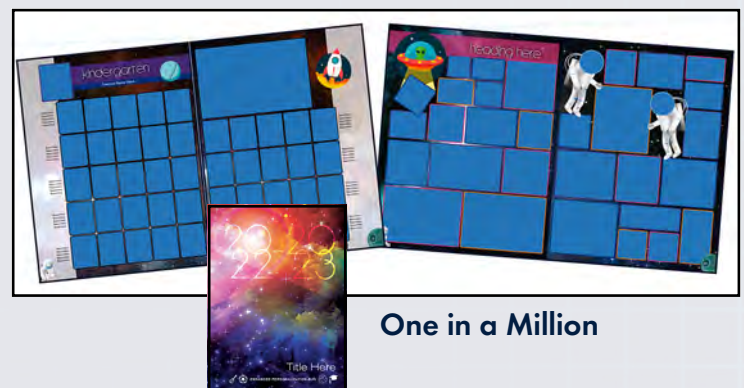
Backpack



Composition



Dynamic



One in a Million



# ...EASY!

With Easy Work, we design each page with care so all you need to do is upload your photos & add your text!



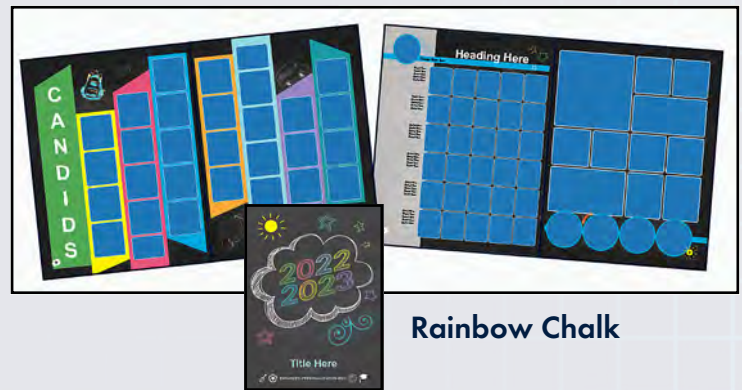
Argon



Amp Up



Branching Out



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 & memories.  
Then, voila! Your beautiful yearbook is complete!

**Only \$2 more per copy!**  
Scan the code to see all of our available themes and learn more about the Easy Work Program.

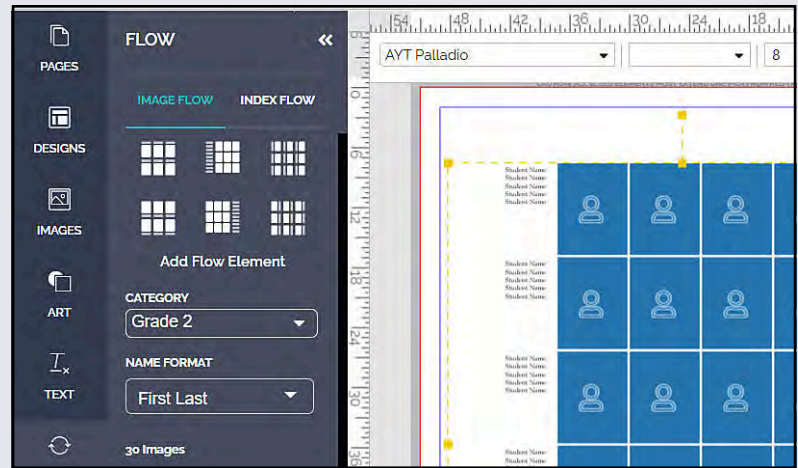


# Class Portrait Pages

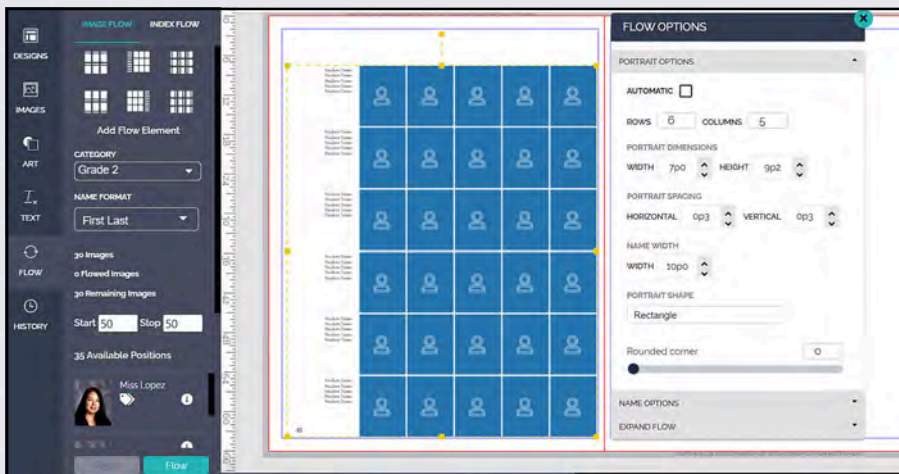
Our Portrait Flow tool is foolproof! Adjust a flow template to suit your needs or use one of our pre-built class page templates. There are a wide variety to choose from!

