

STRAWBRIDGE STUDIOS  
**YEARBOOK**  
PLANNING GUIDE

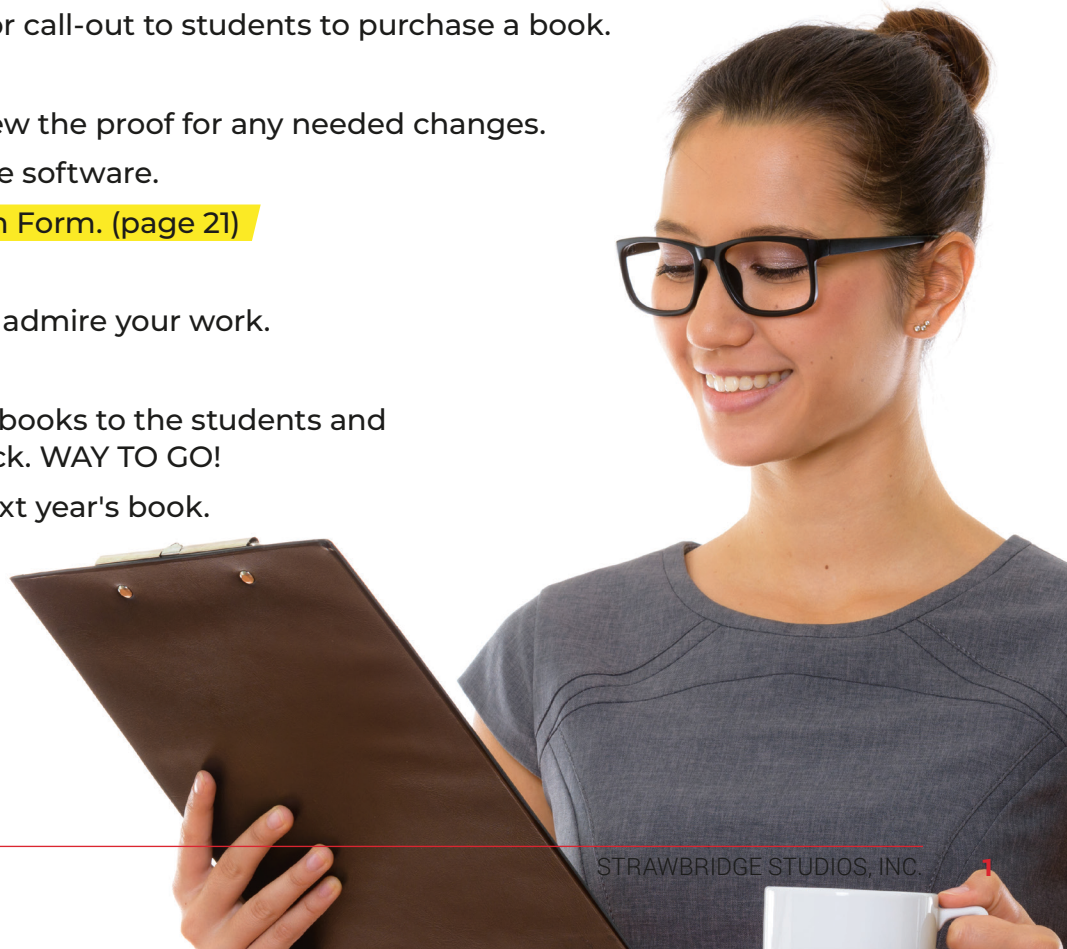




# Year(book) at a Glance

We have provided this checklist as a reference tool to prepare you for the steps needed to complete your yearbook.

- Receive kit.
- Assemble a Yearbook Team/Committee.
- Turn in Sales Material Request Form. (page 20)
- Distribute sales material.
- Record orders as they are being placed.
- Pick a yearbook design theme.
- Submit cover choice. (November 1st)**
- Fill out page ladder. (pages 6-7)
- Collaborate with students and co-workers regarding school events images to be included in the yearbook.
- Verify student data once images are uploaded (approximately 3 weeks after the retake photos are taken).
- Layout student portraits.
- Insert images for new students or list them as not pictured.
- Finalize candid/special event pages, sports pages, parent ads, etc.
- Have a co-worker review student names for spelling. (Make sure all classes and students have been added to the book.)
- Submit book for proofing. (Deadline on contract)**
- Send reminder email or call-out to students to purchase a book.
- Receive proof.
- Have a co-worker review the proof for any needed changes.
- Make corrections in the software.
- Email Final Submission Form. (page 21)**
- Receive final books.
- Review the books and admire your work.
- Plan a signing party.
- Proudly distribute the books to the students and pat yourself on the back. WAY TO GO!
- Send in renewal for next year's book.



# Requesting Sales Material

Distributing order forms to students early means a longer sale and more books sold. While most schools like to use their own order forms and flyers to sell their school's yearbook, we offer envelopes and flyers free of charge to your school.

You can find a **Yearbook Sales Material Request Form** on the last page of this book. You may either go online to [www.strawbridge.net](http://www.strawbridge.net) and submit this form electronically, or scan it and email it to your Yearbook Representative.

## Here are some FAQs concerning sales material:

### When will we get our sales material?

When our support team receives your school's Sales Material Request Form, we will email a proof for your review. After proof approval, please allow 2-3 weeks for delivery.

### How much should we sell our books for?

We sell the yearbooks to you at a wholesale price. Most schools add a few dollars to that wholesale price to cover shipping costs, sales tax, or raise money for the school as a fund raiser. It is important that you keep the book price affordable to parents so that you will have a more effective sale.

### How does tiered pricing affect my sale?

Some schools have an early deadline price and a final deadline price closer to the end of the school year. This can be used as a great incentive to boost sales early so you can easily estimate meeting your contracted copy count and make adjustments in advertising if needed.

### Should we use an envelope or a flyer?

**If you want to collect money at the school**, envelopes are the best way to go. **If you don't want to collect money at the school**, flyers to advertise an online sale are the best choice.

*If you want to do your own call out, email blast, or simply have a link directly on your school's website to direct parents to the Online Ordering Portal, please email us at [ybsupport@strawbridge.net](mailto:ybsupport@strawbridge.net) and we can send you the direct ordering link or provide step by step instructions for ordering online.*

### How do I keep track of my orders?

Most schools either use an Excel Spreadsheet or Google Docs to track their orders. There is also a feature in your yearbook software to log orders. Please refer to your user manual to see how to set this up in your software. We have a spreadsheet available for download at [www.strawbridge.net](http://www.strawbridge.net) that will help you track your orders.

*Your Online Orders **are not** automatically added to your software lists. Once we set up your sale, you will receive your username and password to access the online sales list. To view online orders, please visit [strawbridge.fotomerchantportal.com/signin](http://strawbridge.fotomerchantportal.com/signin).*

### Will I receive posters to display around the school?

We send 1 poster for every 100 envelopes/flyers ordered. Additional posters are available by request.

# Marketing Your Yearbook Sale

To run a simple and effective yearbook sale, **you must advertise!** This means being seen and heard. Inform and remind parents about the yearbook, and then continue to remind them as the sale continues.

## Keys to an Effective Sale

- Use email and web. Post the online order link to your school website.
- Take advantage of any mail blasts or phone notifications the school has access to.
- Incorporate flyers and posters. We provide both free upon request.
- Set up a yearbook table during school events or at PTA meetings. Make everyone aware that the time to purchase is now!
- Cover contests are very effective in stirring up involvement from your students. Provide students a theme along with a template and let them get creative.
- Display your cover proof in the front office to stir excitement.
- Clearly communicate the vital information: what you are selling, when and where you are selling the yearbook, what the yearbook costs, and how to purchase a yearbook.
- Award a free yearbook as a prize for a fund raiser or an event at the school.
- Involve parents and students in the design process. This could be as simple as letting them assist in supplying images from sporting events or field trips.
- Offer a personalization option for an additional cost. Call your Yearbook Representative to discuss.
- Sell parent ads and shout outs, enabling parents to tell their child how proud they are of their accomplishments.

*If you are still unsure about your Sales Material Request Form or need more ideas, please contact your Yearbook Representative or email us at [ybsupport@strawbridge.net](mailto:ybsupport@strawbridge.net).*





# Your Yearbook Cover

Now for the fun stuff...designing your book! Let's start with the most important piece: the cover. A great yearbook cover will tell your school's story, inspire a sense of pride, and ultimately drive yearbook sales. Whether one of our standard covers works for you, or if we can help you create a custom cover to match your yearbook theme, our goal is to help you get a cover you love submitted early so that you can focus on the rest of the book. **Cover deadline is November 1st!**

## Standard Cover Catalog

If you don't have a whole lot of time on your hands to design something, we have you covered. We have several pre-designed, standard covers to choose from. Visit [www.strawbridge.net](http://www.strawbridge.net) to view our options. Most standard covers can be modified to your school colors or have your school logo added for a personal touch.



