

What's NEW for 2021

HJ SmartShare lets you to send personalized video to your friends and family with your graduation announcement! Page 11



Get your senior style! Jewelry options to celebrate the one and only Class of 2021 are here. Page 15



Commemorate your achievement for a lifetime with new frames and shadow boxes. Page 13



Learn more! Scan the QR code above to watch our video or text SMARTSHARE to 70934

Class of 2021 celebration catalog

GRADUATION ANNOUNCEMENTS & ACCESSORIES. SENIOR KEEPSAKES & 2021 JEWELRY.



Congratulations, Class of 2021!

IT'S TIME TO CELEBRATE!

Way to go, Seniors!

You did it! Now's the time to show the world who you are and get your hands on all things that only the Class of 2021 can claim as theirs.

It's your time! Celebrate your senior year in style.



What's inside:

- 4 GRADUATION: HOW TO ANNOUNCE
- 6 GRAD ANNOUNCEMENTS
- 10 PHOTO CARDS
- 11 HJ SMARTSHARE™
- 12 SENIOR GIFTS & MEMORIES
- 15 SENIOR JEWELRY

Let the world know you've made it with Class of 2021 jewelry. Page 15



Official school announcements let you announce your day in style. Page 6



Photo cards are the perfect complement to official school announcements. Page 10

Packages make celebrating easy.

YOUR BEST VALUE: GRAD PACKAGES

Get all Class of 2021 essentials in one convenient bundle. Packages vary by school, so ask your HJ grad expert for details on your school's specific package offerings.



A LASTING PARTNERSHIP.

Herff Jones and the larger Varsity Brands family have been proud partners of St. Jude Children's Research Hospital since 2011. Over that time, we have raised more than \$8 million for the organization to support their lifesaving mission: Finding Cures. Saving Children.

We each rally around the shared values of inspiring hope and creating memorable experiences for those we serve — and together, we can achieve greatness. To learn more about our partnership, visit herff.ly/stjude



How to announce graduation

CELEBRATING AND SHARING YOUR SPECIAL MOMENT IS EASY.

It's time to celebrate the fact that you're graduating! Start with your school's official announcement and tell your friends, family, teachers and more about your graduation!

1

Your **official school announcement** is a must. Only Herff Jones offers your school's official announcement. Your colors. Your mascot. Your official graduation ceremony text. **Page 6**

2

Add **accessories** like personalized namecards, return address labels, Class of 2021 inserts and more to make it uniquely you. **Page 8**

Consider photo inserts for the ultimate customization. **Page 10**

3

Graduation means open houses and parties. From **invites to thank you notes**, HJ has all the options you'll need to make this a celebration to remember! **Pages 9**

NEW

NEW for 2021! Send personalized videos to your friends and family with HJ SmartShare.™ **Page 11**

WHY SEND GRADUATION ANNOUNCEMENTS?

There are so many reasons to celebrate the Class of 2021. But why send graduation announcements? The reasons vary, but here are just a few reasons why announcements are sent.



FOR PARENTS: Simply announcing that your child is graduating is a proud moment. Sending official school announcements keeps friends and family in the loop, while recognizing your child's special achievement.

Additionally, invitations to the actual graduation ceremony, open house or graduation party can be sent at one time. Finally, graduation is special and official graduation announcements are the ultimate family keepsake.

FOR STUDENTS: Graduation is a big deal! You've accomplished so much and you'll want to let your inner circle know that you did it. You should be proud and sending out official school announcements tells the world you are.



◀ Graduating from high school is an event to celebrate — and don't be surprised if you receive graduation gifts!



WHO SHOULD RECEIVE ANNOUNCEMENTS?

You'll want to send announcements to everyone who is important to you or has supported you along your journey.

For parents the list includes: Friends, grandparents, impactful teachers or mentors, family friends, cousins, church family and friends, aunts and uncles, neighbors and co-workers

Graduating seniors send announcements to: Grandparents, best friends, older friends, friends at different schools, aunts and uncles, cousins, favorite teachers (past and present), coaches and family near and far such as brothers, sisters and parents

SAYING THANK YOU IS IMPORTANT.

You should send personalized notes as soon as possible after graduation.

Here are some tips for saying thanks:

- 1 Write in a conversational tone, as if you were talking to the person.
- 2 Send notes for all cards and gifts received even if you've already said thanks in person.
- 3 Do not send thank you messages via email or social media. It is proper to handwrite a note.



