

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.](#)

□ School colors

- PMS (Pantone Matching System) colors and CMYK equivalents (for example, red=PMS 201, C=0, M=100, Y=63, K=29)
- Provide both primary and secondary colors (if applicable)

□ 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
 - Information about the Hobsons guide and how it is helpful to students

□ Signature

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