Find these standard covers along with the rest of the catalog at [www.strawbridge.net](http://www.strawbridge.net).

## Create Your Own Cover

Design a custom cover using our online yearbook software. Our yearbook software offers a wide variety of background and theme options as well as unique clip art and elements.\*



Covers created in online software using integral software design elements and imported artwork.

We also accept covers that have been created in InDesign, Photoshop, Illustrator, and other third party design software. Please contact [ybsupport@strawbridge.net](mailto:ybsupport@strawbridge.net) prior to designing, and we will provide you with document size and format requirements.

*\*Please provide a commercial print release for any elements or images which have been purchased by the school. Strawbridge Studios is unable to print copyrighted material without a license.*

## Custom Covers

If you have an idea but aren't quite sure how to make your vision come to life, one of our talented graphic designers can create a custom cover for your school. Please contact [ybsupport@strawbridge.net](mailto:ybsupport@strawbridge.net) with any design ideas. Custom design requests are not accepted after Jan. 15th.



Covers created using direction provided by school along with submitted artwork or purchased images.

## Color Swatches

A catalog of Pantone color swatches is included in this book to make it easy to choose and request specific colors that you may want to incorporate into your yearbook cover. Refer to the colors when submitting your cover selection. (pages 14-19)

## Cover Submission

When you are ready, submit your cover selection via our online form at: [www.strawbridge.net](http://www.strawbridge.net) or email your design to [ybsupport@strawbridge.net](mailto:ybsupport@strawbridge.net). It generally only takes 2-3 weeks for our professional designers to complete a cover design. We will email you a digital proof for revision and approval, then we will send you a hard copy cover proof along with your hard copy book proof when they are both ready.

If you have hard copy material or student artwork to send to us, please send it to the address below. We will return original copies after the yearbook has been printed and delivered to the school. Strawbridge Studios is not responsible for artwork lost in the mail system.

**Strawbridge Studios**  
**ATTN: Yearbook Department**  
**PO Box 3005**  
**Durham, NC 27715-3005**

# Yearbook Page Planner

The next step in the yearbook process is planning your pages. Determining page content will help expose logistical problems such as incorrect page count and reduce accidental omission of material. Having a fleshed out page diagram of your yearbook to refer to will give you a better sense of direction in the layout stage of your book and ultimately speed up the entire process.

The boxes in the ladder diagram below represent the pages of your yearbook. Write titles or notes within them to plan and designate pages and their content. *Every fourth page, starting on page 16, is colored red as a reminder that the page count of any book pages must be in increments of four.*

LEFT HAND PAGES ↓	RIGHT HAND PAGES ↓
INSIDE FRONT COVER	1
2	3
4	5
6	7
8	9
10	11
12	13
14	15
16	17
18	19
20	21
22	23
24	25
26	27
28	29
30	31
32	33

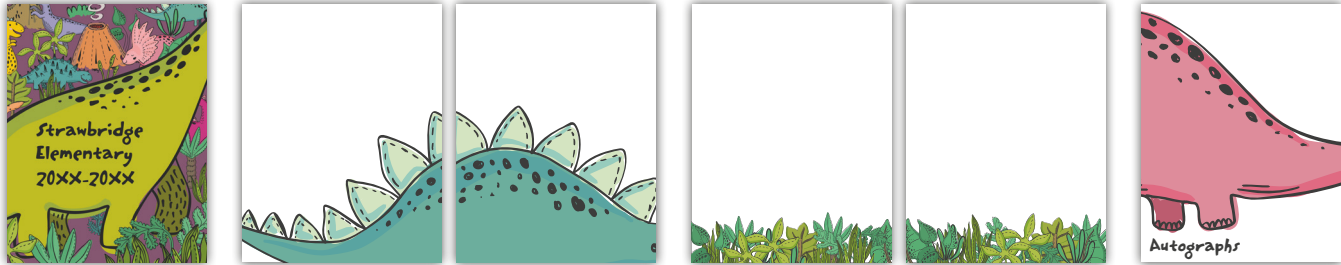


LEFT HAND PAGES ↓	RIGHT HAND PAGES ↓
34	35
36	37
38	39
40	41
42	43
44	45
46	47
48	49
50	51
52	53
54	55
56	57
58	59
60	61
62	63
64	65
66	67
68	69
70	71
72	

# Building and Submitting Your Yearbook

## Choosing a Theme

Choosing a theme for your yearbook can be a benefit for both sales and in facilitating the creation of the book. It is a great way to paint your school's story in a light which makes it exciting and interesting to students, and it gives direction and structure to the process of creating content and designing pages. Think up your own theme or choose from a variety of themes in the online software.



*Dino Party theme cover with its backgrounds.*

## How to carry your theme

**Graphic Elements** - Choose graphic elements that will be the look of your theme. This will be your font choice, color, and any shapes and line elements. Then, use these graphic elements associated with your theme consistently throughout your book.

**Writing and Text Elements** - Write headers and titles which play off of the theme. Example: If the theme is "Explorers", then you might title a class page as "Mr. Milton's Maggellans". Other text such as quotes and sayings which support and are relevant to your theme can be incorporated into your pages.

**Art and Pictorial Elements** - Artwork and backgrounds which relate to the theme can be used to enhance the design of pages while supporting and continuing the theme through the book. With some planning, taking photos with the subjects either conveying a theme related pose or activity or incorporating the use of a prop relevant to the theme can be done. Your school may have a mascot costume which someone could wear for posing in scenes. Artwork can include clip art and student artwork.

**Topical Elements** - Create pages featuring school events, activities, or other aspects of life on campus, framing them in a way that contributes to and keeps with your theme. There may be events or activities which are directly related to your theme or there may be more general activities such as sports and clubs which may take a bit more creative thinking to connect to the theme.

Still looking for a theme? Choose one from this handy list or just read it for inspiration!

a cut above  
a knight to remember  
3 of a kind  
picture this  
so to speak  
all in the numbers  
all of the above  
give & take  
take a picture, it lasts longer  
a must see  
see it, believe it  
a paws in time  
two for one  
about face  
and your point is  
are we there yet?  
as good as it gets  
after all is said & done  
been there, done that  
believe it or not  
suit yourself  
before you know it  
so they say  
beneath the surface  
saving the best for last  
beyond words  
space is limited  
big deal  
but who's counting  
take a hint  
case in point  
caught red-handed  
some assembly required  
check us out  
takes one to know one  
choosing sides  
deal with it

defining moments  
come as you are  
contrary to popular belief  
draw your own conclusions  
easier said than done  
fast forward  
first, the good news  
flying first class  
from the ground up  
from here to here  
from start to finish  
from the word go  
get over it  
good & ready  
gotta love it  
inside out  
if all else fails  
out & about  
you are here  
what else is new  
you do the math  
you can count on it  
you were there  
you oughta know  
what matters most  
worth the wait  
www.mascot.com  
would we lie to you?  
small change  
undeniably different  
told you so  
try not to stare  
know what you're missing  
what's the point  
what's in it for me?  
give it your best shot  
speak out

don't spend it all in one place  
it's what's inside that counts  
say that again  
words to live by  
shop around  
do not disturb  
a last look  
a look back  
it's not all just fun and games  
needle in a haystack  
only passing time  
all over but the shouting  
never a dull moment  
the long & the short of it  
off the wall  
from a to z  
who's on first?  
first things first  
at first glance  
first & ten  
on a first name basis  
first come, first served  
on second thought  
getting the 3rd degree  
by all accounts  
betting on the house  
what, me worry?  
easy come, easy go  
on the up swing  
guilty as charged  
happy campers  
never cry wolf  
quacks like a duck  
taking it easy  
be kind, rewind  
gone fishin'  
living the dream

## Quick Designing Points For Yearbook Designers

If you are unfamiliar with graphic design, here are few major elements to think about to make a well designed page: color use, composition and compositional elements, and font usage.

### Use Of Color

**Use a Color Scheme** - A color scheme is simply a combination of colors that work well together. A color scheme helps prevent overuse of color, which can easily make a page exhausting to look at. Pick a color scheme and consistently use it throughout your project. There are online tools which will help you create color schemes. A simple web search of "color scheme" will provide options for free color scheme websites.

**Where and How You Use Color Matters** - Bright and contrasting colors are great when used on covers but can be easily overpowering and hard to look at when used on pages which have small text. Consider using more subdued color or limiting potent colors to smaller accents on pages where reading is necessary.

