

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.

 <p>SOUTHERN ADVENTIST UNIVERSITY</p> <p>School of Visual Art and Design Productions</p> <p>svad_blackv_n</p>	 <p>SOUTHERN ADVENTIST UNIVERSITY</p> <p>School of Visual Art and Design Productions</p> <p>svad_whitev_n</p>  <p>SOUTHERN ADVENTIST UNIVERSITY</p> <p>School of Visual Art and Design Productions</p> <p>svad_whiteh_n</p>  <p>SCHOOL OF VISUAL ART AND DESIGN PRODUCTIONS</p> <p>Southern Adventist University</p> <p>svad_whitev_w</p>  <p>SCHOOL OF VISUAL ART AND DESIGN PRODUCTIONS</p> <p>Southern Adventist University</p> <p>svad_whiteh_w</p>	 <p>SOUTHERN ADVENTIST UNIVERSITY</p> <p>School of Visual Art and Design Productions</p> <p>svad_greenv_n</p>
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