



An experience like no other



# The event of a lifetime



*Graduation is a tradition  
of incredible value and  
meaning.*

*It is your school's most  
visible reward for the efforts  
and hard work of every  
student and the entire school  
community. The pride and  
emotion of a graduate's  
journey is unmatched.*

For over 100 years, Jostens has been helping schools, families and students celebrate the graduation experience. Our first-class products preserve a graduate's memories for a lifetime.

We honor and bring to life the age-old traditions and rituals associated with this unique time in a student's career. And we respect the commitment your school dedicates to the education of your students and to their preparation for the future.

Jostens is your committed, experienced partner on the road to graduation.

**“WHAT SEPARATES JOSTENS  
FROM OTHER COMPANIES IS  
THE COMMITMENT THEY MADE  
TO OUR KIDS, OUR STAFFS  
AND OUR SCHOOLS.”**

SUPERINTENDENT, KANSAS



# Inspire achievement with Jostens Educator Services

*Inspiring kids to learn is your  
business. Helping you get it done  
easily and effectively is ours.*

*As a Jostens customer, you'll receive  
exclusive access to our acclaimed  
Educator Services, an array of  
resources, programs and ideas  
designed to make a difference in your  
school. All at no extra cost to you.*

Take a look at what you can do with Jostens Educator Services:

## **JOSTENS RENAISSANCE**

Thanks to Jostens Renaissance, thousands of schools nationwide cite higher GPAs, increased attendance, improved morale and higher graduation rates. We'll help you build a custom educational enrichment program designed to inspire and energize your school's atmosphere.

## **COMMITMENT TO GRADUATE™**

Generate excitement and pride in your school while positively impacting your graduation rate and participation with the Commitment to Graduate Campaign.

## **THE PRIDE FACTOR**

This online tool provides you with an assessment of the school community's perception of your school's Culture, Performance, Motivation and Recognition.

## **INSPIRATION**

Jostens Educator Services can provide a series of inspirational posters, note cards and postcards that encourage students to remain in school and remind educators of how important their roles truly are.

## **LEADERSHOP™**

Tomorrow's leaders walk your halls today. Jostens LeaderShop workshop helps students tackle the complex and challenging issues facing young leaders in a fun, energetic and interactive environment.

## **FIRST YEAR HIGH SCHOOL**

The first year of high school often proves to be the toughest. Jostens complimentary First Year High School program was created to help first-year students adjust to the pressures and rigors of high school.

## **ONLINE COMMUNITY AND RESOURCES**

Check out [jostens.com/edserv](http://jostens.com/edserv), where you can:

- Chat and swap ideas, stories and strategies with other educators
- Find tools to make your job easier while improving the entire school
- Access resources to empower students and staff members

*Find out more at [jostens.com/edserv](http://jostens.com/edserv).*

**“JOSTENS EDUCATOR SERVICES WEBSITE IS THE BEST PLACE TO FIND OUT HOW TO NOT ONLY IMPLEMENT RENAISSANCE, BUT TO IMPLEMENT ANYTHING EDUCATIONALLY.”**

PRINCIPAL, NEW JERSEY



# Tradition with style

*For 600 years, students have participated in the pomp and circumstance of the graduation ceremony, the ultimate celebration of their academic achievements.*

The ceremony itself dates back to England's Oxford University in 1432, and while the makeup of modern graduates is larger and far more diverse than their forebears, the experience remains an honored rite of passage for all students.

This rich tradition demands the highest quality caps and gowns, and that's exactly what you'll find at Jostens.

## BDG

Our Best Design Gowns (BDG) are simply the finest you can buy, with superior craftsmanship and vibrant, accurate colors for each and every school.