### Composition - How Things Are Arranged On a Page

**Symmetrical vs. Asymmetrical Layouts** - While centering everything on a page can be an appealing and easy way to create a balanced layout, it does not always make the most interesting, visually attractive, nor most easily read composition. An asymmetrical layout can be harder to balance, but it allows for more dynamic and versatile compositions.

**Align Objects in Your Layout** - This is a simple mechanic which adds order to your layout and creates lines which direct the viewers eye up, down, and across your layout. This page is the simplest example of using alignment, as the strong line created on the left allows the eye to read across the page and quickly pop back to the left without getting lost. The layout on the facing page demonstrates the use of both vertical and horizontal alignment. Notice how many things are aligned with something else.

**Less Is More** - A page which has too much content tends to be cluttered, busy, and difficult to look at due to the effort it takes to make sense of it. A fun, dynamic layout doesn't have to be a mess.

**Be Consistent With Layout** - However you choose to compose your pages, a consistent layout will keep your pages unified, reduce cluttered pages, make it easy for the viewer to see the purpose of each page, and if made into a template, will save you time designing. Simple consistency will mean:

Headlines and subheads - same location, font, font size, color

Body copy - same font, size, color, justification

Margins - consistent space from the edges of the page to the objects on the page

Spacing - consistent spacing between objects and text where applicable

### Font and Text Usage.

**Choose a Few Fonts and Use Them Consistently** - Omitting the word cloud, using a large variety of fonts doesn't make a design better - it makes it confusing, incohesive, and tedious to look at. Typically, a book will use one to three fonts meant for a title (one or two of these fonts might only appear in the title), cover text, and headlines, and then a readable font which will be used for small text. Notice in the example layout on the facing page, that the headline is Cooper and the rest of the text uses regular, bold, and italic Minion Pro fonts.

**Readability and Legibility** - Some fonts are designed to be large, get attention, and be legible from a distance and some fonts are designed to be easy to read when small and when reading lines of text. Choose fonts which will be best for each purpose.

# The Elements of Design

Here is an basic example of a spread with the various design elements marked and explained to better familiarize you with design and design terms.

## headline

A brief but complete thought that summarizes the story, attracts the reader, and sets the tone while adding visual interest to the layout.

## subhead

A secondary headline that accompanies a main headline to expand the message. Subheads may precede or follow the main headline in a smaller font size.

## interior margins

The consistent spacing between all elements on the spread. The margins are typically one pica wide and prevent trapped white space.

## white space

The space that is left white in a design defines the visual pattern of the layout. White space should occupy 10-30% of a layout and be kept to the outside of all elements.

## graphic

Rule lines, borders, backgrounds, screens and colors.

## body copy

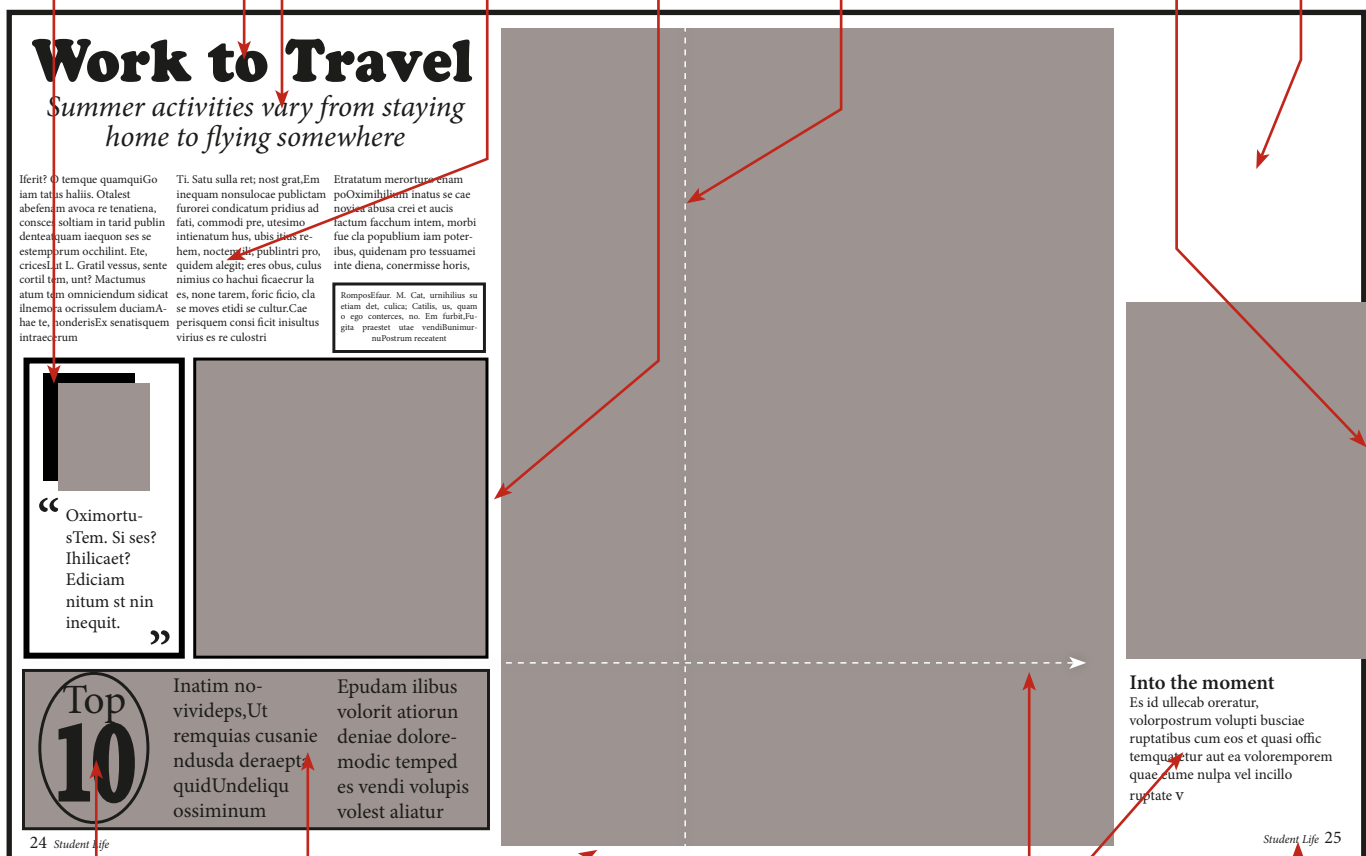
The feature story for the spread written in past tense -- carries the details and descriptions of events or issues about the topic.

## gutter

The center margin of a spread where the book folds and is usually two picas wide.

## bleed

A photo or graphic that is designed to go off the page.



## artwork

Any prepared design that is computer or hand generated to add artistic interest to the layout.

## exterior margin

The frame of white space around the outside of the layout where at least one element is touching on all four sides.

## eyeline

The invisible line across a double page spread where two or more elements begin or end on the same grid line. The eyeline leads the eye smoothly across the spread.

## folio

The page number in a publication which sometimes is accompanied with an identification label for the section or the page topic.

## alternative copy

Copy that expands the story in a non-traditional way such as lists, info-graphics, quotes, sidebar stories, etc.

## caption

The copy that describes a photograph identifying the people and answering who, what, where, when, why and how.



## Portraits

### The Most Important Part of the Yearbook

When portraits are accidentally left out of the yearbook, have an incorrect name, or are in the wrong class, the general result is unhappy students, unhappy parents, and costly reprints. Please take the extra time to compare your class rosters to the data attached to each photo and ensure that all students that were photographed are included in your yearbook.

### Using the Student Directory for Proofing

Fall portraits will be uploaded into your layout software 2-3 weeks after the fall absentee day. Once uploaded, the portraits should be thoroughly proofed **before** they are placed onto pages. Please download your directory from your software, print it out, and distribute it to your teachers. Teachers will need to compare their class rosters to the Student Directory, verifying that everyone's name is spelled correctly and that they are in the correct classes or grades. Once they have proofed their Student Directory, you will need to log in to the software and make the necessary updates.

### Adding Students with No Portrait

If you have students that enroll late in the school year or missed both picture days, it is important to try to include those students so that they can enjoy the memory of the year as well. You could simply create a 'Not Pictured' list, you could insert a 'No Photo Available' graphic for them, or you could take a picture of them to insert into the program.

## Collect Event Images

Special event images make great content for any yearbook. Start collecting images of these events as soon as possible, and keep them in folders to stay organized. We know you can't possibly attend every event; however, the file sharing features in your online software make it so you don't have to. Provide the file sharing link to teachers, parents, and students so that they can contribute images from events or daily school life. This is a great way to provide interesting and diverse content and creates an opportunity for parents and students to take part in and be invested in the yearbook. Refer to your software manual for information on how to use its file sharing features.

