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Preparing Pages – Layout Tips [ExpresslyYours](#)

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Of course you want your yearbook to look great, and planning out your layout beforehand is key to getting that result. Here are some tips to get you started:

• Be consistent in your layout from page to page. Keep page numbers in the same position, use the same fonts throughout and stay consistent with your color scheme and placement of headings.

• Typically, each page will have a single subject that is made clear with a headline. Your headline should draw attention and the elements on the page should balance each other out.

• Use the “thirds” rule to imagine your page being divided into three sections, whether vertically or horizontally. This often creates more interest and a more modern look.

• White space (also known as negative space) is an important tool that can help you balance the page and direct the eye from element to element. Without enough white space, a page can become cluttered and confusing.

• Keep your fonts simple. It is best to use no more than 1 – 3 fonts per page, one of which should be a serif font and the remaining fonts should be sans serif fonts. Too many fonts screams amateur.

• Choose a color scheme for your yearbook that has no more than 3 colors that complement each other, and use variations of those colors throughout for some variety while still maintaining consistency.

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