

## Foreword for Custom Publishing

We've put together some guidelines that will help you produce a unique foreword letter for your custom publication. Please submit the following materials via e-mail, CD, DVD, or FTP site.

[Click here to download FTP instructions.](#)

### □ Logo

- Minimum size: either the height or width must be a minimum of 600 pixels\* (unless file is an EPS)
- File format: vector art in EPS preferred; TIFF and JPEG also accepted
- Color format: PMS colors with CMYK equivalents

### □ Photos

- Quantity: two to three (your Hobsons designer will select which photos to use based upon which will work best with the layout and design of your foreword)
- Minimum size: 1200 x 1200 pixels\*
- File format: TIFF or JPEG
- Color format: CMYK

*\*These measurements apply no matter what the dpi/resolution of the photo/logo may be. Do not crop or resize photos or logos.*

### □ Letter

- Maximum word count: 300
- File format: Microsoft Word
- Topics for letter could include:
  - Emphasis on the value of a college education
  - Today's educational market and competition
  - Importance of finding the right school
  - Information on the college search process

### □ Signature

- File format: Bitmap (BMP) or TIFF
- Minimum resolution: 300 dpi (dots per inch)