### What should you include in your yearbook?

- Lots of photos
- Local ads/parent shout outs
- Student art/writing
- Academics
- Students favorite memories
- Special awards
- School events
- Superlatives
- Team/Clubs
- Year in Review pages (highlights of the year)
- Graduating/outgoing class
- When I grow up pages
- Principals message
- Student life

## User Manual and Software Training

Our online software developers are continually making updates and improvements. We have online tutorials available in the software, and video tutorials can be accessed on our website at [www.strawbridge.net](http://www.strawbridge.net). We also have a digital manual that we can provide which explains the current functionality of the software. If you would like a copy, please email us at [ybsupport@strawbridge.net](mailto:ybsupport@strawbridge.net).

## Webinar and Remote Sessions

We know that new software can be a little intimidating. We want to make the yearbook design process as simple as possible for you. If you are stuck and need some direction, we can schedule you in one of our live action Webinars or setup a one-on-one session for more in-depth training specific to your design needs. Please email your Yearbook Representative for scheduling.

## Submitting, Proofing, and Finalizing Your Yearbook

You are in the home stretch now! By this point, you have created an entire yearbook and you are ready to submit your book. What will happen next?

### Submit Your Book for Proofing

Books submitted before their contracted proof deadline will receive a hard copy proof. The proofing process gives you a chance to review the book and have a final opportunity to go back into the software and make any needed changes before going to print.

Refer to your software manual to learn how to submit your book based on your unique software or email [ybsupport@strawbridge.net](mailto:ybsupport@strawbridge.net) and let us know that you are ready for your proof.

Once you have submitted your book, it generally only takes two weeks to receive your hard copy proof. When you receive your proof, please make any necessary changes in the software before re-submitting your proof for final printing.

**TIP:** *It always helps to have others proof the book as well. Be sure to double check school rosters again at this stage and **make sure no classes or students have been left out of your book.***

### Submit Your Book for Final Printing

To process and print your final books, **you must fill out a Final Submission Form** and send it to our lab. You may scan and email it to [ybsupport@strawbridge.net](mailto:ybsupport@strawbridge.net) and your Yearbook Representative.



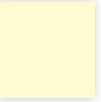
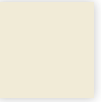


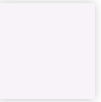
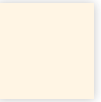

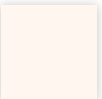
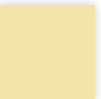

**A Final Submission Form has been provided on the last page of this book.** Once your form has been received, you will get an email notification. Please allow six weeks for delivery. When the books arrive at the school, please open them immediately for review.

## Renewal












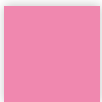
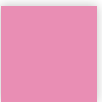
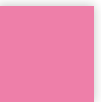



Go to [www.strawbridge.net](http://www.strawbridge.net) before June 1st, and receive extra incentives for early renewal for next school year.

# Color Swatches






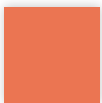




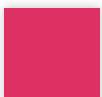




## White Family

 <b>Anti-flash White</b> CMYK: 4-2-2-0 RGB: 242-243-244	 <b>Beige</b> CMYK: 2-1-12-0 RGB: 245-245-220	 <b>Cosmic Latte</b> CMYK: 0-2-8-0 RGB: 255-248-231	 <b>Cream</b> CMYK: 0-0-17-0 RGB: 255-253-208	 <b>Eggshell</b> CMYK: 4-4-12-0 RGB: 240-234-214
 <b>Ghost White</b> CMYK: 2-1-0-0 RGB: 248-248-255	 <b>Isabelline</b> CMYK: 3-3-4-0 RGB: 244-240-236	 <b>Ivory</b> CMYK: 1-0-5-0 RGB: 255-255-240	 <b>Magnolia</b> CMYK: 2-3-0-0 RGB: 248-244-255	 <b>Old Lace</b> CMYK: 0-3-8-0 RGB: 253-245-230
 <b>Pearl</b> CMYK: 6-7-17-0 RGB: 234-224-200	 <b>Polar Bear</b> CMYK: 2-2-13-0 RGB: 249-242-214	 <b>Seashell</b> CMYK: 0-3-4-0 RGB: 255-245-238	 <b>Vanilla</b> CMYK: 4-5-31-0 RGB: 243-229-171	 <b>White</b> CMYK: 0-0-0-0 RGB: 255-255-255





























## Pink Family

 <b>Amaranth Pink</b> CMYK: 1-40-4-0 RGB: 241-156-187	 <b>Brink</b> CMYK: 0-74-24-0 RGB: 251-96-127	 <b>Carmine Pink</b> CMYK: 0-79-70-0 RGB: 235-76-66	 <b>Carnation</b> CMYK: 1-38-0-0 RGB: 255-166-201	 <b>Cerise Pink</b> CMYK: 0-88-12-0 RGB: 236-59-131
 <b>Cherry Blossom</b> CMYK: 0-26-7-0 RGB: 255-183-197	 <b>Coral Pink</b> CMYK: 1-56-38-0 RGB: 248-131-121	 <b>Dark Pink</b> CMYK: 1-78-21-0 RGB: 231-84-128	 <b>Deep Carmine Pink</b> CMYK: 0-93-75-0 RGB: 239-48-56	 <b>Deep Pink</b> CMYK: 0-95-0-0 RGB: 255-20-147
 <b>French Rose</b> CMYK: 0-73-11-0 RGB: 246-74-138	 <b>Fuchsia Pink</b> CMYK: 0-50-0-0 RGB: 255-119-255	 <b>Hollywood Cerise</b> CMYK: 0-81-0-0 RGB: 244-0-161	 <b>Hot Magenta</b> CMYK: 10-100-0-0 RGB: 255-29-206	 <b>Hot Pink</b> CMYK: 0-57-0-0 RGB: 255-105-180
 <b>Lavender Pink</b> CMYK: 0-31-0-0 RGB: 251-174-210	 <b>Light Pink</b> CMYK: 0-27-11-0 RGB: 255-182-193	 <b>Magenta</b> CMYK: 0-100-0-0 RGB: 255-0-144	 <b>Mountbatten Pink</b> CMYK: 38-47-25-2 RGB: 153-122-141	 <b>Nadeshiko Pink</b> CMYK: 0-32-4-0 RGB: 246-173-198
 <b>Persian Pink</b> CMYK: 0-52-0-0 RGB: 247-127-190	 <b>Persian Rose</b> CMYK: 0-72-0-0 RGB: 254-40-162	 <b>Pink</b> CMYK: 0-23-7-0 RGB: 255-192-203	 <b>Puce</b> CMYK: 15-47-20-0 RGB: 204-136-153	 <b>Salmon Pink</b> CMYK: 0-46-13-0 RGB: 255-145-164
 <b>Shocking Pink</b> CMYK: 0-79-0-0 RGB: 252-15-192	 <b>Tea Rose</b> CMYK: 2-21-12-0 RGB: 244-194-194	 <b>Thulian Pink</b> CMYK: 6-64-5-0 RGB: 222-111-161	 <b>Ultra Pink</b> CMYK: 3-48-0-0 RGB: 255-111-255	


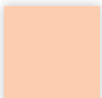
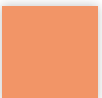
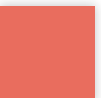

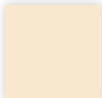
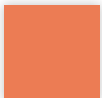
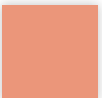









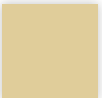
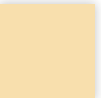












## Red Family

 <b>Alizarin Crimson</b> CMYK: 2-94-76-1 RGB: 227-38-54	 <b>Amaranth</b> CMYK: 1-93-54-1 RGB: 229-43-80	 <b>American Rose</b> CMYK: 0-99-64-0 RGB: 255-3-62	 <b>Auburn</b> CMYK: 20-94-85-14 RGB: 165-42-42	 <b>Burgundy</b> CMYK: 25-99-87-23 RGB: 144-0-32
 <b>Burnt Sienna</b> CMYK: 0-61-65-0 RGB: 233-116-81	 <b>Candy Apple Red</b> CMYK: 0-98-94-0 RGB: 255-8-0	 <b>Cardinal</b> CMYK: 14-100-73-0 RGB: 196-30-58	 <b>Carmine</b> CMYK: 26-100-94-21 RGB: 150-0-24	 <b>Carnelian</b> CMYK: 15-100-100-10 RGB: 179-27-27
 <b>Cerise</b> CMYK: 2-96-32-0 RGB: 222-49-99	 <b>Coquelicot</b> CMYK: 0-89-95-0 RGB: 255-56-0	 <b>Coral Red</b> CMYK: 0-86-68-0 RGB: 255-64-64	 <b>Crimson</b> CMYK: 4-100-70-0 RGB: 220-20-60	 <b>Dark Red</b> CMYK: 30-100-100-25 RGB: 139-0-0

