Logo Files

Print Projects
Designing for all print pieces.

EPS
A vector format required for professional and high-quality image printing. Vectors can be resized without impacting quality. Due to its high quality, it is commonly used with projects such as logos, illustrations, flyers and brochures.

Digital Projects
Designing for electronic displays, including websites, emails, digital monitors, mobile devices, social media, etc.

PNG
The preferred format for digital displays with the option of a transparent background. PNG files can be reduced in size, but should never be enlarged as this leads to image distortion and loss of resolution.

SVG
Recommended file format for university and vendor-provided web platforms that support it. If SVG is not supported, use PNG files.

Primary Logo

Primary Logomark

Secondary Logo

Secondary Logomark

Logo Color Standards

Full Color on Light

Full Color on Dark

Black

White

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