### **BDG CAPS AND GOWNS FEATURE:**

- 100% polyester for a breathable, lightweight feel
- Traditional matte finish
- Pleated front style
- Hidden front matching zipper
- Available in 17 colors



Red



Cardinal

Orange

White

Brown

Light Blue

Green

Teal

Royal Blue



Old Gold

Black

Silver Grey

Hunter Green

Purple

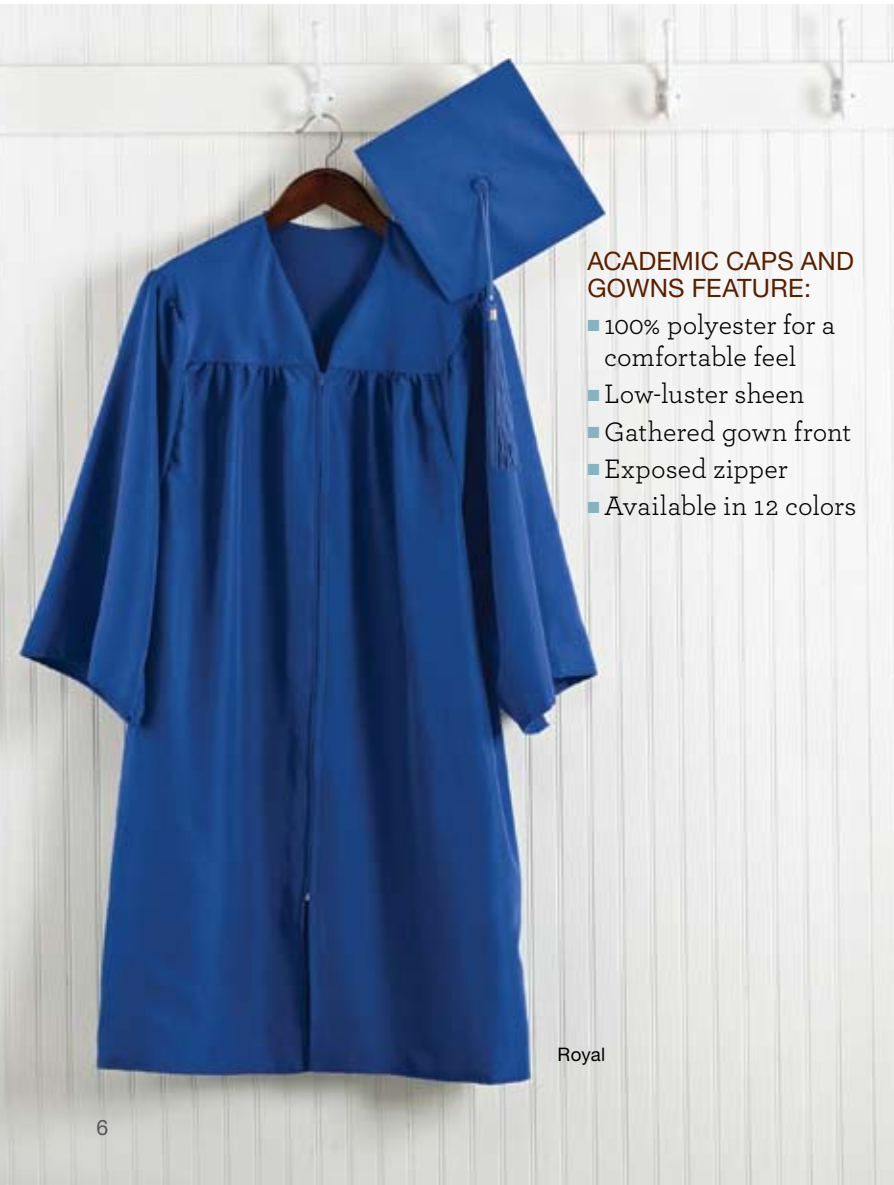
Gold

Burgundy

Navy Blue

# Academic

Our standard Academic collection of caps and gowns is sewn with the quality craftsmanship and attention to detail you expect from Jostens.



