

# WHAT'S INSIDE

## WHICH FILE TO USE

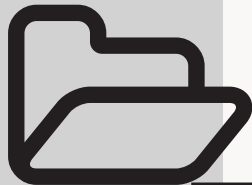
FOR PRINTERS ----- EPS  
 FOR DESIGNERS ----- EPS  
 POWER POINT ----- PNG / JPG  
 WORD ----- PNG / JPG  
 EXCEL ----- PNG/JPG  
 EMAIL ----- PNG  
 WEB ----- PNG / JPG  
 BANNERS/SIGNS ----- EPS  
 PUBLICATIONS ----- EPS  
 EMBROIDERY ----- EPS  
 VIDEO / MOVIE ----- EPS

Visit [brand.uga.edu](http://brand.uga.edu) for the complete style guide, resources, templates, downloads and policies.



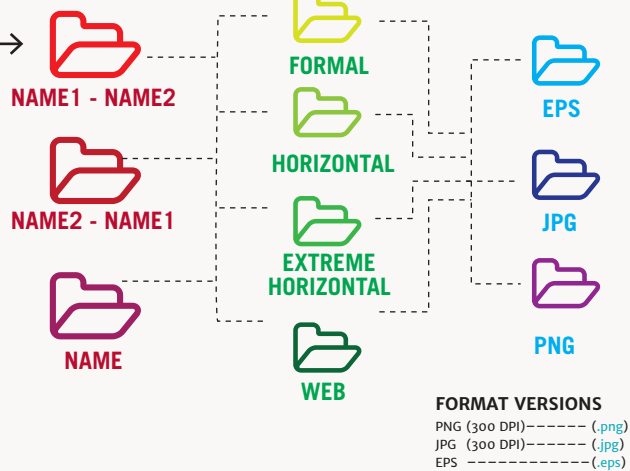
# USE FOR

Web  
 Digital Devices  
 Power Points  
 Online & Emails  
 Electronic Newsletters  
 Videos / Movies



## FOR SCREEN

### OPTIONS CONFIGURATIONS FILE FORMATS



# EPS

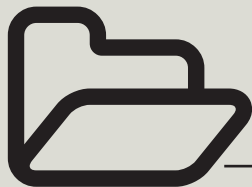
An EPS file is a vector file of a graphic, text or illustration. Because it is vector it can easily be resized to any size and can be edited in virtually any design program. Printers and designers often require EPS files because they can be enlarged to nearly any size without any loss in quality.

# JPG

JPG files are primarily for use on monitors and TVs. Used extensively on most web based platforms and applications. Can be compressed to lower file size (and speed up download over the internet). Cannot be used larger than 100% of original image size. ALWAYS features a background color. Difficult to edit.

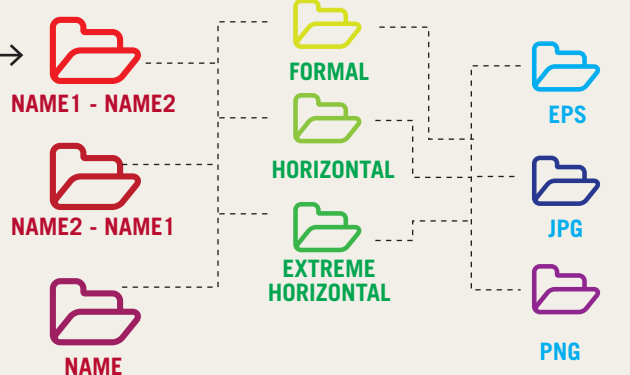
# PNG

PNG files feature a transparent (clear) background. Great color accuracy (though blends or gradients may "band" with lower bit rate files.) Cannot be used larger than 100% of original image size though reduces well.



## FOR PRINT

### OPTIONS CONFIGURATIONS FILE FORMATS



\* LOGO SETS AND FILE STRUCTURES ARE BASED ON THE OPTIONS AND CONFIGURATIONS USED TO CREATE YOUR SETS AND MAY DIFFER FROM THE EXAMPLES SHOWN HERE.

# USE FOR

Posters  
 Publications  
 Silkscreening  
 Magazines  
 Promotional Items  
 Banners/signs  
 Embroidery  
 Silkscreening

If you are ordering or printing material that requires a BULLDOG RED, please convert the red to process CMYK (C-3; M-100; Y-70; K-12 or 3/100/70/12) This build is listed in the visual style guide as CMYK for print. Name the swatch either PANTONE 200 UGA (our logo color swatch) or BULLDOG RED in your color palette. When submitting your order, please include these instructions in your spec sheet to your printer:

**All CMYK builds or conversions should be 3 / 100 / 70 / 12 if labeled PANTONE 200 UGA or BULLDOG RED.**

Any red in your color palette not labeled PANTONE 200 UGA or BULLDOG RED cannot be guaranteed to be printed in our red unless these stipulations are met.