

What file format should I use?

TIF – Preferred use for print materials (brochures, catalogs, posters, etc.) and most other applications. Can not be enlarged from original file size.

EPS – Scaleable vector format. Should print accurately but does not display well in Microsoft software (Word, PowerPoint, etc.).

GIF – File format with a transparent background. Ideal for screen usages such as websites, PowerPoint presentations, etc. Used for graphics and not photographs.

JPG – A file format for compressing photographic images. Text can appear fuzzy and pixelated without proper resolution. Due to continual file compression at each save, download a new file each time you use the logo in JPG format. Ideal for screen usages such as websites, PowerPoint presentations, etc. **Not recommended for print.**

If you have questions about the appropriate uses of any of the materials provided here or need assistance using the files provided, please contact Marketing and University Relations at 423.236.2831.



BiologyLogo_GreenV.eps
BiologyLogo_GreenV.gif
BiologyLogo_GreenV.jpg
BiologyLogo_GreenV.tif



BiologyLogo_GreenH.eps
BiologyLogo_GreenH.gif
BiologyLogo_GreenH.jpg
BiologyLogo_GreenH.tif



BiologyLogo_BlackV.eps
BiologyLogo_BlackV.gif
BiologyLogo_BlackV.jpg
BiologyLogo_BlackV.tif



BiologyLogo_BlackH.eps
BiologyLogo_BlackH.gif
BiologyLogo_BlackH.jpg
BiologyLogo_BlackH.tif



BiologyLogo_WhiteV.eps



BiologyLogo_WhiteH.eps