## ACADEMIC CAPS AND GOWNS FEATURE:

- 100% polyester for a comfortable feel
- Low-luster sheen
- Gathered gown front
- Exposed zipper
- Available in 12 colors

Royal



Red

Black

Platinum

White

Light Blue

Pink

Cardinal

Eggplant

Royal

Navy Blue

Hunter Green

Gold

# Tassels and Mascots Symbols of success

*Unique representations of your school and students, mascots and tassels will forever identify these icons with their school years. Symbolic of past achievements and future goals, they have an important role to play in graduation attire.*

The tradition of “flipping the tassel” from right to left indicates that the student is leaving behind one chapter to begin a new one. The act signifies something incredibly important to a graduate: the promise that the world is theirs for the taking—that a new adventure, in which anything is possible, is about to begin.

Mascots are much more than fierce cats or tough bulldogs—they’re a symbol the whole school can rally around during times of celebration and adversity. Most importantly, they represent pride, luck and a fighting spirit—the idea of never, ever giving up. That indomitable spirit will serve graduates well as they set out on their own.



## TASSEL SELECTIONS:

- Mascot Tassel unique to your school
- Yeardate Tassel
- Stacked Souvenir Tassel



# Unique accessories for special

*Accessories customized to your school are the best way to make your graduation a meaningful and beautiful ceremony and to acknowledge special achievements. Colored stoles, cords and medallions can also be ways to recognize unique accomplishments.*

## CLASSIC STOLE (L-33)

- Customized to your school color with the design of your choice
- 6 beautiful Stock Design options featuring “Class of 2010” designs also available, featured above
- Most available embroidered or silk screened



Ribbon Stole  
Reversible Stole

## RIBBON STOLE (L-70)

- Features a grosgrain ribbon trim that can be ordered in a contrasting color

## REVERSIBLE STOLE (M-51)

- Available in two different color fabrics for a reversible option
- Most available embroidered or silk screened

## MARSHALL SASH (shown on right page)

- Generally worn by graduation ushers
- Can be ordered plain or with an accent stripe as shown

Our satin stoles are available in 16 stunning colors, below:







Stoles



# achievements



Marshall Sash

## MEDALLIONS

Jostens Graduate Year Medallions are a great way to make your graduation meaningful and unique to your school.

- Medallions are available in Gold, Antique Gold or Silver
- Medallions hang from ribbons which are available in 17 colors and attach to a figure eight key ring for additional use after graduation



Medallions

## CORDS

- A wide variety of options to match your school's colors or specific colors to represent academic disciplines or activities within your school



Cords

# With honors

*Remarkable achievements deserve special recognition. Help your most successful students stand out.*

Throughout history, those students who excelled academically have been specially honored during graduation ceremonies. Traditionally, they wore different colored hoods, caps, stoles and cords as symbols of their accomplishments, and the hallowed practice is continued in high schools and universities across the world today.

Our Honor Medallions, Cords and Stoles bestow the appropriate amount of reverence and pride on these special individuals.



Honor Stoles



Honor Cords

**“EACH DEPARTMENT HAS THEIR OWN HONOR SOCIETY, AND THEY ALL WEAR DIFFERENT COLORED CORDS. IT’S AN AWESOME SIGHT ON GRADUATION DAY.”**

PRINCIPAL, NEW HAMPSHIRE



CLASS OF  
2010



“WATCHING THE STUDENTS WALK DOWN THE AISLE AND SEEING THEIR PARENTS’ EYES BEAM...OUR JOSTENS REP HELPS MAKE THAT HAPPEN.”

SCHOOL PRESIDENT, IOWA

# A page in history

*Diplomas are pages in the history of your school.*

*They mark the culmination of a significant achievement for your students and the whole school.*

Because graduation is the celebration of your students’ achievements and yours, the diploma is so much more than a certificate. It’s the most meaningful piece of paper a graduate has ever received, a tangible symbol of one of life’s most momentous occasions. It should be crafted to last a lifetime.

