

## What file format should I use?

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

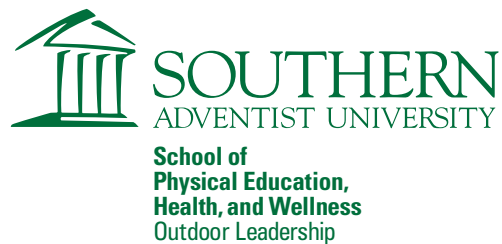
GIF – File format with a transparent background. Ideal for screen usages such as websites, PowerPoint presentations, etc.

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.**

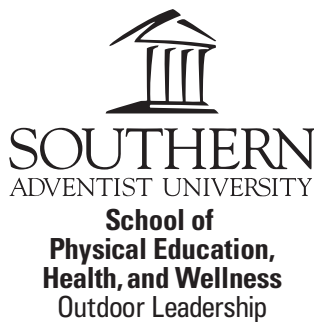
If you have questions about the appropriate uses of any of the materials provided here or need assistance using the files provided, please contact Marketing and University Relations at 423.236.2831.



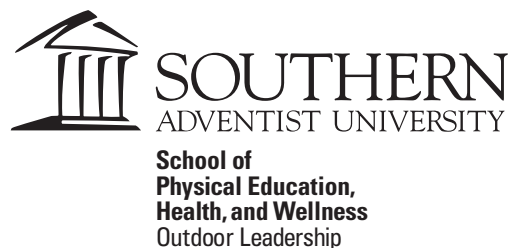
OutdoorLogo\_Green.eps  
OutdoorLogo\_Green.gif  
OutdoorLogo\_Green.jpg



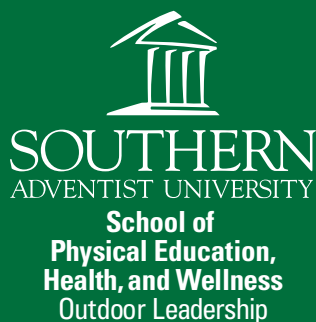
OutdoorLogo\_GreenH.eps  
OutdoorLogo\_GreenH.gif  
OutdoorLogo\_GreenH.jpg



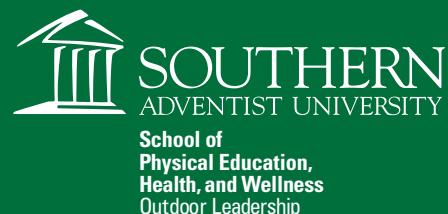
OutdoorLogo\_BlackV.eps  
OutdoorLogo\_BlackV.gif  
OutdoorLogo\_BlackV.jpg



OutdoorLogo\_BlackH.eps  
OutdoorLogo\_BlackH.gif  
OutdoorLogo\_BlackH.jpg



OutdoorLogo\_WhiteV.eps



OutdoorLogo\_WhiteH.eps