## Red Family (continued)

 <b>Electric Crimson</b> CMYK: 0-99-64-0 RGB: 255-0-63	 <b>Falu Red</b> CMYK: 27-100-95-29 RGB: 128-24-24	 <b>Fire Brick</b> CMYK: 23-99-91-0 RGB: 178-34-34	 <b>Fire Engine Red</b> CMYK: 8-100-90-0 RGB: 206-32-41	 <b>Folly</b> CMYK: 0-99-51-0 RGB: 255-0-79
 <b>Garnet</b> CMYK: 40-72-70-29 RGB: 114-63-55	 <b>Lava</b> CMYK: 10-100-90-0 RGB: 207-16-32	 <b>Lust</b> CMYK: 0-100-93-0 RGB: 230-32-32	 <b>Maroon</b> CMYK: 30-100-100-30 RGB: 128-0-0	 <b>Orange-Red</b> CMYK: 0-84-95-0 RGB: 255-69-0
 <b>Persian Red</b> CMYK: 10-95-81-0 RGB: 204-51-51	 <b>Raspberry</b> CMYK: 0-100-40-0 RGB: 227-11-92	 <b>Red</b> CMYK: 0-100-100-0 RGB: 255-0-0	 <b>Redwood</b> CMYK: 30-80-60-0 RGB: 171-78-82	 <b>Rose</b> CMYK: 0-100-10-0 RGB: 255-0-127
 <b>Rose Madder</b> CMYK: 0-100-75-0 RGB: 227-38-54	 <b>Rosewood</b> CMYK: 38-100-98-43 RGB: 101-0-11	 <b>Rosso Corsa</b> CMYK: 5-100-100-5 RGB: 212-0-0	 <b>Ruby</b> CMYK: 0-100-34-0 RGB: 224-17-95	 <b>Rufous</b> CMYK: 23-100-100-10 RGB: 168-28-7
 <b>Sangria</b> CMYK: 27-100-100-21 RGB: 146-0-10	 <b>Scarlet</b> CMYK: 0-95-94-0 RGB: 255-32-0	 <b>Terra Cotta</b> CMYK: 11-82-76-0 RGB: 204-78-60	 <b>Tuscan Red</b> CMYK: 69-80-64-0 RGB: 102-66-77	 <b>Upsdell Red</b> CMYK: 0-98-78-24 RGB: 174-32-41
 <b>Venetian Red</b> CMYK: 13-100-96-2 RGB: 200-8-21	 <b>Vermilion</b> CMYK: 0-88-80-0 RGB: 227-66-52	 <b>Wine</b> CMYK: 63-93-82-0 RGB: 114-47-55		

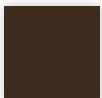




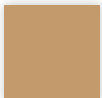







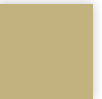






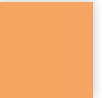




## Orange Family

 <b>Amber</b> CMYK: 0-19-100-0 RGB: 255-191-0	 <b>Apricot</b> CMYK: 0-17-22-0 RGB: 251-206-177	 <b>Atomic Tangerine</b> CMYK: 0-43-56-0 RGB: 255-153-102	 <b>Bittersweet</b> CMYK: 0-66-53-0 RGB: 255-111-94	 <b>Burnt Orange</b> CMYK: 12-76-100-0 RGB: 204-85-0
 <b>Champagne</b> CMYK: 2-6-15-0 RGB: 247-231-206	 <b>Coral</b> CMYK: 0-57-65-0 RGB: 255-127-80	 <b>Dark Salmon</b> CMYK: 3-42-43-0 RGB: 233-150-122	 <b>Deep Carrot</b> CMYK: 0-67-90-0 RGB: 233-105-44	 <b>Flame</b> CMYK: 1-77-95-0 RGB: 226-88-34
 <b>Gamboge</b> CMYK: 1-38-100-0 RGB: 239-155-15	 <b>Intl Orange</b> CMYK: 0-80-95-0 RGB: 255-79-0	 <b>Mahogany</b> CMYK: 11-85-100-7 RGB: 192-64-0	 <b>Orange</b> CMYK: 0-60-100-0 RGB: 255-127-0	 <b>Orange Peel</b> CMYK: 0-35-100-0 RGB: 255-165-0
 <b>Papaya Whip</b> CMYK: 0-5-13-0 RGB: 255-239-213	 <b>Peach</b> CMYK: 0-8-24-0 RGB: 255-229-180	 <b>Peach-Orange</b> CMYK: 10-12-37-0 RGB: 225-204-153	 <b>Peach-Yellow</b> CMYK: 2-9-28-0 RGB: 250-223-173	 <b>Persian Orange</b> CMYK: 10-42-67-0 RGB: 217-144-88
 <b>Persimmon</b> CMYK: 0-75-100-0 RGB: 236-88-0	 <b>Pink-Orange</b> CMYK: 0-40-57-0 RGB: 255-153-102	 <b>Portland Orange</b> CMYK: 0-75-75-0 RGB: 255-90-54	 <b>Princeton Orange</b> CMYK: 0-47-96-0 RGB: 255-143-0	 <b>Pumpkin</b> CMYK: 0-61-91-0 RGB: 255-117-24
 <b>Safety Orange</b> CMYK: 0-68-96-0 RGB: 255-103-0	 <b>Sunset</b> CMYK: 1-12-30-0 RGB: 250-214-165	 <b>Tangelo</b> CMYK: 0-81-97-0 RGB: 249-77-0	 <b>Tangerine</b> CMYK: 0-51-99-0 RGB: 242-133-0	 <b>Tenné</b> CMYK: 13-74-100-0 RGB: 205-87-0
 <b>Tomato</b> CMYK: 0-71-67-0 RGB: 255-99-71				

## Yellow Family





 <b>Arylide Yellow</b> CMYK: 8-7-64-0 RGB: 233-214-107	 <b>Aureolin</b> CMYK: 2-0-89-0 RGB: 253-238-0	 <b>Buff</b> CMYK: 5-7-52-0 RGB: 240-220-130	 <b>Chartreuse Yellow</b> CMYK: 16-0-90-0 RGB: 223-255-0	 <b>Chrome Yellow</b> CMYK: 0-34-96-0 RGB: 255-167-0
 <b>Citrine</b> CMYK: 10-7-96-0 RGB: 228-208-10	 <b>Dark Goldenrod</b> CMYK: 20-40-100-5 RGB: 184-134-11	 <b>Flavescent</b> CMYK: 3-3-46-0 RGB: 247-233-142	 <b>Flax</b> CMYK: 6-6-52-0 RGB: 238-220-130	 <b>Gold</b> CMYK: 0-10-93-0 RGB: 255-215-0
 <b>Golden Poppy</b> CMYK: 0-18-96-0 RGB: 252-194-0	 <b>Golden Yellow</b> CMYK: 1-5-92-0 RGB: 255-223-0	 <b>Goldenrod</b> CMYK: 11-28-99-0 RGB: 218-165-32	 <b>Green-Yellow</b> CMYK: 29-0-91-0 RGB: 173-255-47	 <b>Hansa Yellow</b> CMYK: 7-8-64-0 RGB: 233-214-107
 <b>Icterine</b> CMYK: 7-0-65-0 RGB: 247-247-94	 <b>Jasmine</b> CMYK: 3-7-53-0 RGB: 248-222-126	 <b>Jonquil</b> CMYK: 2-8-70-0 RGB: 250-218-94	 <b>Lemon</b> CMYK: 0-0-75-0 RGB: 255-247-0	 <b>Lemon Chiffon</b> CMYK: 0-0-18-0 RGB: 255-250-205
 <b>Maize</b> CMYK: 2-1-70-0 RGB: 251-236-93	 <b>Metallic Gold</b> CMYK: 14-22-90-0 RGB: 212-175-55	 <b>Mikado Yellow</b> CMYK: 0-17-98-0 RGB: 255-196-12	 <b>Mustard</b> CMYK: 0-9-72-0 RGB: 255-219-88	 <b>Naples Yellow</b> CMYK: 2-8-69-0 RGB: 250-218-94
 <b>Navajo White</b> CMYK: 0-10-27-0 RGB: 255-222-173	 <b>Old Gold</b> CMYK: 16-18-89-0 RGB: 207-181-59	 <b>Pale Goldenrod</b> CMYK: 6-3-32-0 RGB: 238-232-170	 <b>Saffron</b> CMYK: 3-16-90-0 RGB: 244-196-48	 <b>School Bus Yellow</b> CMYK: 0-9-93-0 RGB: 255-216-0
 <b>Selective Yellow</b> CMYK: 0-23-96-0 RGB: 255-186-0	 <b>Stil de Grain Yellow</b> CMYK: 2-8-69-0 RGB: 250-218-94	 <b>Sunglow</b> CMYK: 0-14-88-0 RGB: 255-204-51	 <b>Tangerine Yellow</b> CMYK: 0-14-94-0 RGB: 255-204-0	 <b>Titanium Yellow</b> CMYK: 7-0-93-0 RGB: 238-230-0
 <b>Urobilin</b> CMYK: 0-30-90-0 RGB: 255-173-33	 <b>Vegas Gold</b> CMYK: 20-18-74-0 RGB: 197-179-88	 <b>Yellow</b> CMYK: 0-0-100-0 RGB: 255-0-255		

