

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.



Robert H. Pierson
Institute of Evangelism
and World Missions

missions_blackv_n



Robert H. Pierson
Institute of Evangelism
and World Missions

missions_whitev_n



Robert H. Pierson
Institute of Evangelism
and World Missions

missions_greenv_n



Robert H. Pierson
Institute of Evangelism
and World Missions

missions_blackh_n



Robert H. Pierson
Institute of Evangelism
and World Missions

missions_whiteh_n



Robert H. Pierson
Institute of Evangelism
and World Missions

missions_greenh_n



missions_blackv_w



missions_whitev_w



missions_greenv_w



missions_blackh_w



missions_whiteh_w



missions_greenh_w