

What file format should I use?

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.



CIRC_greenv_n.eps
CIRC_greenv_n.gif
CIRC_greenv_n.jpg



CIRC_greenh_n.eps
CIRC_greenh_n.gif
CIRC_greenh_n.jpg



CIRC_blackv_n.eps
CIRC_blackv_n.gif
CIRC_blackv_n.jpg



CIRC_blackh_n.eps
CIRC_blackh_n.gif
CIRC_blackh_n.jpg



CIRC_whitev_n.eps



CIRC_whiteh_n.eps