



ASK THE QUESTIONS

TAKE SOME TIME TO CONSIDER THESE ASPECTS OF THE YEAR/SCHOOL AS YOU PREPARE TO CHOOSE YOUR THEME STORY.

How would YOUR students describe your school?

How would RIVAL SCHOOL students describe your school?

Is your school's LOCATION central to your community identity? Why?

What – as a school – are you great at? What are you known for?

Is your mascot worthy of mention? Are your colors memorable? Why?

Is there a shared experience or movement happening in your community?

**Is your school celebrating an important anniversary this year?
Opening a new campus? Expanding? Contracting?**

What is going to be DIFFERENT at your school this year? Be specific. Make a list.

TURN THE PAGE

HERFF JONES  BY YOUR SIDE.



KINDS OF STORIES

**COME UP WITH A TAGLINE LATER.
FIRST, CHOOSE THE THEME ARCHETYPE
THAT WORKS BEST FOR THE YEAR.**

WE HAVE A GREAT REPUTATION, LEGACY:

Maybe this is an anniversary year, but focus on NOW.

WE ARE THE CHAMPIONS:

Focused on the spirit and accomplishments of your school.

WE CELEBRATE OUR GROUP IDENTITY:

Focus on the common values of the student body rather than the individual.

OURS IS A SCHOOL IN TRANSITION:

Change is a great story to build a theme around.

WE DEFY STEREOTYPES:

An opportunity to show they don't really know you.

LOCATION. LOCATION. LOCATION:

Use your school location and play with words to make it fun.

DETAILS:

Use numbers, definitions, facts and figures to tell the story of the year.

SO MANY CHOICES:

Show how your school offers opportunity to a diverse student body.

WE CELEBRATE THE INDIVIDUAL:

Focus on the students and what makes each of them unique.

WE CELEBRATE THE INDIVIDUAL AS PART OF A LARGER GROUP:

The unique individuals make your school what it is.

WE'RE ALL CONNECTED:

The unity is what makes your school amazing.

LIVE IN THE MOMENT:

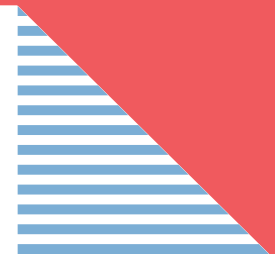
A book built around something trendy for today.

WE'RE QUIRKY AND WEIRD:

You might not "get" us, but we do and that's all that matters.

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FIND YOUR VIBE

**THINK ABOUT THE FEELINGS
YOU WANT YOUR STORY TO EVOKE
IN YOUR READERS. HOW WILL THEY FEEL?**

- | | | | |
|---------------|--------------|---------------|---------------|
| adored | creative | hopeful | pompous |
| adventurous | defeated | horrified | positive |
| aggressive | defiant | hurried | powerful |
| agitated | delighted | idealized | precious |
| alert | depressed | impressed | proud |
| aloof | determined | included | rational |
| ambitious | divided | informed | ready |
| amazed | edgy | intrigued | refreshed |
| amused | elated | irritated | relieved |
| annoyed | empowered | isolated | rough |
| antsy | encouraged | jealous | satisfied |
| anxious | energetic | jittery | shaky |
| appalled | engaged | joyous | simple |
| appealing | entertained | knowing | smart |
| apprehensive | enthusiastic | lucky | speechless |
| artsy | envious | magnificent | stable |
| boisterous | exasperated | misunderstood | startled |
| bold | excited | nonplussed | stunned |
| bored | exhilarated | nonsensical | substantiated |
| brave | experimental | nostalgic | successful |
| bright | frantic | nutty | superficial |
| calmed | fresh | obedient | superior |
| challenged | friendly | oblivious | surprised |
| chaotic | frightened | obnoxious | terrible |
| clever | frustrated | obvious | thankful |
| clueless | fun | old-fashioned | thoughtful |
| colorful | funny | outrageous | uncertain |
| combative | gaudy | overwhelmed | unified |
| comfortable | gentle | panicky | unknown |
| comparative | giddy | peaceful | understood |
| competitive | glamorous | peculiar | validated |
| confident | glorious | perfect | valued |
| confused | graceful | perplexed | whimsical |
| connected | gritty | plain | wicked |
| consistent | hidden | playful | witty |
| contemplative | historic | pleased | wonderful |
| crazy | honored | poised | young |

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