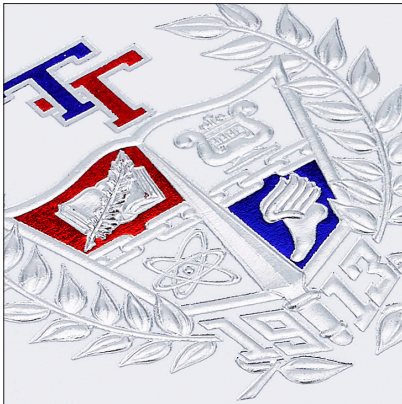
Official school announcement

ONLY HERFF JONES HAS YOUR SCHOOL'S OFFICIAL ANNOUNCEMENT.

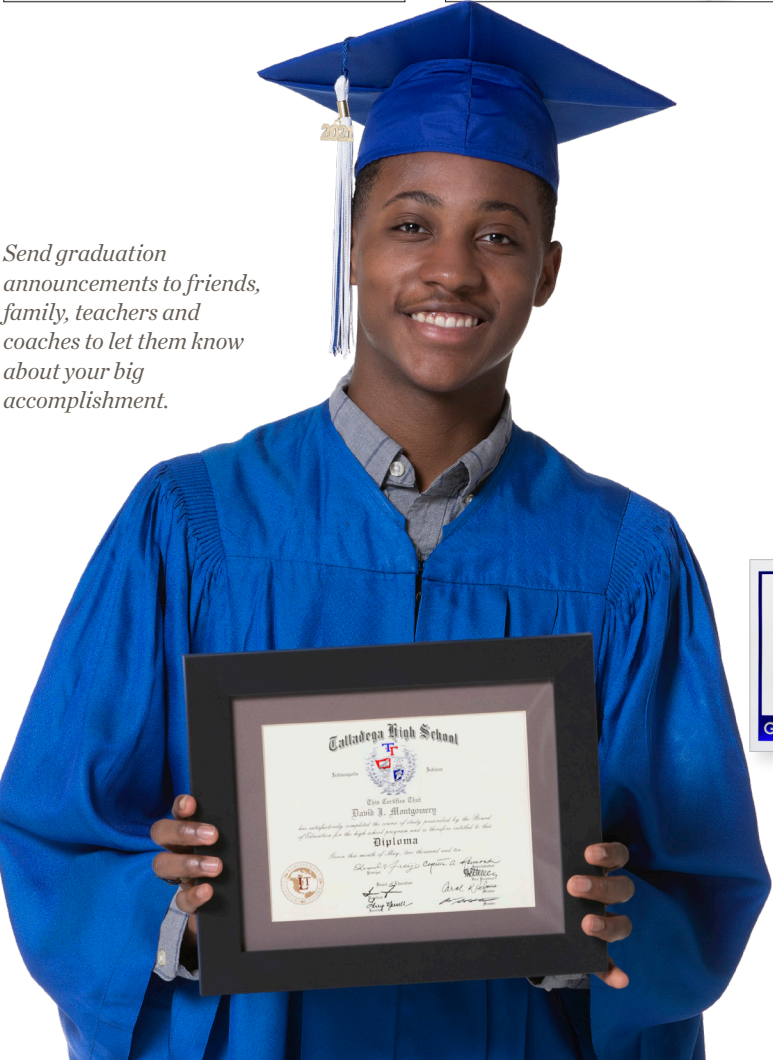
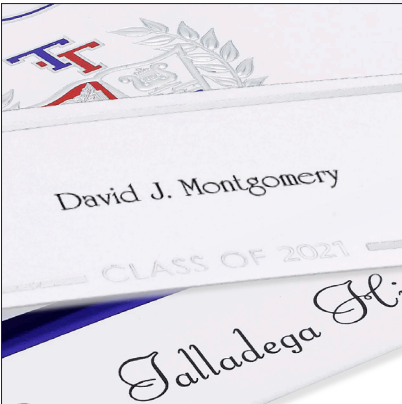
Designed exclusively by your school, this announcement is the official school announcement and features your school's mascots, crests and ceremony details.

Includes both inner & outer envelopes ▼

Embossed school crest or mascot ▼



Complement with a premium namecard ▼



Send graduation announcements to friends, family, teachers and coaches to let them know about your big accomplishment.

EXCLUSIVE FROM HJ



ASK TO SEE YOUR SCHOOL'S OFFICIAL ANNOUNCEMENT.

Designs and colors shown for example only. See your Herff Jones grad expert for details.



Official Announcement

Your school's official graduation announcement with official school colors, crest and commencement language.
ORDER FORM LINE 1



BE OFFICIAL!

