Hobsons helps students identify their strengths, explore careers, create academic plans, match to best-fit educational opportunities, and reach their education and life goals. Through our solutions, we enable thousands of educational institutions to improve college and career planning, admissions and enrollment management, and student success and advising for millions of students.
Our Vision and Mission

We envision a future where education advances every student to meet their full potential — a future where equal access to high-quality educational opportunities and support enables students to improve themselves, their communities, and our world.

Our mission is to empower students to connect learning to life by making informed choices across a lifetime of education decisions. Hobsons products and services maximize student success and institutional effectiveness throughout the student lifecycle.

About Hobsons

Hobsons helps students identify their strengths, explore careers, create academic plans, match to best-fit educational opportunities, and reach their education and life goals. Through our solutions, we enable thousands of educational institutions to improve college and career planning, admissions and enrollment management, and student success and advising for millions of students.
Hobsons Logo

1. Logo Only
Use this logo configuration when the logo appears on materials where we have an opportunity to provide context about what we do (e.g. website, brochures, business cards, etc.) or materials created for existing customers, partners, vendors, and employees.

HOBSONS

2. Logo With Tagline
Use this logo configuration when the logo appears on materials where we are not able to provide context about what we do (e.g. event banners, sponsorship materials, etc.).

HOBSONS

3. Separated Tagline
In the former (logo only) scenario, you have the option to use the tagline separately from the logo. The tagline, when used as a graphical element without the logo, should always be preceded with the flat one color arrow. It should never be used in conjunction with the tagline version of the logo and should always be positioned as far away as possible from the logo (e.g. second side of paper, lower corner while logo is in upper corner, etc.).

› Education Advances
PARTNER
We treat our customers like valued partners. Their success is our success; their goals are our goals.

INNOVATIVE
We are constantly looking for ways to make our clients successful, by evolving our current solutions or inventing new ones.

EXPERT
We stay focused on the education market and are seen as thought leaders by our customers, colleagues, and the industry as a whole.

PASSIONATE
We are passionate about education and believe our work leads to better outcomes.

RESPONSIVE
We take customer support to a whole different level. When our customers ask, we deliver.

VISIONARY
We are visionaries. We are strategic thinkers who thrive on long-term goals.
College & Career Readiness

Solutions Suite

Product with Attribution

Naviance

Product | Sub-product*

Course Planner
Curriculum
Test Prep

Connect with Best-fit Students

Product with Attribution

Intersect

Product | Sub-product*

Awareness
Presence
Connection

Starfish

Student Success & Advising

Product with Attribution

Starfish

Product | Sub-product*

Core
Intervention Inventory
Student Analytics
Degree Planner
Institutional Analytics

*Subproducts are written in text form only (they are not their own logos) and are properly presented as shown here:

Product Name | Subproduct Name
Open Sans Regular | Open Sans
Open Sans Italic | Open Sans Italic
Open Sans.
Open Sans is a humanist sans serif typeface designed by Steve Matteson, type director of Ascender Corp. Open Sans was designed with an upright stress, open forms, and a neutral, yet friendly, appearance. It is optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

This is Open Sans Typeface

Typography.
Primary Typeface Weights

Regular.
AaBbCcDdEeFfGgHhIiJjK LlMmNnOo PpQqRrStTtUuVvWwXxYyZz 0123456789 (&?!/;:,_*"

Italic.
AaBbCcDdEeFfGgHhIiJjK LlMmNnOo PpQqRrStTtUuVvWwXxYyZz 0123456789 (&?!/;:,_*"

Bold.
AaBbCcDdEeFfGgHhIiJjK LlMmNnOo PpQqRrStTtUuVvWwXxYyZz 0123456789 (&?!/;:,_*"

Crimson

Crimson Text is inspired by Jan Tschichold, Robert Slimbach, and Jonathan Hoefler. Crimson Text is a font family for book production in the tradition of beautiful oldstyle typefaces.

This is Crimson Typeface

typography.

Typography.
Primary Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (?!/;:,_*")

Italic.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (?!/;:,_*")

Bold.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (?!/;:,_*")
color palette.

Color Palette.  
Primary Color System

- **Teal**  
  R: 30  G: 120  B: 122  
  C: 84  M: 36  Y: 49  K: 11  
  HEX: 1E787A  
  PMS: Custom*

- **Gray**  
  R: 97  G: 99  B: 101  
  C: 62  M: 52  Y: 50  K: 21  
  HEX: 616365  
  PMS: Cool Gray 10  
  Cool Gray 11 U

Color Palette.  
Secondary Color System

- **Fuschia**  
  R: 210  G: 0  B: 97  
  C: 13  M: 100  Y: 41  K: 1  
  HEX: D20061

- **Purple**  
  R: 75  G: 68  B: 197  
  C: 80  M: 78  Y: 0  K: 0  
  HEX: 4B44C5

- **Green**  
  R: 188  G: 218  B: 184  
  C: 27  M: 2  Y: 33  K: 0  
  HEX: BCDAB8

- **Light Teal**  
  R: 108  G: 203  B: 203  
  C: 54  M: 0  Y: 24  K: 0  
  HEX: 6CCBCB
We are a student-centric company, so students – as well as their families and the staff at educational institutions who support them – should be able to relate to our images. People should be at the focus of the image rather than blurred. Images with objects and technology as the focus of the image should be shown with a person interacting with it.

We are a technology company, so our imagery should convey that we are innovative, fresh, and relevant in the modern world. People should be pictured in clean, every day environments wearing casual, modern attire which is not overly corporate, trendy, or eccentric. Objects and technology should appear up to date, not vintage or outdated.

We are an inclusive company. Images should feature and appeal to a range of ages, genders, and races.