As the industry leader in diplomas, Jostens offers both traditional and classic designs as well as cutting-edge contemporary styles. Attention to detail is our specialty, which makes our exquisite, memorable diplomas all the more worthy of proud display.

Diplomas and Diploma Covers deserve your thoughtful and careful consideration—just ask, and we can help.

*Designing your own diploma is as easy as 1, 2, 3.*

## 1. CHOOSE YOUR SIZE & ORIENTATION

## 2. DESIGN YOUR COVER:

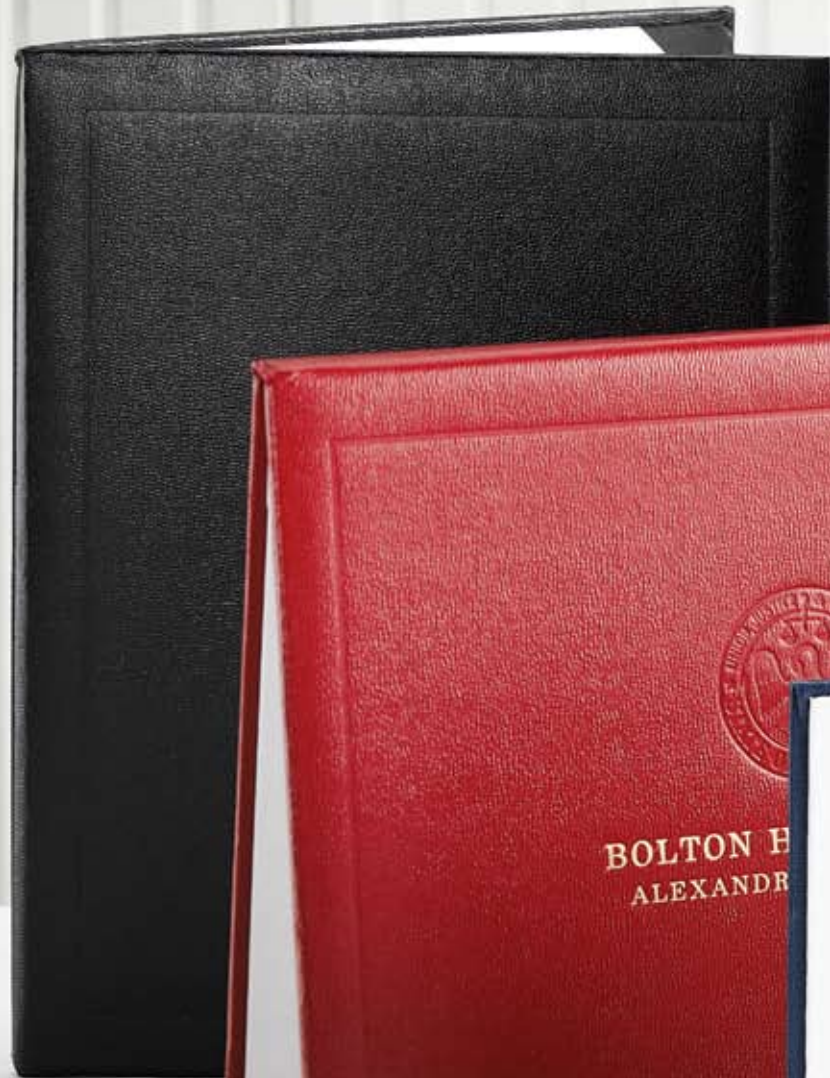
- Cover Exterior:  
Choose cover material and color  
Select font, and decoration options
- Cover Interior:  
Ribbon pocket option,  
Choose liner material, and/or  
etching or photo choice (pages 16-17)

