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A new chapter begins

Your students have been in your hands throughout their education. When it comes to preparing them for graduation, trust them in ours.

For more than 100 years, we've taken pride in helping students celebrate commencement. We help make graduation a special experience for everyone involved—school administrators, educators, families and, of course, the graduates.

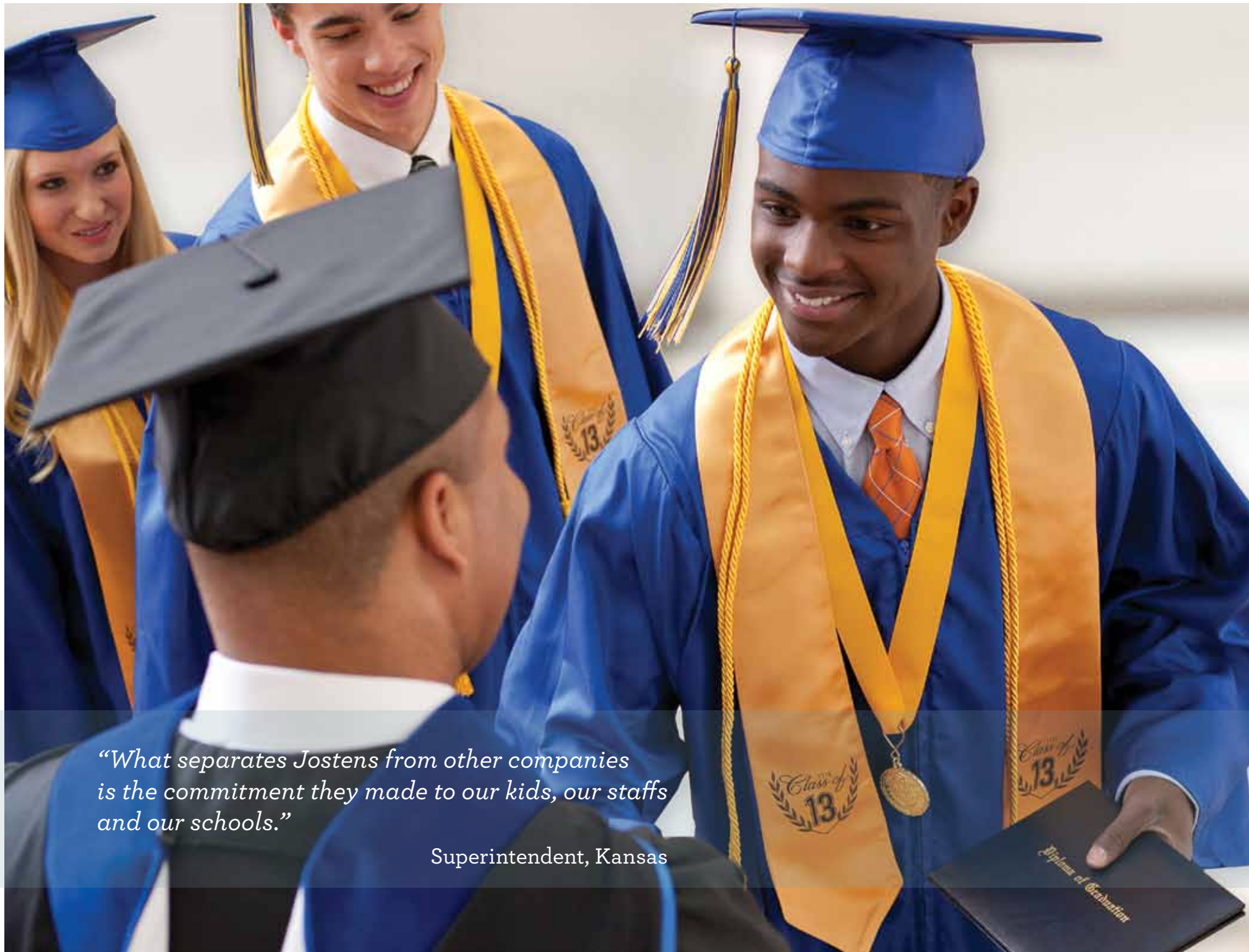
It's important to acknowledge the achievement through meaningful experiences that are as easy and affordable, as they are memorable.

To learn more, contact your Jostens representative or visit jostens.com.



