Great yearbooks have a…

**Colophon**

**What is a colophon?**

*Webster's* says a colophon is "an inscription placed at the end of the book with the facts relative to its production." But in yearbooks, colophons have become much more. They include all kinds of information that others who do yearbooks (and you in the future) will appreciate knowing.

**What does a good colophon include?**

A good colophon should include the following at a minimum:

1. The printing and cover specifications of the yearbook, including, but not limited to, the cover material, method of creation, endsheet materials, number of pages and copies and type of paper your book is printed on.
2. The method of production (i.e., computers, software, paste-up, etc.) and number of staff members. You may also want to include camera and digital information for photos.
3. Type specifications for your book. Which fonts did you use at which size and where?
4. Awards you have won and workshops you attended.
5. Staff listings are becoming more common as part of the colophon as well.
6. Your budget, the cost of your book to each student and your ad sales are all possible inclusions.
7. It’s a great place to list your acknowledgements and thanks to those who helped you create the yearbook. Check out the combo colophon and acknowledgements at left from the 2008 *Sammamish* from Issaquah High School, Issaquah, Washington.

**When should you create the colophon?**

You can gather the materials for it at any time, but the colophon should go with the final deadline in case there are changes that need to be inserted.

**Who should compile the colophon?**

Usually this job belongs to the editor and the adviser, with some input on acknowledgments from the entire staff. If you need help with some of the more technical things on the list, you can call me…your friendly Jostens yearbook rep.

**Where does the colophon go in your yearbook?**

We have seen it in the following places: at the end of the ad section, at the end of the index, on the back endsheet, on the last page of the yearbook and on the yearbook staff page.

**Why should we have a colophon?**

It is a good way to let the reader know how much work and how many decisions went into creating your yearbook. And if you include acknowledgments, a colophon is a great way to say thanks to the people who helped create your yearbook.
Colophon?

What is it? Do you need one? Where can you put it? What goes in it? Who should do it? When we should we do it? Why should we do it? So many questions... well here’s your answers!

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This is a super example of what a colophon should be. This one is from the 2004 Panther Tale published by the yearbook staff at Duncanville High School in Duncanville, Texas.

The staff placed this colophon, the editor’s message that was below it as well as a staff listing (not pictured) on page 316 of a 320 page book. It followed the index but was followed itself by a memoriam and the closing section.
How are you closing out your yearbook?

How are you planning to end your yearbook this year? As we were going through 2012 yearbooks looking for great index design ideas (see the centerfold spread), we came across this combination colophon, staff listing, acknowledgements and more at the end of the 2012 Whitney High School (Rocklin, CA) yearbook. We loved all the info that was available here.

This is the way to end a yearbook. Thank people. Tell them how you did it—how you got started, who created the book, who printed it, who was the photographer and who helped you all year. It’s all here.

Please note that it’s written by the editor, not the adviser. In fact, the editors go out of their way to thank their adviser in this section.

This page, by the way, was at the end of their index (you can tell by the Z) on the third from the last printed page. Only the closing followed this page. It is a very fitting way to bring it all together.

We hope you come up with something special to end your book as well. You couldn’t ask for a better example than this one. ❖