## Brown Family

 <b>Bistre</b> CMYK: 61-69-82-54 RGB: 61-43-31	 <b>Bole</b> CMYK: 40-72-69-24 RGB: 121-68-59	 <b>Bronze</b> CMYK: 14-51-89-0 RGB: 205-127-50	 <b>Brown</b> CMYK: 24-72-100-19 RGB: 150-75-0	 <b>Burnt Umber</b> CMYK: 27-87-90-23 RGB: 138-51-36
 <b>Camel</b> CMYK: 19-32-58-2 RGB: 193-154-107	 <b>Chamoisee</b> CMYK: 29-46-61-8 RGB: 160-120-90	 <b>Chestnut</b> CMYK: 26-77-78-18 RGB: 149-69-53	 <b>Chocolate</b> CMYK: 33-73-100-29 RGB: 123-63-0	 <b>Coffee</b> CMYK: 43-60-77-27 RGB: 111-78-55
 <b>Copper</b> CMYK: 18-53-88-7 RGB: 184-115-51	 <b>Cordovan</b> CMYK: 33-80-60-19 RGB: 137-63-69	 <b>Desert Sand</b> CMYK: 5-17-23-0 RGB: 237-201-175	 <b>Earth Yellow</b> CMYK: 8-29-66-0 RGB: 225-169-95	 <b>Ecru</b> CMYK: 20-19-50-1 RGB: 194-178-128
 <b>Fallow</b> CMYK: 18-32-58-2 RGB: 193-154-107	 <b>Fawn</b> CMYK: 7-30-55-0 RGB: 229-170-112	 <b>Field Drab</b> CMYK: 45-54-99-27 RGB: 108-84-30	 <b>Fulvous</b> CMYK: 4-50-100-0 RGB: 228-132-0	 <b>Khaki</b> CMYK: 20-22-38-0 RGB: 195-176-145
 <b>Ochre</b> CMYK: 12-55-96-3 RGB: 204-119-34	 <b>Raw Umber</b> CMYK: 32-53-74-14 RGB: 146-102-68	 <b>Russet</b> CMYK: 31-71-99-26 RGB: 128-70-27	 <b>Rust</b> CMYK: 14-85-100-9 RGB: 183-65-14	 <b>Sandy Brown</b> CMYK: 0-34-63-0 RGB: 244-164-96
 <b>Seal Brown</b> CMYK: 61-86-80-65 RGB: 50-20-20	 <b>Sepia</b> CMYK: 39-68-100-32 RGB: 112-66-20	 <b>Sienna</b> CMYK: 30-90-99-24 RGB: 136-45-23	 <b>Sinopia</b> CMYK: 8-88-100-4 RGB: 203-65-11	 <b>Tan</b> CMYK: 14-22-41-0 RGB: 210-180-140



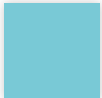




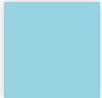



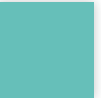
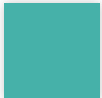
## Brown Family (continued)

	<b>Tawny</b> CMYK: 7-76-100-4 RGB: 205-87-0		<b>Umber</b> CMYK: 54-57-63-25 RGB: 99-81-71		<b>Wenge</b> CMYK: 56-57-55-21 RGB: 100-84-82		<b>Wheat</b> CMYK: 3-9-25-0 RGB: 245-222-179
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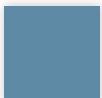
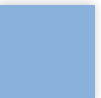
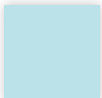
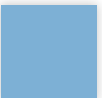
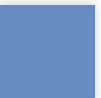








## Green Family

	<b>Apple</b> CMYK: 4-6-100-0 RGB: 141-182-0		<b>Army</b> CMYK: 65-44-100-32 RGB: 75-83-32		<b>Asparagus</b> CMYK: 51-16-75-0 RGB: 123-160-91		<b>Bright Green</b> CMYK: 40-0-100-0 RGB: 102-255-0		<b>British Racing Green</b> CMYK: 94-43-94-40 RGB: 0-70-38
	<b>Camouflage</b> CMYK: 50-29-56-7 RGB: 120-134-107		<b>Celadon</b> CMYK: 25-0-37-0 RGB: 172-255-175		<b>Chartreuse</b> CMYK: 39-0-100-0 RGB: 128-255-0		<b>Clover</b> CMYK: 51-0-75-0 RGB: 0-255-111		<b>Dark Olive</b> CMYK: 65-35-96-17 RGB: 85-107-47
	<b>Dark Spring Green</b> CMYK: 87-28-85-11 RGB: 23-114-69		<b>Dartmouth Green</b> CMYK: 91-31-88-15 RGB: 0-105-62		<b>Electric Green</b> CMYK: 53-0-100-0 RGB: 0-255-0		<b>Emerald</b> CMYK: 58-0-65-0 RGB: 80-200-120		<b>Fern</b> CMYK: 70-28-87-10 RGB: 79-121-66
	<b>Forest</b> CMYK: 79-17-100-3 RGB: 34-139-34		<b>Gray-Asparagus</b> CMYK: 71-44-70-24 RGB: 70-89-69		<b>Green</b> CMYK: 100-0-100-0 RGB: 0-255-0		<b>Harlequin</b> CMYK: 50-0-100-0 RGB: 63-255-0		<b>Honeydew</b> CMYK: 7-0-10-0 RGB: 240-255-240
	<b>Hunter</b> CMYK: 80-38-84-22 RGB: 53-94-59		<b>India Green</b> CMYK: 83-18-100-2 RGB: 19-136-8		<b>Jade</b> CMYK: 73-2-72-0 RGB: 0-168-107		<b>Jungle</b> CMYK: 71-1-55-0 RGB: 41-171-135		<b>Kelly</b> CMYK: 59-0-100-0 RGB: 76-187-23
	<b>Lawn Green</b> CMYK: 41-0-100-0 RGB: 124-252-0		<b>Lime</b> CMYK: 24-0-95-0 RGB: 191-255-0		<b>Lime Green</b> CMYK: 55-0-96-0 RGB: 50-205-50		<b>Midnight Green</b> CMYK: 98-55-52-24 RGB: 0-73-83		<b>Mint</b> CMYK: 64-0-55-0 RGB: 62-180-137
	<b>Mint Cream</b> CMYK: 3-0-3-0 RGB: 245-255-250		<b>Moss</b> CMYK: 26-0-34-0 RGB: 173-223-173		<b>Myrtle</b> CMYK: 87-47-98-41 RGB: 33-66-30		<b>Neon Green</b> CMYK: 50-0-100-0 RGB: 57-255-20		<b>Office Green</b> CMYK: 85-20-100-8 RGB: 0-128-0
	<b>Olive</b> CMYK: 46-31-100-10 RGB: 128-128-0		<b>Olive Drab</b> CMYK: 59-21-100-3 RGB: 107-142-35		<b>Pakistan Green</b> CMYK: 90-31-100-19 RGB: 0-102-0		<b>Paris Green</b> CMYK: 52-0-65-0 RGB: 80-200-120		<b>Pear</b> CMYK: 17-0-87-0 RGB: 209-226-49
	<b>Persian Green</b> CMYK: 74-4-46-0 RGB: 0-166-147		<b>Phthalo Green</b> CMYK: 92-53-84-50 RGB: 18-53-36		<b>Pine</b> CMYK: 87-28-54-6 RGB: 1-121-111		<b>Pistachio</b> CMYK: 39-0-66-0 RGB: 147-197-114		<b>Rifle Green</b> CMYK: 70-51-78-36 RGB: 65-72-51
	<b>Sap</b> CMYK: 68-26-100-10 RGB: 80-125-42		<b>Sea Green</b> CMYK: 78-19-78-2 RGB: 46-139-87		<b>Shamrock</b> CMYK: 79-5-77-0 RGB: 0-158-96		<b>Spring Bud</b> CMYK: 31-0-98-0 RGB: 167-252-0		<b>Spring Green</b> CMYK: 50-0-68-0 RGB: 0-255-127
	<b>Tea Green</b> CMYK: 16-0-25-0 RGB: 208-240-192		<b>Teal</b> CMYK: 86-25-44-3 RGB: 0-128-128		<b>Viridian</b> CMYK: 73-23-57-5 RGB: 64-130-109		<b>Yellow-Green</b> CMYK: 39-0-100-0 RGB: 128-255-0		























