



School Profile for Custom Publishing

We've put together some guidelines that will help you produce a unique school profile 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: five (your Hobsons designer will select which photos to use based upon which will work best with the layout and design of your profile)
- 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

□ Content

- Maximum word count: 300
- File format: Microsoft Word
- Profile text can be written as bullet points or full paragraphs; you can choose to write from either a first-person or third-person perspective.
- Subjects for content could include: overview, setting, accreditation, academics, financial aid, facilities, student body, student life, residential life, etc.

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

□ KeyFacts®

Visit <http://keyfacts.collegeview.com> to revise your details and reflect your current information. The following KeyFacts® will be pulled for your print profile:

Contact

Address:

Web site:

Admissions office phone #:

Financial aid office phone #:

Quick Facts

Institutional control: Public or private

School type: Four-year or two-year

Academic calendar: Semesters or quarters

Religious affiliation:

Campus size: Small (fewer than 2,000 students), medium (2,000 to 15,000 students), or large (15,000+ students)

Average class size:

Student-faculty ratio:

Number of registered organizations:

Costs and Aid (Estimated)

Undergraduate in-state tuition (academic year):

Undergraduate out-of-state tuition (academic year):

Room and board (academic year):

Average additional fees:

Scholarships offered: Yes or no

Grants offered: Yes or no

Loans offered: Yes or no

Work-study programs offered: Yes or no

Co-ops/internships offered: Yes or no

Admission

Average GPA:

Average ACT score:

Average SAT score:

Essay: Required, not required, or recommended

Interview: Required, not required, or recommended

Application deadline:

Application fee: