

What file format should I use?

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

PNG – Low-res file format with a transparent background. Ideal for screen usages such as websites, PowerPoint presentations, etc. **NOT for print use.**

JPG – A low-res file format with a white background. Ideal for screen usage where the background is white. **NOT for print use.**

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 423.236.2840.



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