

# Colophon

*col·o·phon* (kŏl'ə-fŏn')

**noun**— Located at the end of the book, a complete description of publication or production notes that is relevant to the volume.

[The 46th volume] of the [*Bulldog* yearbook] was produced as an [extracurricular activity] at [Clearview HS] in [Clear Park, Florida]. It was printed by Balfour Publishing in Dallas, Texas. [Julie Kaspar] was our sales representative] and [Robert Porter] was our account executive.

**THEME** – [*Perfectly Clear*], was developed at Balfour's BIG Splash workshop in Florida and refined at the fall TURN IT UP Intensity in Dallas, Texas.

**COVER** – Designed by [editors Josh Young and Kathryn Wright], the cover is quarter bound with Red 752 and Pearl materials. The theme phrase is stamped in white and maroon foil. The red material has a shoe grain. The endsheets were printed on [pearlized] stock.

**PRODUCTION** – The book's [280] pages are printed on [100 lb.] [dull enamel paper]. All body copy was set in [the Helvetica Neue family]. Layouts were submitted to the plant by [online PDF submission] and designed using [InDesign CS5 with the BalfourTools plug-in]. The [*Bulldog*] was created on [15 Hewlett Packard hw4600 workstations and three EliteBook mobile workstations].

**PHOTOGRAPHY** – Staff photographers used [10 Nikon D90 cameras]. The photographs were edited and prepared for submission using [Photoshop® CS5]. Advertising photos were scanned on [two Canon 5600F scanners] and prepared for submission using [Photoshop® CS5].

Senior portraits were taken at the [Briggs Photography] studio during the summer. Underclass, faculty and group photos were taken by [Thomas & Thomas Photography].

**AWARDS** – The 45th volume of the *Bulldog* received the following honors:

- 1st Place Sunshine Standout Yearbook [state/regional] Florida Scholastic Press Association
- Gold Medalist – Columbia Scholastic Press Association
- All-American (with 4 marks of distinction) – National Scholastic Press Association

**ACKNOWLEDGMENTS** – We would like to thank [provide names and specific support they gave the staff].

Include the volume number. The yearbook is a historical record.

Other staffs will be interested in how the book was produced.

Don't forget to acknowledge the professionals who support your efforts.

Some staffs use the colophon to explain the origin and development of the theme concept.

Your AE and/or rep will provide the specifics.

This may not seem important now, but talk to experienced advisers about how yearbooks used to be produced.

This is meaningful to photographers.

This acknowledgement could help a good photographer or straighten out a mediocre one.

If someone pries those plaques off the wall, this may be the only record of your accomplishments.

Recognize the people who helped you along the way. Don't forget custodians, secretaries, teachers, etc.

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