## 3. DESIGN YOUR DIPLOMA:

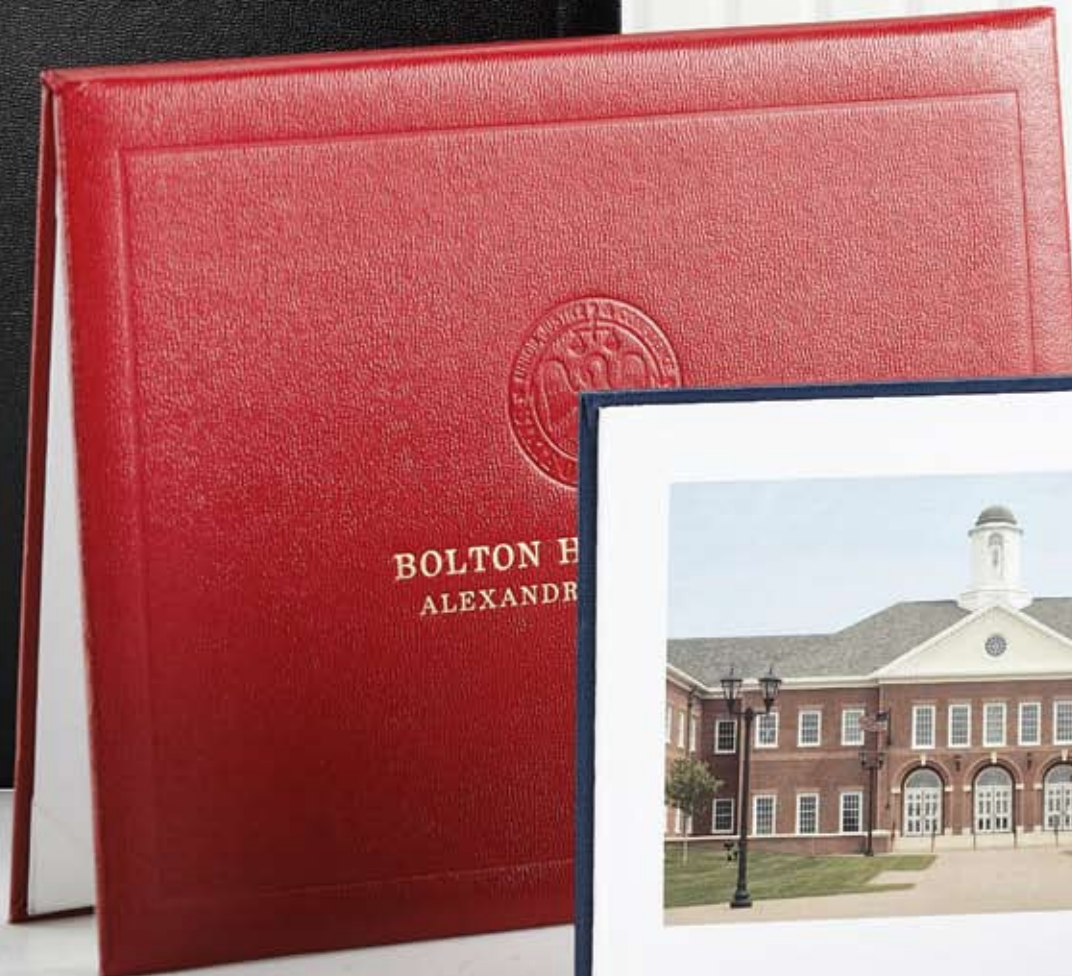
- Choose paper
- Choose fonts and colors
- Select customization level (pages 18-21)
- Select any finishing touches like seals or stickers (page 21)

If you would like help customizing or enhancing your diploma, contact your Jostens representative for assistance.

# Traditional



**VERTICAL**  
This cover opens horizontally.



**HORIZONTAL**  
This traditional cover opens vertically.



**PANORAMIC**  
This wide screen variation makes for a stunning desktop display as your graduates venture off to college or into the workplace.

# diploma covers

*Although the diploma is the star of your graduation celebration, the cover is the first thing your graduates will see.*

Our Diploma Covers provide each diploma with the protection and presentation that befit such an important milestone.

