



Front Cover for Graduate Custom Publishing

We've put together some guidelines that will help you produce a unique front cover 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 or three (your Hobsons designer will select which photos to use based upon which will work best with the layout and design of your cover)
- Minimum size: 1200 x 1200 pixels*
- File format: TIFF or JPEG
- Color format: CMYK
- Subjects for photos could include: students, activities, athletics, dorm rooms, computer labs, or other unique campus features

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

□ Title

You can choose any title you like for your custom publication. Below are some suggestions we have gathered that you may want to consider; feel free to create your own title if none of these fit what you want for your publication.

- The Next Step: Planning for Graduate School
- Planning Your Graduate Studies
- Planning for Your Future with (College Name)
- The (College Name) Guide for Graduate Students
- Destination: MBA (subtitle: Planning Tips and Advice from [College Name])
- The (College Name) Guide for MBA Students