Features your official school building etching or school mascot

The Faculty and Senior Class
of
Talladega High School
announce the
Commencement Exercises
Friday evening, May fourteenth
Two thousand and twenty one
at seven o'clock
Mary Dumas Stadium

Only Herff Jones announcements have your school's official ceremony details.

Class Motto

"This is not the end.

This is not even the beginning of the end.
But it is, perhaps, the end of the beginning."

-Sir Winston Churchill

Your school's official class motto or song



SEND CUSTOM VIDEOS: PAGE 11

Putting it all together

ADD PHOTO INSERTS AND MORE FOR THE ULTIMATE GRAD ANNOUNCEMENT.

Add a namecard, return address label, class envelope seal, tissue insert — even a photo insert card — and your announcement ensemble is complete!



A
Graduate Namecards
Personalized simple and elegant namecards with a debossed border to complete and match your official announcement. 50 per pack. **ORDER FORM LINE 2**

B
Premium Namecards
Available in paper color and foils to match your school's official announcement for a classic, finished look. 50 per pack. **ORDER FORM LINE 3**

C
Tissue inserts
Add an extra touch of class to your traditional announcement with these tissue inserts, which also help to protect the raised print of your announcement text. Available in horizontal or vertical to match your announcement. 25 per pack. **ORDER FORM LINE 4**

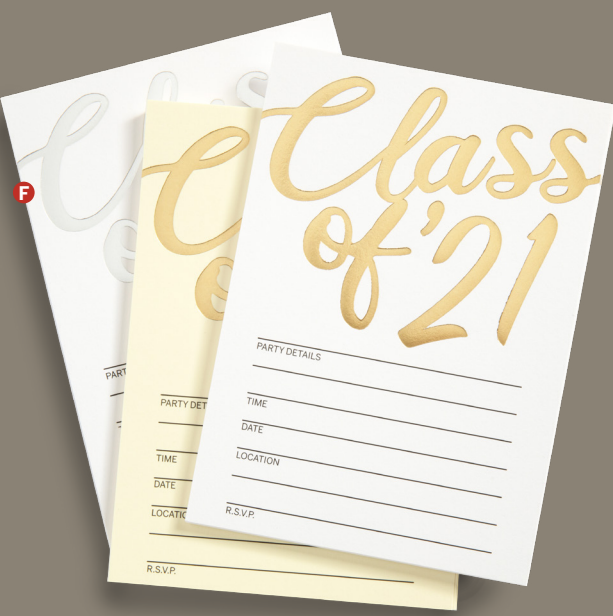
D
Class Envelope Seals
Show your Class of 2021 pride. Complete your announcement with embossed seals. Gold and silver design. 25 per pack. **ORDER FORM LINE 5**

E
Return Address Labels
Clear, personalized labels featuring a grad cap in silver or gold foil. Perfect for any graduation correspondence. 60 per pack. **ORDER FORM LINE 6**

Celebrate & say thank you

PARTY INVITES AND THANK YOU NOTES ADD A SPECIAL TOUCH.

F
Party Invitations
Traditional party invitations with Class of '21 design to fit inside your announcement or sent separately. Available in white with gold or silver foil, or ivory with gold foil to match your official school announcement. 25 per pack. Includes envelopes. **ORDER FORM LINE 7**



H
Personalized Notecards with Name
Folded card with a debossed panel on white or ivory paper. Customize with your formal or informal name in font choices to the right. 4.5" x 3.5". 50 per pack. Includes envelopes. **ORDER FORM LINE 9**

G
Thank You Notecards
Choose from silver, gold, red, purple, blue, green or gold foil on ivory. 25 per pack. Includes envelopes. **ORDER FORM LINE 8**



I
Notecards with Name & Monogram
Folded card features last name initial and formal or informal name on white paper with either gold or silver foil in font choices to the left. Also available in ivory with gold foil. 4.5" x 3.5". 50 per pack. Includes envelopes. **ORDER FORM LINE 9**

Personalized photo cards

ANNOUNCE, INVITE & SAY THANKS IN YOUR WORDS & PICTURES.

Announce and celebrate your milestone with photo insert cards, party invites, announcements and thank you notecards — customized by you! Your pictures, your colors, your text, easily designed and purchased online.

SAVE 50%! USE CODE: SAVE50
Design and order photo cards online:
HJgradshop.com



Send thank you cards to those that helped you along your school journey.



