

# INFORMATION ABOUT LOGO FILES



THE UNIVERSITY OF  
**SOUTHERN  
MISSISSIPPI**

→ Before you begin using the university logo, read the Graphic Standards Manual to be sure that you are using the logo correctly. University funds may not be used for designs that are not in compliance with graphic standards. Be careful not to alter the logo in any way.

Any materials designed outside of the Office of University Communications must be approved before they can be printed, displayed or published.

*The University of Southern Mississippi reserves the right to review and monitor logo usage. All university logos are owned by The University of Southern Mississippi.*

## LOGO FILES FOR GENERAL USE

The general use logo files are suitable for use in Word, PowerPoint and other similar programs. These logo files are in the PNG (Portable Network Graphics) file format.

The advantage of using a PNG file is that the background can remain transparent. Therefore, you can place this logo over a background without a white box appearing around it. Keep in mind, however, that the logo should not be placed over complicated backgrounds and that there must be sufficient contrast between the logo and the background.

If you are placing the logo on a dark background, use the reversed version, which has white text. The logos with white text will be labeled as “rev” in the filename (e.g., Univ\_h\_123PC\_rev.png).

*If your Microsoft Office program does not support the PNG file format, then you may need to update your software. Visit [www.usm.edu/itech](http://www.usm.edu/itech) for the newest version of Microsoft Office.*

## LOGO FILES FOR MERCHANDISE

If you need to send a logo to a vendor to print on T-shirts, table covers, cups or a variety of other merchandise, use one of the EPS file formats specified for merchandise. You can choose which version of the logo you would like to send to the vendor.

A reference file is provided to show what the different versions of the logo look like. Use the reference file as a guide in selecting the most appropriate logo to provide the vendor.

You will need to determine if the text needs to be black or white (depending on the color of the merchandise you are printing on) and send the appropriate logo file. The logos with white text will be labeled as “rev” in the filename (e.g., Univ\_h\_123C\_rev.eps).

A one-color (black) version of the logo is also available and can be found in the “Black Only Version” folder.

EPS is the preferred file format for university logos. However, if your vendor cannot accept an EPS file, please contact the Office of University Communications for assistance, and you will be provided with an alternate file format.

## VECTOR LOGO FILES FOR DESIGN SOFTWARE

Encapsulated PostScript (EPS) file formats can be scaled to any size without loss of quality. Use an EPS logo file when using design programs such as Adobe InDesign, Illustrator and Photoshop. For ease of use, the protected space is already built-in to the EPS file, and the logo is scaled to the preferred minimum reproduction size.

For print use, refer to the Color Palette section of the Graphic Standards Manual to select the logo format that is appropriate with your paper choice (coated or uncoated) and printing method (spot or process).