



A GREAT THEME

- Is both visual and verbal
- Relate to the school
- Relates to the year
- Is clear to the reader



VISUAL THEME IDENTIFIERS

- Type
- Color
- Shape
- Pattern/Texture



THEME VISUALS GO ON THE

- Cover
- Endsheets
- Title page
- Opening/Closing
- Dividers
- Folios
- Secondary story packages
- Index letter indicators



ON THE COVER

- Theme statement
- Year
- Book name

ON THE SPINE

- Name of school + city, state
- Year
- Book name + volume number
- Theme statement/logo



it's all about

Type /
Color



Theme / Logo

Shape /
Pattern



ubiquity 2011

07 Year / Book Name



it's all about

UNIVERSAL HIGH SCHOOL
upton, ut
2011 ubiquity vol. 78

Theme Statement/Logo

School Name/City/State

Year/Book Name/Volume Number



ON THE ENDSHEET

- Theme statement
- Table of contents

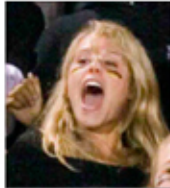


Theme
Statement/Logo

it's all about
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UNDERSTANDING
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ON THE TITLE PAGE

- Theme statement
- Year
- Name of book + volume number
- School name
- Street address/city/state/zip
- Phone/fax number w/area code
- Website address
- Student population
- Staff population



OPTIONAL TITLE PAGE INFO

- Principal
- Each Class's Population
- Athletic League

Year/Book Name/Volume #

Theme
Statement/Logo



UNIVERSAL HIGH SCHOOL
1984 W. Universal Road
Upton, UT 86268
321.456.7890 / F321.098.7654
universalhighschool@uptonunified.com

School Contact Information

STUDENTS 1944
Seniors 356
Juniors 419
Sophomores 578
Freshmen 591

Student/Staff Population

STAFF 141

Optional Information

PRINCIPAL Martin Yubanks
ATHLETIC LEAGUE AAAA



Consistent Visual
Theme Elements