When possibilities become reality





“What separates Jostens from other companies is the commitment they made to our kids, our staffs and our schools.”

Superintendent, Kansas

An achievement

like no other

Graduation means so much to so many.

It's one goal that's shared by the students, their families and educators who guided them along the way. It's the ultimate reward for years of hard work and dedication.

For over 100 years, Jostens has been helping schools, families and students celebrate the graduation experience with first-class products that commemorate the achievement and 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 life. We respect the commitment your school makes to the education of your students and to their preparation for the future.

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





C2G—Commitment to Graduate®
 This initiative supports educators to reinforce the message that education matters. Tools and research-based resources are available to prepare students for graduation and college readiness.

“Jostens Educator Services website is the best place to find out how to not only implement Jostens Renaissance, but to implement anything educationally.”
 Principal, New Jersey

Inspire achievement with Jostens Educator Services

Jostens brings you research-based resources and strategies that align with the school’s mission and focus on reinforcing traditions and celebrating education.

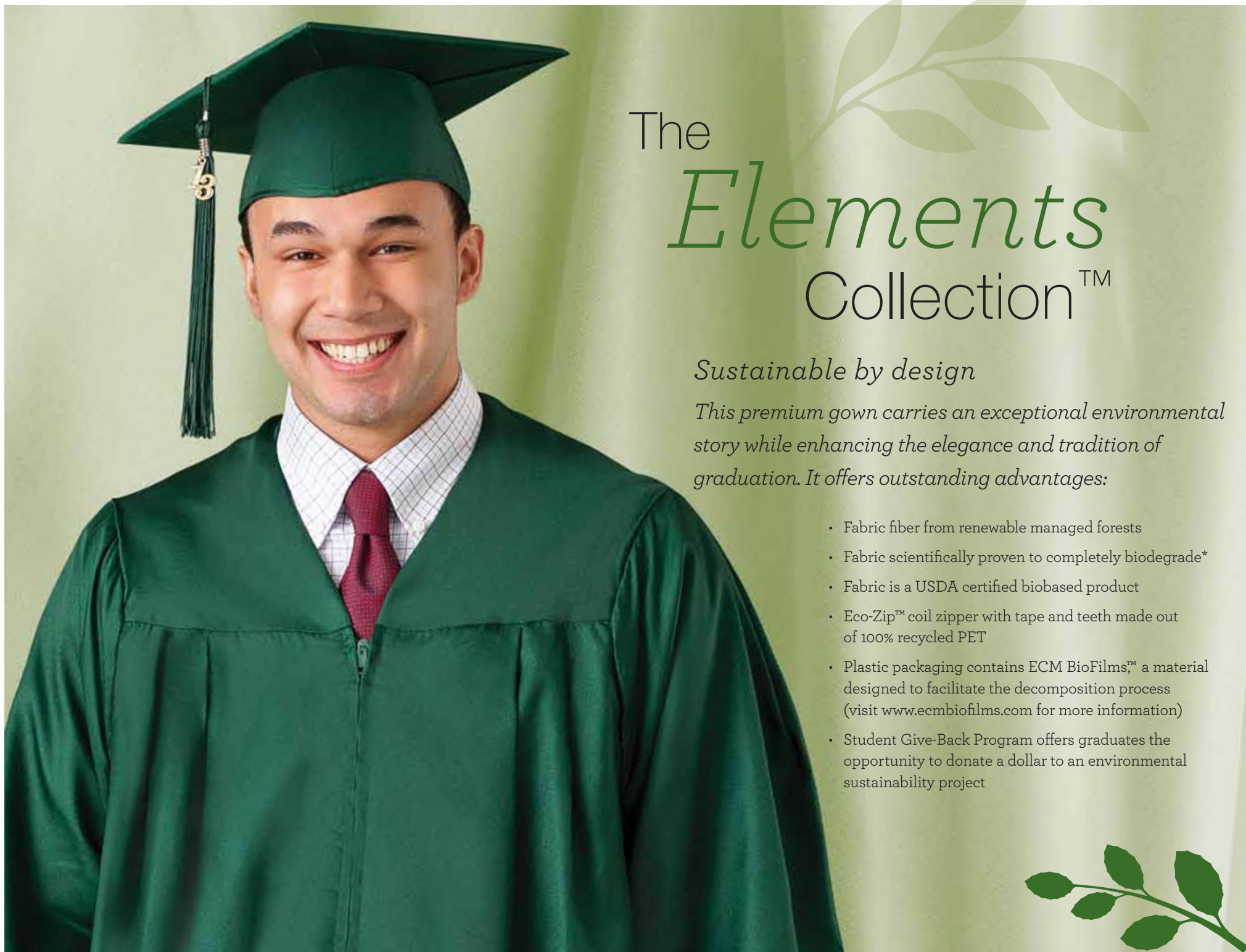
Our goal is to help you reach yours. We support your efforts to improve academic performance and to actively engage and recognize your students through resources that align with the following areas:

