

What file format should I use?

EPS – Scaleable vector format. Preferred for print 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.

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.



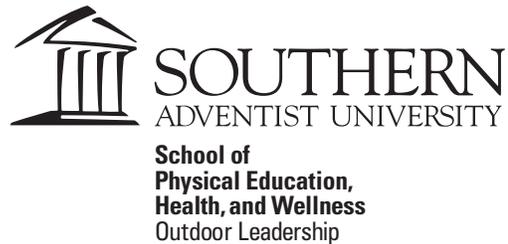
OutdoorLogo_Green.eps
OutdoorLogo_Green.gif
OutdoorLogo_Green.jpg



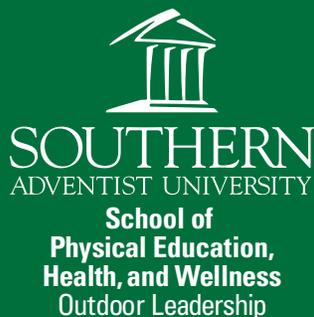
OutdoorLogo_GreenH.eps
OutdoorLogo_GreenH.gif
OutdoorLogo_GreenH.jpg



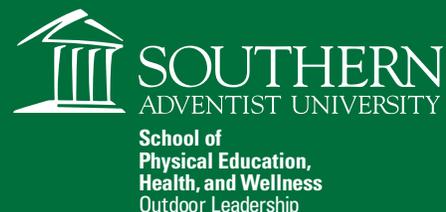
OutdoorLogo_BlackV.eps
OutdoorLogo_BlackV.gif
OutdoorLogo_BlackV.jpg



OutdoorLogo_BlackH.eps
OutdoorLogo_BlackH.gif
OutdoorLogo_BlackH.jpg



OutdoorLogo_WhiteV.eps



OutdoorLogo_WhiteH.eps