

What goes in the COLOPHON and why do we need it?

Just before the closing in your yearbook, create a paragraph or two that includes all of the following:

- cover material/application
- endsheet printing/material
- paper weight/type
- publisher name/printing location
- rep name
- portrait company/rep name
- price of yearbook/ads
- number of yearbooks sold
- number of yearbook staff members
- class/club meeting frequency
- cameras
- computers
- software
- fonts
- color formulas

Although it should be clearly labeled and easy to find, the colophon can also include creative and theme elements that provide added interest for any reader



A colophon is added to a yearbook to provide essential, behind-the-scenes details about its physical production, acting as a "finishing touch." It serves as a record of the materials used and allows for the recognition of the staff and printer. It is helpful as a historical footnote, but is often required for publications seeking awards.

example

Volume 22 of The Talon is a 4 color lithocoat printing on standard stock with Emerald hot foil. Pages were printed on 100# Legend Gloss. The book was printed and bound by Walsworth Yearbooks in Marceline, Missouri. The local rep was Jill Chittum and the customer service rep was Cheryl Ball. All portraits were taken by CADY and the account rep was Tiffani Womack. Books were sold for \$85-\$100, and senior ads were sold for \$150, \$275, and \$500 for 1/4, 1/2, and full pages.

The Talon was made by 23 students and two advisers who met for 47 minutes every day. They used Mac desktops and Chromebooks along with Canon T3i's, and Canon T7's with a wide variety of lenses. Pages were designed using Walsworth's online software as well as Adobe Photoshop and Canva.

Fonts were: Sherika Roboto Felt That

Colors were: F0701 F3590 F5040 F6200

Some staffs create an entire page or spread and include additional information like the following:

- special thanks
- camps attended
- recent awards
- letter from the editors
- theme explanation
- cover design credits
- page design credits
- list of organizations the publication is a member of
- editorial policy
- staff list or photo