Jostens offers a variety of cover materials in different sizes and formats that celebrate your school's one-of-a-kind character and spirit. You can customize the inside with an attractive photo or etching, your school's emblem, mascot or building sketch on standard or high definition moiré.

You can trust we'll take good care of your students' most important certificates of achievement.

## STANDARD SIZES

- 6½" x 4¼"
- 8" x 6"
- 9" x 7"
- 10" x 8"
- 11" x 8½"

ONLY AT  
JOSTENS

## LINING MATERIALS

Jostens exclusive turned-edge lining delivers a visible difference in quality for a sleek, well-made look.



# New! Cover innovations



NEW! DIGITAL PHOTO ON HIGH DEFINITION MOIRÉ



# and upgrades

*Give your students the ultimate reward for their hard work and commitment to graduation: a Diploma Cover upgrade.*

Our elegant choices include new, High-Definition Moiré, a more sophisticated lining option with significant advantages over traditional moiré.

In addition, we can now imprint a digital photo image on a High-Definition Moiré lining for a vibrant, modern diploma presentation.

## **NEW! DIGITAL PHOTO**

The impact and excitement of a digital photo on the cover lining makes a vivid, lasting impression.

- Add a picture-perfect image of your school to the cover presentation
- Our archival quality process delivers a lasting image
- Only available on new, High-Definition Moiré
- Due to the precise nature of this process, retouching must be complete prior to photo submission

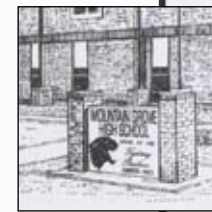
## **NEW! HIGH-DEFINITION MOIRÉ**

See the difference for yourself. This unparalleled lining material offers a number of advantages over standard moiré.

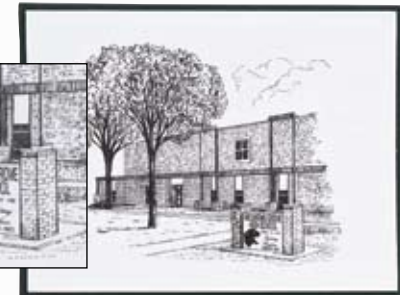
- Superior print clarity that resists bleeding over time
- Better color saturation
- Water-based coatings and pigments that won't harm the environment
- Ask your Jostens rep to see the difference for yourself



**NEW! ETCHING ON HIGH-DEFINITION MOIRÉ**



*Old*

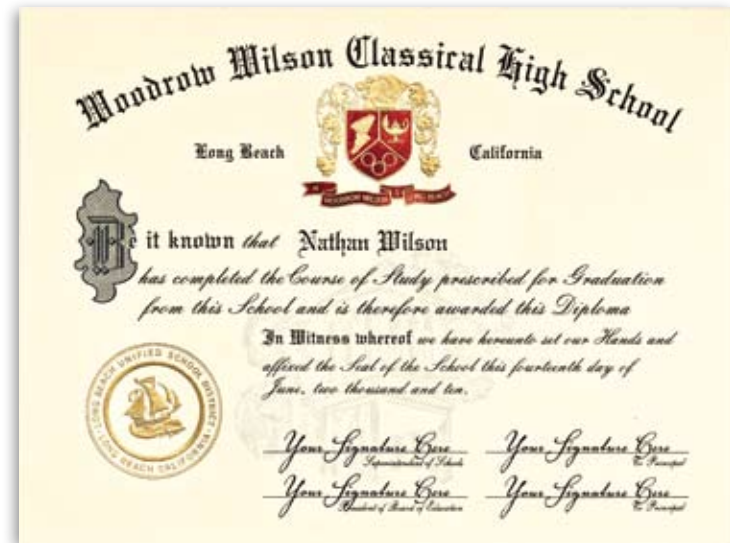


*New! High-Definition Moiré*

# Honor the achievement of a lifetime.

*Our beautiful, meaningful and durable diplomas are designed to last a lifetime, from their premium archival quality paper to their elegant fonts and traditional seals.*

Whether you choose a simple or more embellished style, details make a difference. Thoughtfully chosen additions underscore the pageantry of your graduation celebration. The design elements shown are suitable for AP, college prep, attendance and course completion certificates.