- Building Culture and Climate
- Strengthening Traditions
- Increasing Student and Educator Morale
- Involving the Parent Community
- Expanding Recognition to All Students
- Reinforcing College Readiness
- Preparing for Graduation

Jostens is committed to these goals and is dedicated to helping you achieve yours.

Jostens Renaissance®
 Developed as a grassroots movement by educators, Jostens Renaissance provides best practices for engaging and motivating students by recognizing all members of the school community. Schools nationwide cite higher GPAs, increased attendance, improved morale and stronger graduation rates.





The
Elements
 Collection™

Sustainable by design

This premium gown carries an exceptional environmental story while enhancing the elegance and tradition of graduation. It offers outstanding advantages:

- Fabric fiber from renewable managed forests
- Fabric scientifically proven to completely biodegrade*
- Fabric is a USDA certified biobased product
- Eco-Zip™ coil zipper with tape and teeth made out of 100% recycled PET
- Plastic packaging contains ECM BioFilms™, a material designed to facilitate the decomposition process (visit www.ecmbiofilms.com for more information)
- Student Give-Back Program offers graduates the opportunity to donate a dollar to an environmental sustainability project



Graduation regalia that combines environmental responsibility with premium quality and design.



TEN COLOR OPTIONS



The
 Elements
 Collection
 features:

- Elegant design elements with inverted pleats** on sleeve and back, complemented with simple front panel
- Excellent drape and perfect fit in a high-quality, wrinkle resistant fabric
- Superior comfort softness and breathability***

*In a laboratory test conducted by an independent testing facility in accordance with ISO 15985 and ASTM D5511, complete biodegradation was achieved within 15 days on shredded samples of fabric used in the Elements Collection™ cap, gown and hood shell. Accelerated testing was conducted under anaerobic conditions pursuant to the standards set forth above. Results in municipal solid waste landfills will vary depending on sample size and environmental conditions including temperature, biological activity and exposure to moisture and oxygen.

**Patent pending.

***The Comfort Study conducted by The Environmental Research Institute at Kansas State University concluded that, compared to polyester garment linings, acetate linings are perceived as considerably more comfortable.




The
BDG
 Collection™

Our classic BDG collection offers high-quality craftsmanship in vibrant colors to bring well-deserved attention to the graduate.



17 COLOR OPTIONS

| | | | | |
|---|---|---|---|---|
|  |  |  |  |  |
| White | Gold | Old Gold | Orange | Burgundy |
|  |  |  |  | |
| Cardinal | Red | Black | Purple | |
|  |  |  |  | |
| Navy Blue | Royal Blue | Light Blue | Teal | |
|  |  |  |  | |
| Green | Hunter Green | Brown | Silver Grey | |

The
 BDG
 Collection
 features:

- 100% polyester is breathable and lightweight
- Traditional matte-finish
- Pleated front style
- Hidden front matching zipper
- Available in 17 colors



The
Academic
 Collection™

The Academic Collection fits any graduate's look and works with any budget.



12 COLOR OPTIONS

| | | | |
|--|--|--|--|
|  |  |  |  |
| Gold | Eggplant | Cardinal | Red |
|  |  |  |  |
| Black | Navy Blue | Royal | Hunter Green |
|  |  |  |  |
| Light Blue | Pink | Platinum | White |

The
 Academic
 Collection
 features:

- 100% polyester is breathable and lightweight
- Low-luster sheen
- Gathered gown front
- Exposed zipper
- Available in 12 colors

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.

Symbols of success

The tassel is the most iconic symbol of graduation. Those who see it, know immediately what it represents and the dedication it took each student to earn it.

The tradition of "turning 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, hard work 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.