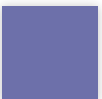
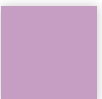
## Cyan Family

	<b>Aqua</b> CMYK: 43-0-12-0 RGB: 0-255-255		<b>Aquamarine</b> CMYK: 33-0-24-0 RGB: 127-255-212		<b>Bondi Blue</b> CMYK: 76-19-18-0 RGB: 0-149-182		<b>Cerulean</b> CMYK: 86-34-17-0 RGB: 0-123-167		<b>Cyan</b> CMYK: 100-0-0-0 RGB: 0-255-255
	<b>Electric Blue</b> CMYK: 33-0-9-0 RGB: 125-249-255		<b>Magic Mint</b> CMYK: 26-0-21-0 RGB: 170-240-209		<b>Robin Egg Blue</b> CMYK: 62-0-24-0 RGB: 0-204-204		<b>Skobeloff</b> CMYK: 86-27-51-8 RGB: 0-122-116		<b>Turquoise</b> CMYK: 51-0-25-0 RGB: 64-224-208
	<b>Verdigris</b> CMYK: 62-3-31-0 RGB: 67-179-174								

## Blue Family

	<b>Air Force Blue</b> CMYK: 62-29-18-1 RGB: 93-138-168		<b>Alice Blue</b> CMYK: 4-1-0-0 RGB: 240-248-255		<b>Azure</b> CMYK: 78-34-0-0 RGB: 0-127-255		<b>Baby Blue</b> CMYK: 36-2-3-0 RGB: 137-207-240		<b>Bleu de France</b> CMYK: 71-26-0-0 RGB: 49-140-231
	<b>Blue</b> CMYK: 100-75-0-0 RGB: 0-0-255		<b>Brandeis Blue</b> CMYK: 85-39-0-0 RGB: 0-112-255		<b>Cambridge Blue</b> CMYK: 32-7-30-0 RGB: 163-193-173		<b>Carolina Blue</b> CMYK: 40-15-0-0 RGB: 86-160-211		<b>Ceil</b> CMYK: 38-24-2-0 RGB: 146-161-207
	<b>Celeste</b> CMYK: 20-0-7-0 RGB: 178-255-255		<b>Cobalt</b> CMYK: 100-71-0-0 RGB: 0-71-171		<b>Columbia</b> CMYK: 45-13-4-0 RGB: 117-178-221		<b>Cornflower</b> CMYK: 58-32-0-0 RGB: 100-149-237		<b>Dark Blue</b> CMYK: 100-80-4-1 RGB: 0-0-184
	<b>Deep Sky Blue</b> CMYK: 60-0-0-0 RGB: 0-191-255		<b>Denim</b> CMYK: 91-55-0-0 RGB: 21-96-189		<b>Dodger Blue</b> CMYK: 72-22-0-0 RGB: 30-144-255		<b>Duke Blue</b> CMYK: 100-84-53-25 RGB: 0-26-87		<b>Egyptian Blue</b> CMYK: 100-80-0-17 RGB: 16-52-166
	<b>Eton Blue</b> CMYK: 36-1-38-0 RGB: 150-200-162		<b>Federal Blue</b> CMYK: 100-87-45-13 RGB: 22-22-107		<b>Han Blue</b> CMYK: 78-47-0-0 RGB: 68-108-207		<b>Honolulu Blue</b> CMYK: 90-46-4-0 RGB: 0-109-176		<b>Iceberg</b> CMYK: 51-17-5-0 RGB: 113-166-210
	<b>Intl Klein Blue</b> CMYK: 100-77-1-0 RGB: 0-47-167		<b>Light Blue</b> CMYK: 26-1-7-0 RGB: 173-216-230		<b>Majorelle</b> CMYK: 71-66-0-0 RGB: 96-80-220		<b>Maya Blue</b> CMYK: 45-3-0-0 RGB: 115-194-251		<b>Midnight Blue</b> CMYK: 100-76-37-14 RGB: 0-51-102
	<b>Navy</b> CMYK: 100-80-35-10 RGB: 0-0-128		<b>Non-photo Blue</b> CMYK: 26-0-7-0 RGB: 164-221-237		<b>Palatinate</b> CMYK: 89-65-0-0 RGB: 39-59-226		<b>Persian Blue</b> CMYK: 100-75-0-0 RGB: 28-57-187		<b>Phthalo Blue</b> CMYK: 100-84-30-7 RGB: 0-15-137
	<b>Powder Blue</b> CMYK: 23-0-9-0 RGB: 176-224-230		<b>Prussian Blue</b> CMYK: 100-73-35-34 RGB: 0-49-83		<b>Royal Blue</b> CMYK: 80-52-0-0 RGB: 65-105-225		<b>Sapphire</b> CMYK: 97-63-0-0 RGB: 15-82-186		<b>Sky Blue</b> CMYK: 39-0-5-0 RGB: 135-206-235
	<b>Steel Blue</b> CMYK: 72-34-10-0 RGB: 70-130-180		<b>Tiffany Blue</b> CMYK: 36-0-20-0 RGB: 129-216-208		<b>True Blue</b> CMYK: 85-40-0-0 RGB: 0-115-207		<b>Tufts Blue</b> CMYK: 72-37-0-0 RGB: 65-125-193		<b>UCLA Blue</b> CMYK: 72-53-16-0 RGB: 83-104-149
	<b>Ultramarine</b> CMYK: 100-85-26-4 RGB: 18-10-143		<b>Yale Blue</b> CMYK: 99-68-9-1 RGB: 15-77-146						

## Violet Family

 <b>Amethyst</b> CMYK: 44-61-0-0 RGB: 153-102-204	 <b>Byzantium</b> CMYK: 65-96-31-0 RGB: 112-41-99	 <b>Eggplant</b> CMYK: 72-81-60-0 RGB: 97-64-81	 <b>Fandango</b> CMYK: 25-93-3-0 RGB: 181-51-137	 <b>Floral Lavender</b> CMYK: 30-50-0-0 RGB: 181-126-220
 <b>Han Purple</b> CMYK: 84-75-0-0 RGB: 82-24-250	 <b>Heliotrope</b> CMYK: 20-50-0-0 RGB: 223-115-255	 <b>Indigo</b> CMYK: 79-77-0-0 RGB: 111-0-255	 <b>Iris</b> CMYK: 78-69-0-0 RGB: 90-79-207	 <b>Lavender</b> CMYK: 8-6-0-0 RGB: 230-230-250
 <b>Lavender Blush</b> CMYK: 0-5-0-0 RGB: 255-240-245	 <b>Lilac</b> CMYK: 17-33-0-0 RGB: 200-162-200	 <b>Mauve</b> CMYK: 12-26-0-0 RGB: 224-176-255	 <b>Orchid</b> CMYK: 10-60-0-0 RGB: 218-112-214	 <b>Palatinate Purple</b> CMYK: 70-96-34-0 RGB: 104-40-96
 <b>Periwinkle</b> CMYK: 17-12-0-0 RGB: 204-204-255	 <b>Plum</b> CMYK: 46-82-6-0 RGB: 142-69-133	 <b>Purple</b> CMYK: 57-100-6-0 RGB: 128-0-128	 <b>Red-Violet</b> CMYK: 14-100-3-0 RGB: 199-21-133	 <b>Regalia</b> CMYK: 83-92-1-0 RGB: 82-45-128
 <b>Thistle</b> CMYK: 11-19-1-0 RGB: 216-191-216	 <b>Tyrian Purple</b> CMYK: 52-100-51-31 RGB: 102-2-60	 <b>Violet</b> CMYK: 60-50-0-0 RGB: 143-0-255	 <b>Wisteria</b> CMYK: 18-34-0-0 RGB: 201-160-220	

