

## School Profile for CollegeView Web Site

Thank you for participating in Hobsons' CollegeView Web site. We've put together some guidelines that will help you produce a unique school profile for our student readers.

Please submit the following materials via e-mail, CD, DVD, or FTP site.  
[Click here to download FTP instructions.](#)

### □ School colors

Primary and Secondary (Hexadecimal, Pantone, etc.)

### □ School logo

- Dimensions: 120 (w) x 60 (h) pixels\*
- File format: GIF (best for logos), JPEG, EPS, TIFF
- File size: Approximately 5k
- Wordmark and logo is better than school seal

### □ Campus photo

- Quantity: One
- Minimum size: 378 (w) x 250 (h) pixels\*
- File format: JPEG, EPS, TIFF, PSD, PNG

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



[Click here to view a live school profile.](#)

### □ Content

- 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.
- Word count: 300–400
- File format: Microsoft Word
- Suggested topics:
  - Overview—Mission, history, traditions
  - Setting—Location, campus size
  - Accreditation/recognition
  - Academics—Majors/degrees, programs, faculty
  - Financial Aid—Scholarships, deadlines
  - Facilities—Libraries, labs, athletic facilities
  - Student Body—Enrollment, ethnic breakdown
  - Student Life—Athletics, clubs, arts, safety
  - Residential Life—Student housing, meal plans, amenities
- School URL

### □ KeyFacts®

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

- **Campus Life**
  - Institutional control: Public or private
  - Setting
  - Religious affiliation
  - Enrollment
- **Application**
  - Admissions office contact information
  - Financial aid office contact information