

## 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.



relations\_greenv.eps  
relations\_greenv.gif  
relations\_greenv.jpg  
relations\_greenv.tif



relations\_greenh.eps  
relations\_greenh.gif  
relations\_greenh.jpg  
relations\_greenh.tif



relations\_blackv.eps  
relations\_blackv.gif  
relations\_blackv.jpg  
relations\_blackv.tif



relations\_blackh.eps  
relations\_blackh.gif  
relations\_blackh.jpg  
relations\_blackh.tif



relations\_whitev.eps



relations\_whiteh.eps