Photo inserts add the ultimate personal touch to your official school announcement. **Page 6**

Designs shown for example only. See site for full details and options: **HJgradshop.com**

NEW!

Introducing HJ SmartShare™

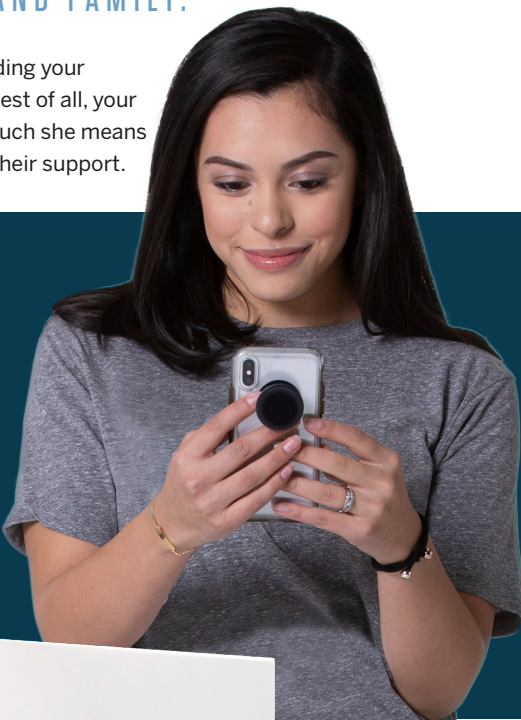
UPLOAD AND SHARE YOUR VIDEO TO FRIENDS AND FAMILY.

HJ SmartShare™ allows you to send video messages to everyone you're sending your graduation announcements (or party invitations — even Thank You notes). Best of all, your videos can be customized to each recipient. So, you can tell grandma how much she means to you or let your favorite teacher or coach know how much you appreciate their support.

HJ SMARTSHARE IS AS EASY AS 1-2-3!

- 1 Register your account**
You'll receive the site URL after your order is placed.
- 2 Upload your personalized videos**
You can assign a different video to each QR code if you wish.
- 3 Apply the SmartShare stickers**
Affix the QR code stickers to your grad announcement, party invite or thank you note that you send in the mail.

Once received, your recipient will scan the QR code with their smartphone and your personal video will play automatically!



Affixing HJ SmartShare stickers to your announcement, invite or thank you note allows the recipient to scan and view your custom video message.



Learn more! Scan the QR code above to watch our video, or text SMARTSHARE to 70934



RECORD & UPLOAD. IT'S EASY!