## Gray Family

 <b>Arsenic</b> CMYK: 78-61-53-28 RGB: 59-68-75	 <b>Ash Gray</b> CMYK: 26-12-22-0 RGB: 178-190-181	 <b>Battleship Gray</b> CMYK: 46-35-37-4 RGB: 132-132-130	 <b>Black</b> CMYK: 0-0-0-100 RGB: 0-0-0	 <b>Cadet Gray</b> CMYK: 39-22-19-0 RGB: 145-163-176
 <b>Charcoal</b> CMYK: 82-60-50-27 RGB: 54-69-79	 <b>Cinereous</b> CMYK: 35-41-40-5 RGB: 152-129-123	 <b>Cool Gray</b> CMYK: 43-32-15-0 RGB: 140-146-172	 <b>Davy's Gray</b> CMYK: 65-54-53-20 RGB: 85-85-85	 <b>Feldgrau</b> CMYK: 68-45-60-21 RGB: 77-93-83
 <b>Glaucous</b> CMYK: 62-36-7-0 RGB: 96-130-182	 <b>Gray</b> CMYK: 47-37-37-5 RGB: 128-128-128	 <b>Liver</b> CMYK: 64-60-52-25 RGB: 83-75-79	 <b>Medium Taupe</b> CMYK: 51-62-61-25 RGB: 103-76-71	 <b>Pale Taupe</b> CMYK: 21-34-44-1 RGB: 188-152-126
 <b>Payne's Gray</b> CMYK: 76-63-53-29 RGB: 64-64-72	 <b>Platinum</b> CMYK: 8-5-7-0 RGB: 229-228-226	 <b>Purple Taupe</b> CMYK: 67-69-49-26 RGB: 80-64-77	 <b>Rich Black</b> CMYK: 60-40-40-100 RGB: 0-0-0	 <b>Rose Quartz</b> CMYK: 30-33-17-0 RGB: 170-152-169
 <b>Silver</b> CMYK: 20-14-16-0 RGB: 192-192-192	 <b>Slate Gray</b> CMYK: 55-37-27-3 RGB: 112-128-144	 <b>Taupe</b> CMYK: 63-62-72-40 RGB: 72-60-50	 <b>Taupe Gray</b> CMYK: 42-37-32-3 RGB: 139-133-137	 <b>Timberwolf</b> CMYK: 10-9-11-0 RGB: 219-215-210
 <b>Xanadu</b> CMYK: 53-30-47-5 RGB: 115-134-120				

# Yearbook Sales Material Request Form

## 1. School Information: *Please provide the following information.*

Client ID *(office use only)*: \_\_\_\_\_ School Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Yearbook Advisor Name: \_\_\_\_\_ Email: \_\_\_\_\_  
 Bookkeeper Name: \_\_\_\_\_ Email: \_\_\_\_\_

## 2. Please choose either flyers or envelopes. Check any conditions that apply and fill blanks as needed.

Flyers *(for online sales only)*    Digital only    Printed   Enrollment: \_\_\_\_\_

OR

Envelopes *(for online and in-person sales)*    No online sales   Payable to:    School    Strawbridge   Enrollment: \_\_\_\_\_  
 No checks allowed    Other \_\_\_\_\_

### Things to consider when setting your sale price:

1. Contracted price      2. Shipping Price *(typically \$1 per book)*      3. Sales Tax

*If your school is tax exempt, your exemption certificate must be turned in with this form. Otherwise, you will still be billed for sales tax on the invoice. Sales tax is charged on student book price according to state and local tax rates. The lower your sales price to parents, the more copies you will sell. Consider this when looking at desired fundraiser profit.*

*Book Price Example - If your yearbook contracted price is \$17 and local sales tax rate is 7%, the suggested retail price to students would be \$20.*

$\$20 \times \$0.07 = \$1.40$	This is the sales tax.
$\$17 + \$1 + \$1.40 = \$19.40$	This is the total cost to school per book. (Price, Shipping and Tax)
$\$20 - \$19.40 = \$0.60$	This is the school profit per book.

### Things to consider when setting your deadline:

*Your deadline should align with your final submission date. Final submission is due a minimum of 6 weeks prior to your requested delivery date.*

## 3. Pricing and Deadlines: *Please check the appropriate boxes, inserting prices and dates in the provided blanks as needed.*

Early Price: \$ \_\_\_\_\_      Early Deadline: \_\_\_\_\_      *Tiered pricing is not required, but is recommended. Having a lower early price can help to increase overall sales.*  
 Final Price: \$ \_\_\_\_\_      Final Deadline: \_\_\_\_\_  
 Final Deadline for Online Ordering (March 15th if all other deadlines are blank): \_\_\_\_\_

### PERSONALIZATION WILL ONLY BE AVAILABLE ONLINE.

Picture and Name (\$8.00 wholesale):   No    Yes    Price: \$ \_\_\_\_\_

Name Only (\$5.00 wholesale):      No    Yes    Price: \$ \_\_\_\_\_

Personalization Cutoff Date (March 15th if all other deadlines are blank): \_\_\_\_\_

Special Instructions (If Any): \_\_\_\_\_

## 4. Order Tracking and Reprints

The school is responsible for tracking all orders.

An order tracker may be downloaded by visiting this link [rb.gy/Lh608](http://rb.gy/Lh608)

We provide one set of sales material at no additional cost to the school as a service.

**The cost of reprints due to incorrect info above will be a \$50 charge to the school.**

Advisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Bookkeeper Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# FINAL SUBMISSION FORM

The information you provide on this form constitutes the final changes to your order specifications and will serve as the approval to print your yearbook.

## Last Steps... *(Check off as you complete each step)*

- Make final revisions in the software then click Finalize & Submit. ***Please do not submit this form prior to completing this step.***
  - See page 2 of this form for a complete Correction Guide.
  - Strawbridge Studios is not responsible for errors found after printing.
- If you have cover changes that need to be made, contact your Yearbook Representative or Yearbook Support **prior** to submitting this form.
  - If you have previously approved your cover, then made changes in the yearbook software, your changes will not be applied unless you notify [ybsupport@strawbridge.net](mailto:ybsupport@strawbridge.net).
- Check online orders and include them in the Final Book Quantity below.
  - If your online sale is still active, please plan accordingly.
- If you are offering personalization, we will pull the data from online sales for you. If any additional personalizations are needed, you must submit them along with this form.
  - No personalized orders will be accepted after the return of the Final Submission Form.

**DO NOT SUBMIT UNTIL THE BOOK IS READY TO PRINT.**

**Final Book Quantity** \_\_\_\_\_ *(Include Online Orders)*

- Strawbridge Studios is unable to buy back unsold books. Please contact your Yearbook Representative if you are unable to purchase your contracted amount.  
- Please indicate quantities for each binding type (if applicable).

What is the last day of school? \_\_\_\_\_

Where should the books be shipped?    School     Other

School/Business Name: \_\_\_\_\_

Attn: \_\_\_\_\_

Street (No P.O. Box): \_\_\_\_\_

City, St Zip: \_\_\_\_\_

**Submit Form**

- Send a digital copy of this form to your Yearbook Representative **and**  
[ybsupport@strawbridge.net](mailto:ybsupport@strawbridge.net).

By signing this sheet, I acknowledge that the number of copies and pages are accurate and agree to honor any price changes.

Yearbook Advisor  
*Signature*

Principal / Assistant Principal / Secretary  
*Signature*

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Printed Name

**HAVE QUESTIONS OR NEED HELP?** Please email [ybsupport@strawbridge.net](mailto:ybsupport@strawbridge.net) or call 800-889-6092.



# Proof Correction Guide

Using the steps below in the proofing and correcting stage will provide the lab with a print ready final product, reducing the risk of errors and delayed distribution.

## 1. PROOF THOROUGHLY

Start on the first page and methodically work through the book one page at a time. Go through the book multiple times, concentrating on one of the following each time.

### A. Spelling, capitalization, and punctuation.

### B. Class Pages

- All classes and students have been placed.
- Students are in the correct classes.
- Student names are correct.
- There are no duplicate student portraits.
- Teacher names are spelled the same in the page header text as well as the portrait text.

### C. Candid Pages

- Images are high quality resolution.
- Images are oriented, placed, and cropped as intended.
- Images in collages extend off the edge of the page. (If no blank edge is desired, images should extend past the designated bleed area.)

### D. Review Consistency

- Headers and captions are consistent in placement, alignment, font, font size and color.
- Image borders are used consistently on collage pages.
- Student pictures are consistent in size.
- Portrait panels are placed at consistent horizontal and vertical locations.

## 2. PROOF THE PROOFER

Use more than one person to go over the proof. Have teachers verify that all student portraits are displayed.

## 3. MAKE CORRECTIONS IN THE SOFTWARE

**PLIC Books Users:** Simply log in and click *Go To Book*.

**Pixami Users:** Go to the *Yearbook* tab and click the *Reject* button (*red x*) to regain access to a section.

## 4. DOWNLOAD A DIGITAL PDF FOR ONE LAST REVIEW

**PLIC Books Users:** Click *Preview*, then select *Preview PDF*.

**Pixami Users:** Go to the *Yearbook* tab and select *PDF Proof*.

### HAVE QUESTIONS OR NEED HELP?

Please email [ybsupport@strawbridge.net](mailto:ybsupport@strawbridge.net)  
or call 800-889-6092.