Stacked
Tassel

Mascot
Tassel

Yeardate
Tassel

Classic Stole

Classic Stole (L-33 & XL-90)

- Available in 18 colors
- Six beautiful stock designs featuring "Class of 2013"
- Most stock designs may be embroidered or silk screened
- Option to customize with your school's unique design



Unique accessories

for a unique class



Medallions

Medallions

Jostens Graduate Year Medallions are a great way to accessorize your graduates

- Available in Gold or Silver
- Choice of 17 ribbon colors that attach to a figure eight key ring for use after graduation

Cords

Available in your school's colors or in colors to represent academic disciplines, achievements or school activities. Ideas include:

- Top 10 in class
- Community service
- First in family



Cords

Ribbon Stole



Reversible Stole

Ribbon Stole (L-70)

- Features grosgrain ribbon trim available in contrasting colors

Reversible Stole (M-51)

- Choose two different color fabrics for a reversible option

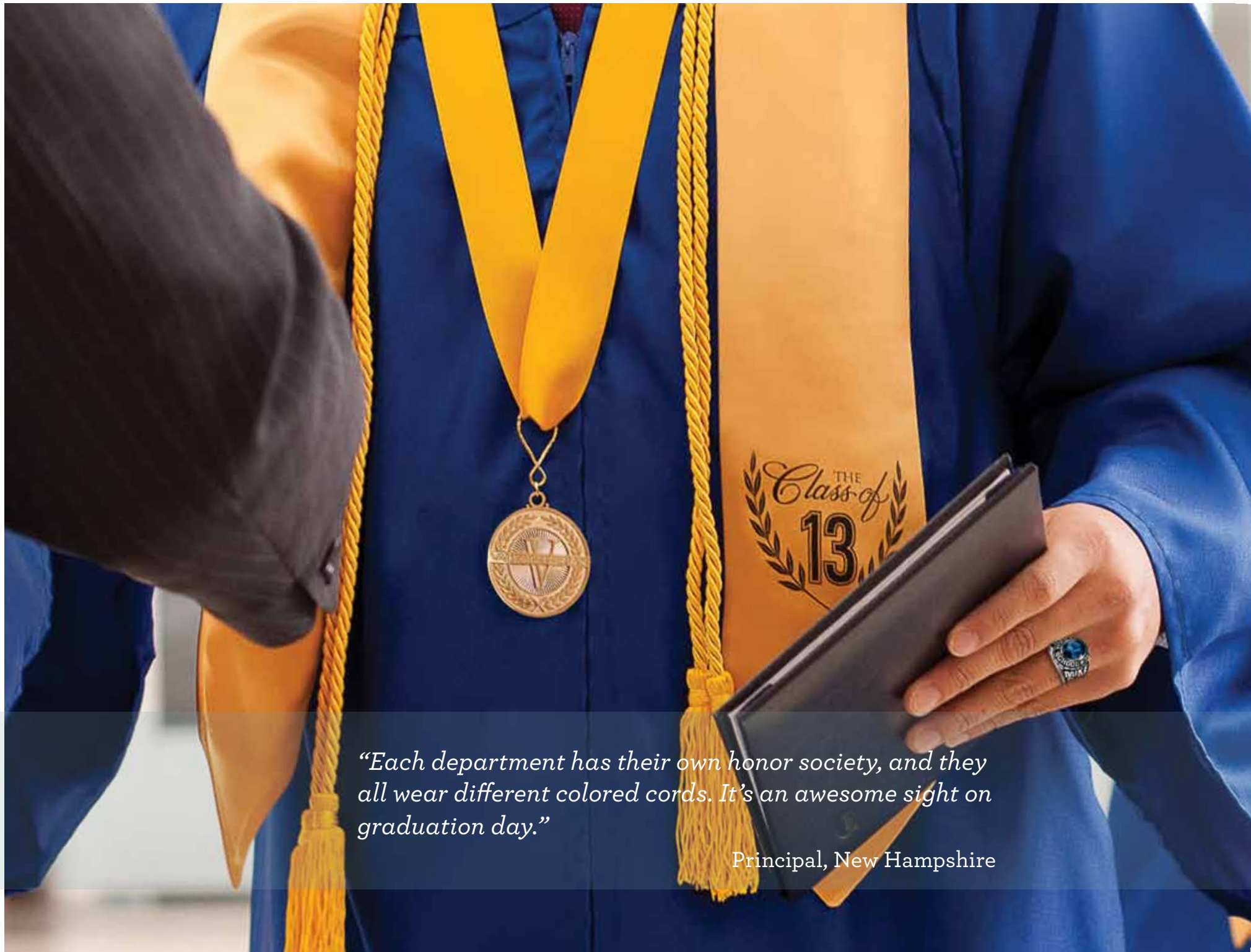
Marshall Sash

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

Marshall Sash



Our satin stoles are available in 18 stunning colors.



