

We've said it before and we are going to say it again, be careful when choosing your...



We know some of you have heard this before, but it needs to be said each and every year. Especially since there are so many new yearbook advisers out there in yearbookland.

Please make sure that when you choose colors for backgrounds, lettering or graphics, that you choose them the right way—with the Jostens Color Guide. Each delivery season, we get calls from advisers who want to know why their reds are pink and their yellows are orange.

We know exactly why. Their students chose their colors on their computer monitors without looking at the Jostens Color Guide. As your students are designing their pages (whether they use YearTech for InDesign or YearTech Online), they need to remember that the color they see on the screen is probably not going to be the color that will be printed in their yearbook.

Inside the Jostens Color Guide are 14 different color palettes, each with 16 different, pre-printed colors. And the words “pre-printed” are the

important ones in that last sentence. You have to make sure, before you put a color in your yearbook, that you have seen exactly what it will look like when it is printed. For instance, find the Jostens

Color Guide in your Yearbook kit and find the Jostens Spicy Colors. Look at Jade. Then open up either YearTech Online or YearTech for InDesign, create a tint block and make it 100% SP Jade. See the difference. Look at it on another monitor, or better yet, to see a screen color at its worst, look at it when it is displayed by a digital projector.

Now, if you had chosen your colors based on what you saw on your monitor, when your book was delivered you would have wanted to know, “Why does the color SP Jade

look so bad? We didn’t want anything that bright!” And all I would be able to say is, “Did you check the Jostens Color Guide?” Because what you see, color-wise, on your monitor is seldom what you get. We just want you to have the colors that you specified in your printed yearbook.