## Step 1. Drag a flow element onto the page.

Adjust the number of rows, columns and spacing between pictures to suit your needs. Choose from names under, above, left or right.



## Step 2. Enter details.



Select a class, input the start and stop page and make any font or stroke color changes needed.



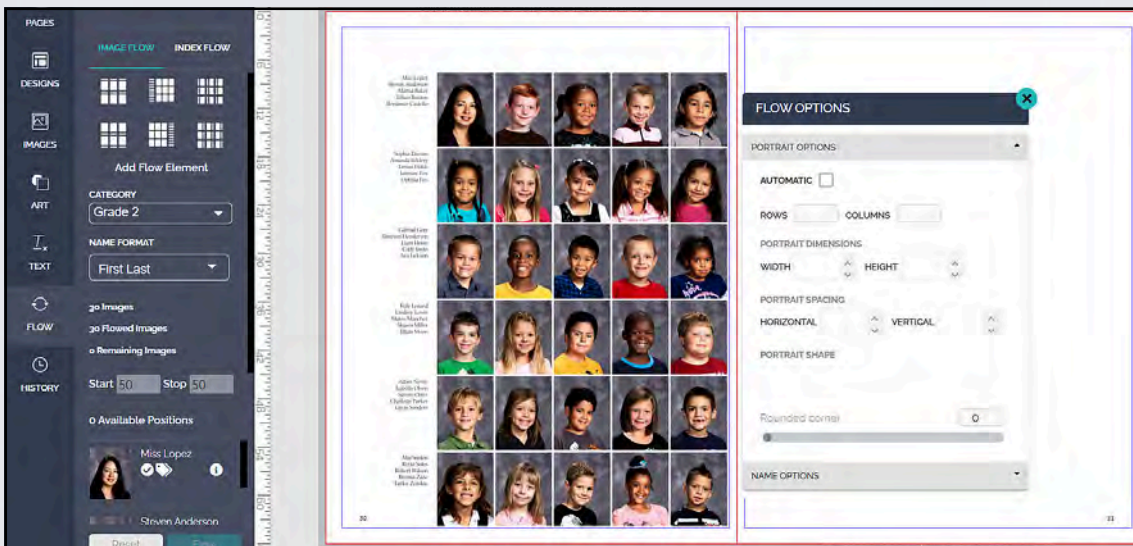
**School Community Photo Gathering**  
With ReplayIt private photo submission, parents, teachers and staff can upload photos for the yearbook. Then you can choose the best of the best for an even better yearbook.



# Easy As 1, 2, 3!

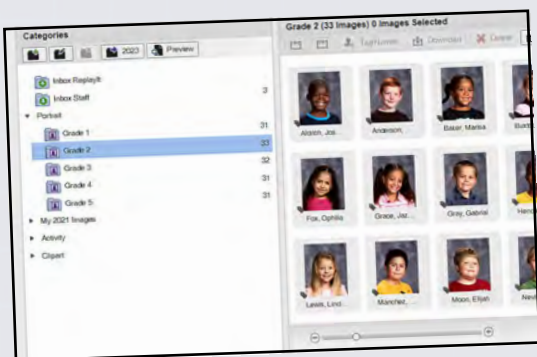
Customize the number of portraits per page, name location and other elements. Then, with the click of a button, portraits flow quickly into the photo boxes.

## Step 3. Just click flow!



Portraits will be flowed into the entire page range, no need to move from page to page.

**!** *Yearbooking Tip:* Prepare your class portraits.



Check that portrait photos are in the proper class folders and names are spelled correctly. Pages can be easily re-flowed if corrections are needed, but this step will save time if done first.

## School Pictures & Yearbooks

It's the combo you've been craving. Talk with your sales rep about Jostens Pix® and get ready for the easiest picture day EVER!



# Layout Ideas

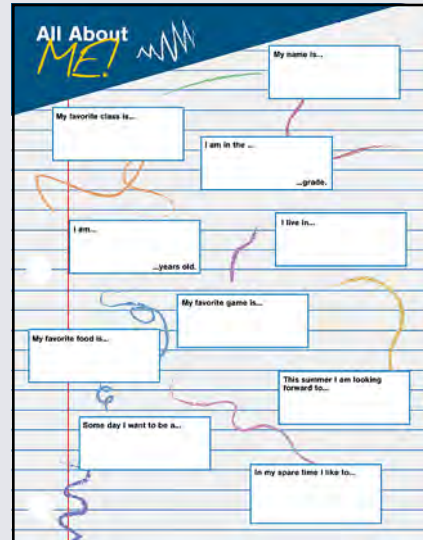
Extra pages in your yearbook can be turned into fun layouts with information that brings your yearbook to life.