“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

With honors

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

Throughout history, students who excelled academically received special honors during graduation ceremonies. Traditionally, they wore different colored hoods, caps, stoles and cords as symbols of their accomplishments. This practice continues in high schools and universities today.

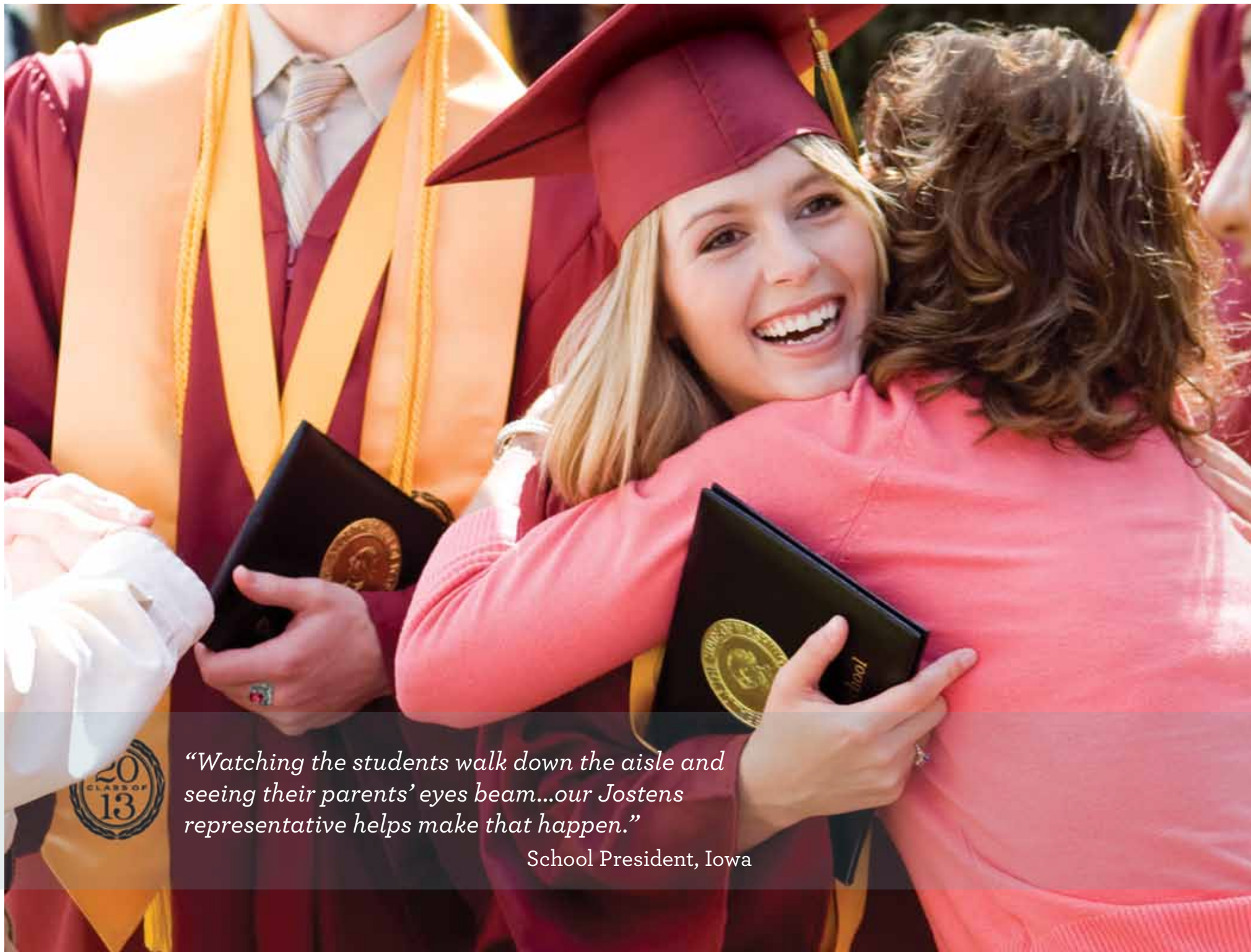
Our Honor Medallions, Cords and Stoles bestow the appropriate amount of reverence and pride on these special individuals.



