

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.



firstyearexperience_blackv_n



firstyearexperience_blackh_n



firstyearexperience_blackv_w



firstyearexperience_blackh_w



firstyearexperience_whitev_n



firstyearexperience_whiteh_n



firstyearexperience_whitev_w



firstyearexperience_whiteh_w



firstyearexperience_greenv_n



firstyearexperience_greenh_n



firstyearexperience_greenv_w



firstyearexperience_greenh_w