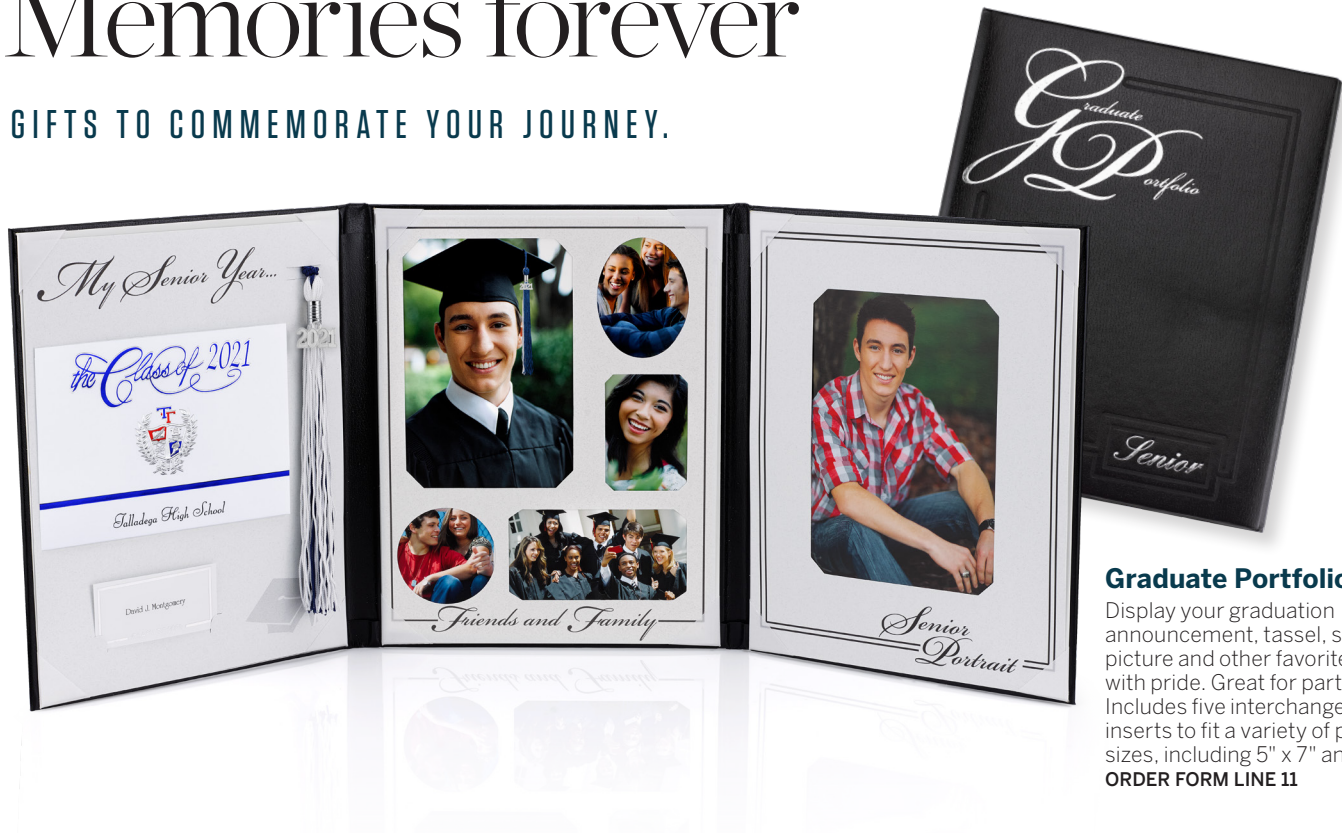


HJ SmartShare lets you send personalized videos to your friends and family with your announcement!

HJ SmartShare QR Codes
Available in sheets of 10 and 25.
ORDER FORM LINE 10

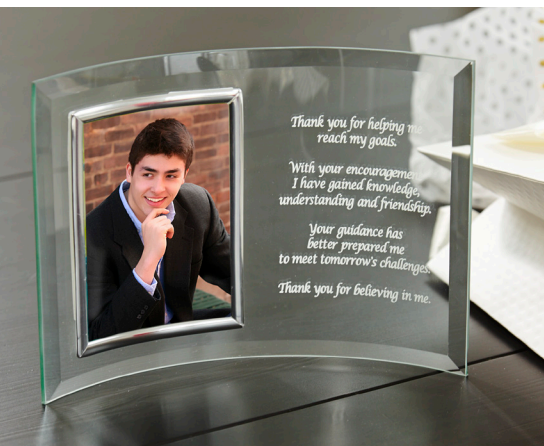
Memories forever

GIFTS TO COMMEMORATE YOUR JOURNEY.



Graduate Portfolio

Display your graduation announcement, tassel, senior picture and other favorite photos with pride. Great for parties. Includes five interchangeable inserts to fit a variety of photo sizes, including 5" x 7" and 2" x 2".
ORDER FORM LINE 11



Premium Thank You Gift

Perfect for saying thank you to those who helped you throughout your journey, this elegant, curved glass frame includes an etched message and holds a 3" x 5" photo.
ORDER FORM LINE 11



Diploma Plaque

Honor your academic achievement with a replica of your official high school diploma. Wood grain and brushed metal finish. Measures 8" x 10".
ORDER FORM LINE 11



Memory Album

Capture your high school memories in this 20-page expandable album featuring sections for stories, signatures, photos and more. Album measures 9.25" x 11.5" with 8.5" x 11" sheets.
ORDER FORM LINE 11

Celebrating graduation

FRAMES, SHADOW BOXES AND MORE TO CELEBRATE YOUR ACHIEVEMENTS.

Getting through high school takes hard work, so you should show it off. Choose from a variety of frames and shadow boxes to display and protect your diploma, photos and other graduation memories.



Premium Tassel Frame

Proudly display your achievement with this frame. Features school name embossing, double mat black top, with your choice of gold, silver or black on the bottom. Accommodates diplomas 6" x 8" to 7" x 9", or 8" x 10" to 8.5" x 11", plus your senior tassel (not included).
ORDER FORM LINE 12