Honor Cords



Honor Stoles



“Watching the students walk down the aisle and seeing their parents’ eyes beam...our Jostens representative helps make that happen.”

School President, Iowa

Diplomas

to honor the achievement

Diplomas represent a student’s dedication to education. They mark the culmination of a significant achievement for your students and the school.

It’s the most important document that a student can receive, symbolizing everything for which he or she has worked. A document that represents so much should be created with equal dedication and passion, crafted to last a lifetime.

As the industry leader in diplomas, Jostens offers traditional designs as well as cutting-edge 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 careful attention. Select the right partner with the right products to make graduation memorable to everyone involved.

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

1. Choose your size and orientation

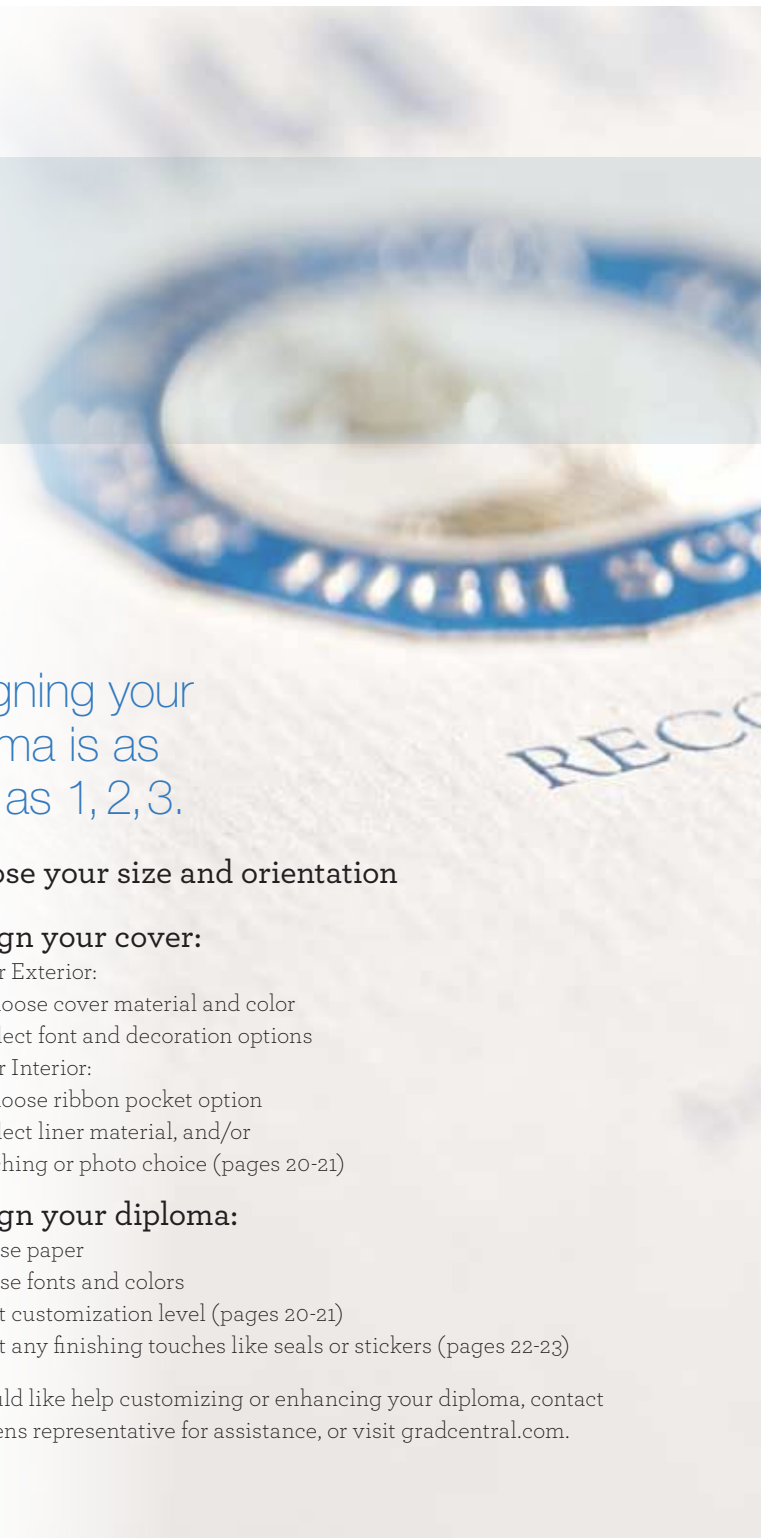
2. Design your cover:

