

# THEME TEST

Your staff will know its theme is good when it can answer “yes” to each of these questions:

## Is your theme recognizable?

- ▶ Does it set the scene for the story of the year?
- ▶ Does it work as a framework for the whole book?  
Is it easy to understand?
- ▶ Could it be placed on a bumper sticker or T-shirt and be understood?

Yes    No

## Is your theme repeatable?

- ▶ Can it be repeated on every theme spread and add to the story of the year without being forced?
- ▶ Does it lend itself to story topics and layers of supporting coverage in every section?

## Is your theme relevant?

- ▶ Does it tell the unique story of your school, this year?
- ▶ Does it capture the emotion and attitude of the school, this year?

## Theme requirements

- ▶ Is the tagline memorable and flexible enough to adapt to every section of your book?
- ▶ Are typefaces, shapes, patterns and colors consistent?

## TYPE

*Choose a typeface with many weights (light, regular, bold), one that conveys the essence of the theme and one that is easy to read. Use the “essence” typeface for headlines and large uses.*

## GRAPHICS

*Thematic graphics should appear on the cover. These visuals repeat every time the theme is presented. Each page may be a little different, but each theme page should be clear.*