## Student/Teacher Surveys



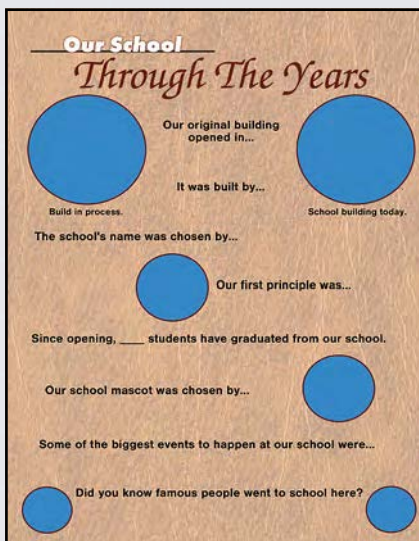
What is your favorite?  
 What is the most \_\_\_?  
 What is the least \_\_\_?  
 What superpower would you like to have?  
 How do you celebrate your birthday?  
 What is your pet's name?

## Fill In The Blank



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

## School History



What year was your school built?  
 How did the school get it's name?  
 Has anyone famous ever gone to the school?  
 Pictures of original school building or staff  
 Has anything big ever happened to the school building?

## Trivia



This or That questions  
 Around school  
 Student polls  
 When I grow up I want to \_\_\_  
 Summer fun



# Page Inspiration

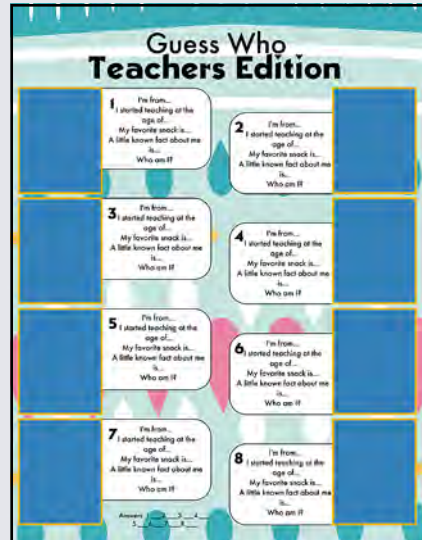
Make your yearbook memorable by capturing the personality of your school community!

## Student Quotes



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

## Know Your Teachers



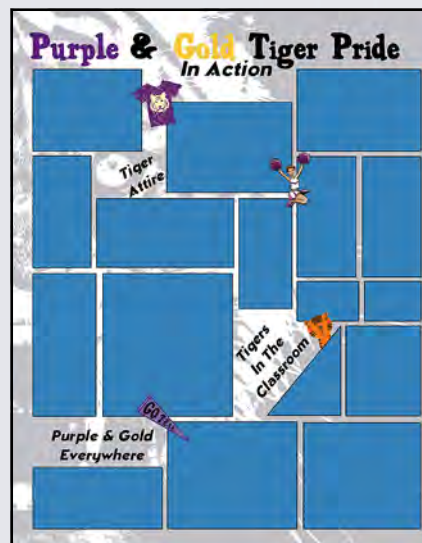
Describe your teacher  
 How many years at the school?  
 Teacher favorite jokes  
 Teacher baby guess who  
 What made you decide to teach?

## How It's Made - Yearbook



Number of photos used \_\_\_\_  
 Number of people working on yearbook \_\_\_\_  
 Hours spent proofing pages \_\_\_\_  
 The toughest page to design was \_\_\_\_  
 The yearbook team's favorite page to design was \_\_\_\_

## Mascot/School Colors in action



Mascot around school (big or small)  
 School theme apparel  
 School colors around school  
 Handmade school spirit items

# Resources

We know not everyone loves selling yearbooks. That's why Memory Book 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.



## ReplayIt 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 Memory Book 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.



## Kinderkraft

Celebrate graduation in a BIG way!  
Offering caps, gowns and diplomas for all the little graduates at your school.  
[jostenskinderkraft.com](http://jostenskinderkraft.com) | 855.826.2355



# Online Selling

Selling yearbooks should be easy! We help make it even easier with our 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 posters, tips and proven methods for promoting, marketing and organizing a successful yearbook sales strategy.

## Easy To Use Website

Memory Book 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 Memory Book website, we do all of the money management for you. You'll never need to worry about collecting, tracking or losing cash.

## Meridian Planners

Fun planners help your students stay organized! Customize the cover and school name for fun extra touches. We carry planners for teachers and every age group!  
[meridianplanners.com](http://meridianplanners.com) | 888.724.8512



# Yearbooks As Fundraising

Use your yearbook to help fund school activities!

## Sell Advertising

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!



Donate a Yearbook &  
Sponsor a Page  
Ask a rep for details!



# A good fit just got better!

Working with Memory Book 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 Memory Book by Jostens.

**ZERO risk. ZERO inventory. ZERO investment.**

**100% CONTROL!**



[www.jostens.com/apparel/school-spirit-wear](http://www.jostens.com/apparel/school-spirit-wear)

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