- Cover Exterior:
 - Choose cover material and color
 - Select font and decoration options
- Cover Interior:
 - Choose ribbon pocket option
 - Select liner material, and/or etching or photo choice (pages 20-21)

3. Design your diploma:

- Choose paper
- Choose fonts and colors
- Select customization level (pages 20-21)
- Select any finishing touches like seals or stickers (pages 22-23)

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



Traditional



Digital Photo

Vertical

This cover opens horizontally.

Horizontal

This traditional cover opens vertically.

Panoramic

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

Diploma Covers

The diploma is the reason for the celebration, but the cover is what they see first—make sure it's a good impression.

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, etching or sketch of your school building, emblem or mascot on Standard or High-Definition Moiré.

Standard Sizes:

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

High-Definition Moiré

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 representative for samples



High-Definition Moiré

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 High-Definition Moiré

Lining Materials

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





An achievement that deserves distinction

From premium archival-quality paper to elegant fonts and traditional seals, Jostens beautiful diplomas are designed to last a lifetime.

Whether you choose a simple or embellished style, details make all the 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.



Ultimate

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.)



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 extra special.

Custom Seals

The right seal can bring your diploma to life. Our examples are illustrated to inspire you to create a seal that's unique to your school—one that reflects what your school represents as well as its personality.

Choose from a wide variety of options as shown, including one-color, engraved, embossed, fineline and foil seals.



Blind Embossed Seal



Combo Seal



Foil Seal



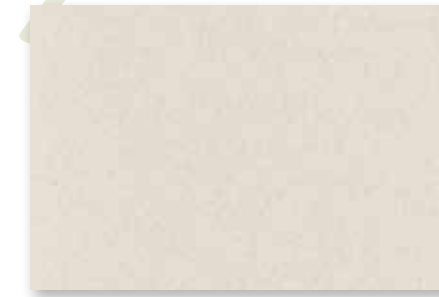
Combo Foil Seal



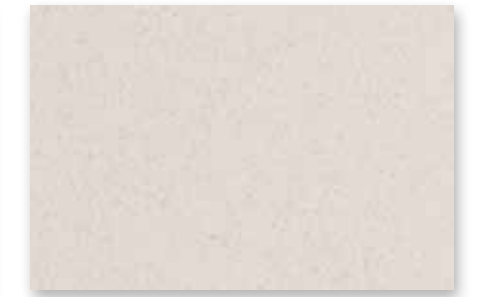
Fineline Seal

Recycled Paper

100% post-consumer waste in two shades.



Sandstone



Mist

Touches of class

Further enhance your diploma with custom seals, commemorative stickers and environmentally friendly paper.

Your graduating students deserve a diploma as impressive as the accomplishment for which they're being honored. Our diploma paper carries the trusted FSC certification. It's guaranteed to be free of harmful chemicals and is made from water-efficient mills.



Awards Sticker



State Sticker



Anniversary Sticker



Honors Sticker



Achievement Sticker

Commemorative Stickers

Add significant detail to your diploma with a great selection of commemorative stickers. From a graduate's fulfillment of your state's testing requirements, to individual honors and anniversaries, commemorative stickers reflect achievement that's been earned.

Sticker choices include Awards, State, Anniversary, Honors and Achievement.

Classic options



Reserve Covers, Diplomas and 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.

Honor and Semi-Custom Certificates

A good fit for your style and budget.

- Handsome designs include embossing 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 8½" size fits Jostens leatherette frame



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 8½".



Custom Certificates

Special awards for special students.

- Entirely tailored to your school
- 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 ink jet printers; option for laser printer capability

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