**BASIC:**  
This simple, classic style includes your school name and the graduate's name.



**SUPERIOR:**  
The addition of a school seal signifies a strong sense of tradition.



**DELUXE:**  
Personalize your diplomas even further with two seals: the district's and your school's. These enhancements help make each diploma truly special.

**ULTIMATE:** (featured above and right)  
Upgraded with both school and district seals, plus a custom school etching in the background, this diploma reflects a strong traditional and ceremonial heritage. (The design can accommodate a state seal in place of the district seal, as well.)

Woodrow Wilson Classical

Long Beach



California

Nathan Wilson  
 course of study presented  
 is therefore approved  
 inherent

# Touches of distinction

*Enhance your diploma further with environmentally friendly paper, custom seals and commemorative stickers.*

Your graduates deserve paper as impressive as their achievements at your school. Premium archival quality diploma paper is from a certified Forest Stewardship Council provider. It is guaranteed elemental chlorine free and made from water efficient mills.

## **NEW! RECYCLED PAPER**

- 100% post-consumer waste in two new shades—Sandstone and Mist



Blind Embossed Seal



Combo Seal



Achievement Sticker



Achievement Sticker



## Custom Seals

A distinctive, customized seal can enhance and enliven your diplomas. We hope our examples will inspire you to create a unique look that truly reflects your school's personality.

Choose from a wide variety of options, including One-color, Engraved, Embossed, Finline and Foil seals.

Foil Seal



Awards Sticker



## Commemorative Stickers

Diploma stickers differentiate and add detail. They're a simple, eloquent way to indicate a graduate's fulfillment of your state's testing requirements, individual honors received and other noteworthy achievements.

Sticker choices include State, Board of Education, Anniversary, Honors and Awards/Achievement.

Combo Foil Seal



Finline



State Sticker



Anniversary Sticker



# Standard options



Reserve Covers and Diplomas



(Honor Awards 10" x 8")

Semi-Custom Certificates



Custom Certificates

When the quantity of diploma covers needed makes printing custom documents cost-prohibitive, our affordable Reserve Covers can be printed quickly (even large orders). Likewise, we can quickly print large, cost-effective quantities of Reserve Diplomas and Certificates for your graduation event.

Leave all the work to Jostens—we guarantee accurate printing with a fast turnaround.

## SEMI-CUSTOM CERTIFICATES:

A good fit for your style and budget.

- Handsome designs include embossed and gold or silver foil enhancements
- Flexibility and no plate charges for your custom text
- May include your school seal or emblem
- Ink jet printer compatible
- 11" x 8 ½" size fits Jostens leatherette frame

## CUSTOM CERTIFICATES:

Special awards for special students.

- Entirely tailored to your school or association
- Engraved or embossed typography
- May include hand-cut school crest or sketch of mascot, school building or other design
- Fine quality paper choices compatible with inkjet printers; option for laser printer capability

# Unique extras



## CERTIFICATE FRAME:

The finishing touch in recognizing success. This ready-to-hang frame enhances and protects your Jostens award certificates. Black leatherette frame measures 11" x 8 ½".



## ENVELOPES

- White royal embossed 9" x 7"
- White royal embossed 8" x 6"

**"JOSTENS IS A PARTNER  
IN THE EDUCATION AND  
RECOGNITION  
OF OUR STUDENTS."**

ASSOCIATE PRINCIPAL, WISCONSIN

# A new chapter begins

*The students at your school are in your experienced, capable hands. When it comes to graduation services and celebrations, you're in ours. For over 100 years, we've made commemorating this special time easy and affordable for school administrators, educators, parents and graduates.*

To find out more, contact your sales representative or visit [jostens.com](http://jostens.com).

