

# Welcoming Campus INNOVATOR



## USING WELCOMING CAMPUS INNOVATOR GRAPHICS

### What is the difference between files for print and web?

“Print” and “web” files use different color formats, which help maintain consistency with IU brand guidelines. The difference may appear subtle but will stand out when compared side by side. To ensure that colors are consistent across all platforms, be sure to choose the image designed for your presentation medium.

### How do I pick the right file format?

If you intend to print your work as a **flyer, poster, or banner**, then use an image that includes “**print**” in the filename. If you are not using a color printer, then use an image labeled with “print” and “bw” for black and white.

If you intend to present your work using a digital medium, such as a **webpage, social media, digital sign, or slide presentation like PowerPoint**, then use an image that includes “web” in the filename.

### What is an EMF?

The .emf file extension stands for Enhanced MetaFile, which is used in printing by the Windows operating system. EMF stores vector images, which can be scaled while maintaining quality.

### How do I use EMF?

EMF files can be treated as an image in Microsoft Office programs. Simply import or drag and drop.

### Why should I use EMF instead of EPS when importing an image into Word or PowerPoint?

As of April 2017, Microsoft Office 2016 for Windows does not support EPS because of a security risk. EPS files can contain malicious scripts, and Microsoft has disabled support to prevent risks to users.

### Can I resize these files to suit my purpose?

Yes, you can resize the files to suit your purpose, but be sure as you resize to hold shift to maintain aspect ratio. Please ensure not to stretch the image out of proportion.

### What if I have trouble with these files or need more help?

If you need assistance with these graphics, please send an email to [wcifund@iupui.edu](mailto:wcifund@iupui.edu) or contact the Chancellor’s Office communication team at 317-274-8712.