

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.



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