

The look you want at a price you can afford.

Embossing and Debossing

Embossing is a technique which creates a **raised**, or 3D, image on a piece of paper. It is typically accomplished with a combination of heat and pressure on the paper. Embossing can also be used with foil stamping or on a full-color cover to create an even more unique look. **Debossing** uses the same technique as embossing, except the impression is heat-pressed into the surface of the paper so that an image is **depressed** (lowered) instead of raised. As with embossing, debossing can be used with foil stamping or on a full-color cover to create special visual effects and textures.



Foil Stamping

Foil stamping involves the use of heat to transfer **metallic** foil to a solid surface such as a yearbook cover. As with embossing and debossing, a die is needed to “stamp” the foil into the cover material. Foil stamping can be combined with embossing or debossing to create a very striking **3D** image. While gold and silver metallic foil never go out of style, the additional colors shown are popular as well—choose colors that give your book a one-of-a-kind look!



Head and Foot Bands

Head and foot bands are **included** on Smyth sewn books and can be requested on standard hard cover books. These small ornamental bands, generally made of silk or cotton, are attached to the top and bottom of a hard cover book block. They serve as a **decorative** way to hide the binding application or stitching on the spine of a yearbook. They come in a variety of solid and “striped” colors.

Lenticular Covers

Lenticular printing is used to produce printed images with an **illusion** of depth, or the ability to **change** or move as the image is viewed from different angles. You can create various frames of animation for a **motion** effect, show a set of alternate images or make an image appear 3D for a truly interactive experience!

Die-Cutting

A die is a specialized tool that **cuts** specific shapes into your yearbook cover. Die-cutting allows you to cut out specific areas or **shapes** on your cover, allowing text or part of an image to show through from the inside.

Spot UV Treatment

Spot UV is a great treatment to use if there are specific areas (or spots) on your cover that you would like to **highlight**. The application can **deepen** the color of the area and be very shiny or flattened to a **matte** finish. It's a great way to add eye-catching emphasis to important areas.



LOOKING FOR MORE CREATIVE WAYS TO *customize?* your yearbook?



Autograph Pages

Personal messages are always an important part of the yearbook! Choose from three professionally designed styles printed on uncoated paper to make writing easier. Four-page and eight-page sets available.

Current Events Backgrounds

Current Events Pages are available for **FREE** as backgrounds and clip art in Pictavo™ and EZBook™ Desktop. Choose the ones appropriate for your school or age level and simply drag and drop onto any page. Just make sure to include them in the total page count as they are treated like any other pages in the book. Current Events will be available February 15, 2015.



Personalized Covers

Check out the personalization options that enable students to include their name, photo and/or personal interest icons on their cover.

Talk about one-of-a-kind! Ask your yearbook provider for more details.

SOPHISTICATED 2014 2015 High School Yearbook Options



The look you want at a price you can afford.

HARD COVER BOOK Options

Full-Color Covers

The full-color printed cover is the easiest and **most popular** cover. It is very popular because of the **stunning** design techniques and number of colors you can use to immediately capture the reader's attention. You can choose one of our professionally designed stock covers, or create your own custom cover design! A **durable coating** is applied to all full-color yearbook covers to ensure the colors remain vibrant and the books withstand the test of time.



Paper Weight

Yearbooks are traditionally printed on a coated glossy paper with a standard **80-lb.** paper weight for excellent opacity and durability. Of course, you can always request **100-lb.** paper for a more distinctive, durable feel.

Binding

Standard hard cover binding is typically the **least expensive** cover binding option, and works well for books with smaller page counts (24 - 220 pages). The signatures of the yearbook are gathered together into a book block and then bound into a hard case. This type of binding is also known as library binding because it is very durable.

Smyth sewn hard cover binding has the added strength of overlapped stitches, and can be used on books that have 64 or more pages. The advantage of this binding style is that the book will **lie flat** when open. Typically, you'll see this binding style in reference books such as medical books, law books, etc.

RED	NAVY BLUE
GOLDENROD	BLACK
FOREST GREEN	FELT GRAY
ROYAL BLUE	WHITE (STANDARD)

Endsheets

Endsheets are the **thick paper** attached to both the inside front and back covers of a hard cover yearbook next to the flyleaf (first and last sheets in a book before and after the book content). The **quality** of the paper is usually different than what is used in the rest of your yearbook. Listed at left are colors available to you. If you'd like a color not found here or would like pricing on the cost of printing your own custom design on an endsheet, just ask!

Hard Cover Board Weight

Binder's board is the most common material used to make book covers. The **heavier** the board weight, the stiffer the cover will be when trying to bend it. Our **standard** cover weight is 90 pt. Heavier, 120-pt. and 160-pt. board weights are also available upon request.

Leatherette Covers

Leatherette covers are made of synthetic materials that are made to **look like leather**, but are much more durable. Typically, leatherette yearbooks use foil stamping, embossing and/or debossing to accentuate the school name and cover design. Choose from this generous selection of leatherette colors below to make a **great first impression** of your yearbook!

MAROON	GREEN	PURPLE
RED	ROYAL BLUE	WHITE
GOLD	NAVY BLUE	BLACK
SILVER		

Stock Die Options

The dies featured below are available for embossing/debossing and/or foil on your custom cover. By choosing one die or more, you can create a one-of-a-kind look **without the expense** that often accompanies it. For example: Choose a stock die for embossing and then add a custom die of your school name and mascot to make your book truly unique. Due to the endless design possibilities available, pricing will vary.



All options ARE AVAILABLE in 8.5 x 11 OR 9 x 12 sizes!

Pricing

So you're excited to incorporate some of these cover options, but are afraid to learn how much they'll cost? No worries. Your yearbook provider can furnish you with competitive pricing. And with some creativity and use of stock dies, you can have the great high-quality look you want for less than you imagined!

Additional Resources at your FINGERTIPS!

Need some help planning, organizing and designing all the pages contained within your yearbook?



Item #WP5337

Learn proven tips and techniques on how to plan, create and sell your yearbook using this comprehensive resource guide and accompanying CD—it has all the information you need to ensure a successful yearbook experience!



Item #WP5369

Everyone needs a little creative jump start now and then. With inspirational photo ideas, easy recipes for layout designs and helpful journalism tips, you are sure to create an exciting and interesting yearbook students will love!



Choose from a large selection of professionally designed templates to fit the look and feel you're after.