

Foreword for MBA Guides

Thank you for participating in Hobsons' 2009 print publications. To assist you in creating your foreword letter, we've put together this checklist. 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 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: 350
- File format: Microsoft Word
- Topics for letter could include:
 - Today's educational market and competition
 - Importance of finding the right school
 - Information on the school 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)

[Click here to download a sample foreword letter.](#)