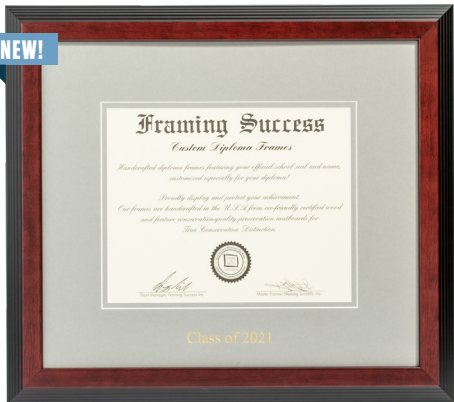
Cap Topper Kit

Stand out in a crowd! Everything you need to personalize your graduation cap. Glitter foam backing, glitter pens, rhinestones, a variety of sticker sheets and stencils. Check with your school about decorating rules.
ORDER FORM LINE 12



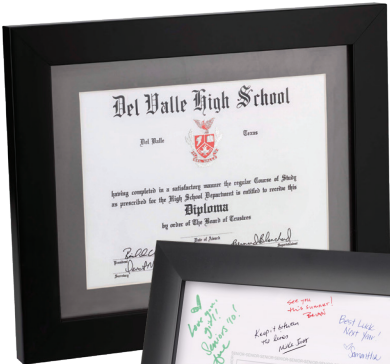
Large Shadow Box

Display your cap, stole, tassel, announcement and more in this 16" x 20" shadow box. Wood and plexiglass with hinged front.
ORDER FORM LINE 12



Deluxe Diploma Frame

Preserve your diploma in this frame with gray double mat and Class of 2021 embossing. Accommodates diplomas 6" x 8" to 7" x 9", or 8" x 10" to 8.5" x 11".
ORDER FORM LINE 12



Small Shadow Box

Display your cap, stole, tassel, announcement and more in this 12" x 16" shadow box. Wood and plexiglass.
ORDER FORM LINE 12



Diploma Signature Frame

Display your diploma or a favorite 3" x 5" in style. Holds multiple sizes of diplomas including 6" x 8", 7" x 9" and 8" x 10".
ORDER FORM LINE 12



Our premium and deluxe frames are made from Forest Stewardship Council® (FSC) certified natural hardwood, sourced from well-managed and responsibly harvested forests. Through our partnership with Trees for the Future, we plant a tree for every frame sold.

Tassels

SHOW YOUR SCHOOL COLORS.

You proudly wore those school colors for years, why would you do any different on graduation day? Tassels bring color to your ceremony and a nice accent to your cap and gown. And only Herff Jones can provide you the exclusive tassels in your school's colors.



Class of 2021 Tassels

Announce your senior status with a 2021 tassel in your school's colors. Choose **A.** Memory tassel, **B.** Mega tassel or **C.** Tassel with ice signet. **ORDER FORM LINE 16**

Tassel Frame

Commemorate your graduation with this gallery tassel picture frame. Displays your graduation tassel (not included) and a 5" x 7" photo. Made of polystyrene plastic and glass. **ORDER FORM LINE 16**

Senior jewelry

CLASS OF 2021, IT'S YOUR TIME TO SHINE.

If not now, when? 2021 is your year. These are the four numbers that will stay with you forever. And one of the best ways to celebrate these memories-in-the-making is with a piece (or two) of senior jewelry.



Reversible Dog Tag

The Class of 2021 has the determination to finish strong! Show your class and keep its message close to your heart. Pendant hangs on 22" box chain. **STYLE M21**
ORDER FORM LINE 14



Spinner Necklace

Show off 2021 or MMXXI, whichever style matches your mood, with this gold tone necklace with crystal stone accents. Engraved on both sides with 16-18" adjustable chain. **STYLE Q21**
ORDER FORM LINE 14



Heart Necklace

Capture cherished memories of 2021. The Class of 2021 heart pendant has crystal stone accents and comes with a 16-18" adjustable chain. **STYLE N21**
ORDER FORM LINE 14



Class Keys

Customized with your school colors, the class key forever locks the unity of your school's one and only Class of 2021. Choose yellow or white gold tone. Available as pendant only (**STYLE A**) or with an 18-20" adjustable chain (**STYLE B21**). **ORDER FORM LINE 13**



Leather Bracelet

Casual look and comfortable feel lets you represent 2021 with confidence. Leather & stainless steel; 8.5" length. **STYLE O21**
ORDER FORM LINE 14



Bolo Bracelet

Express 2021's 'class' with Roman numerals - MMXXI. The casted pulley closure adjusts for the perfect fit. **STYLE L21**
ORDER FORM LINE 14

SENIOR RINGS COMMEMORATE IN STYLE

Your senior ring tells your story and is the ultimate tribute to your high school experience! Text DESIGN to 70934 for more info, or design your ring anytime at herffjones.com

