Name
- ▼ 📁 Horizontal EPS
  - 📄 SOU LOGO HZ 186 POS.eps
  - 📄 SOU LOGO HZ 186 REV.eps
  - 📄 SOU LOGO HZ CMY POS.eps
  - 📄 SOU LOGO HZ CMY REV.eps
- ▶ 📁 Horizontal JPEG
- ▶ 📁 Horizontal PDF
- ▶ 📁 Raiders EPS
- ▶ 📁 Raiders PDF
- ▶ 📁 Seals EPS
- ▶ 📁 Seals JPEG
- ▶ 📁 Seals PDF
- ▶ 📁 SOU Logos Illustrator
- ▶ 📁 SOU LOGOS TIFF 300 DPI
- ▶ 📁 SOU Style Guide
- ▶ 📁 Stationery
- ▶ 📁 Vertical EPS
- ▶ 📁 Vertical JPEG
- ▶ 📁 Vertical PDF

SOU Logo Naming System

HZ = Horizontal

VT = Vertical

186 = Pantone Red

CMY = CMYK file

POS = Positive (on white)

REV = Reversed (on black)

File Purposes:

EPS: Vector Graphic, resolution-independent. Use these file for ALL print projects unless vendors specify otherwise.

JPEG: On-screen only. Resolution-dependent. Enlarging will degrade image quality.

TIFF: Use only when specifically requested.

PDF: For viewing on multiple platforms.