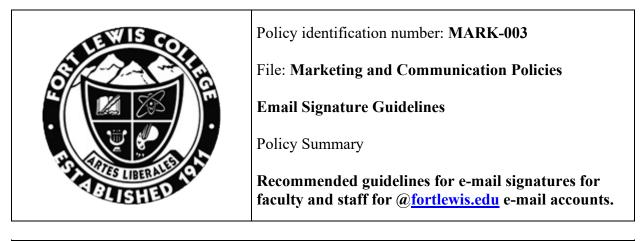
MARK-003 Email Signature Guidelines



Policy Owner	Approval Date		Effective Date
President	October 2, 2015		October 2, 2015
Search Terms		Scheduled	for Davian

p, e, s, email, signature	Fall 2020
Search Terms	Scheduled for Review

Policy Statement

The following are recommended guidelines for e-mail signatures for faculty and staff for <u>@fortlewis.edu</u> e-mail accounts.

Less is more: E-mail signatures should not be longer than 10 lines. Go wider rather than longer for your recipient's convenience.

Example:

Dr. Andy Smith, Professor of Economics School of Business Administration, Fort Lewis College 110 Education & Business Hall office 970-247-7444 cell 970-123-1111 www.fortlewis.edu/soba

Digital media mentions (websites, LinkedIn, Facebook, etc.) should be that of the College, and not personal sites.

Images and logos: Use images or logos sparingly within the e-mail signature. Images can come across as attachments and appear chaotic. Many e-mail services and mobile devices block images. Images can also increase the size of e-mail in-boxes exponentially, which can be an issue for those with in-box size limits. If using an image, make sure it is a small file size (320 px wide and below 20kb). It is acceptable to use official FLC logos in official signatures.

Customized backgrounds: "Personal stationary" including background patterns or colors should not be utilized as it often does not translate well on mobile devices which constitutes a growing majority of users.

Quotes: Refraining from the use of quotes or epigraphs is best practice for professional communications. It is important to avoid the potential confusion of external audiences assuming a particular statement represents the College's official slogan, ideology, or brand promise.

Taglines: Departments or divisions wishing to include a tagline should submit it to their Vice President for approval. Upon approval, others in the department or division can use that tagline.

Fonts: 12-point Calibri or Cambria is recommended, or your e-mail default font. Please note that non-standard typefaces, colors, fonts that are bolded, italicized, or blocks that include graphics and/or in HTML may not translate well when viewed by your external recipients, so it is best to avoid these.

vCards: While vCards can be a convenient way to share contact information, they add bytes and appear as attachments. It might be valuable to use a vCard for an initial correspondence, but sending it every time is redundant.

Suggested format

A. FLC email signatures should contain the following and in order:

- 1. Full name, Official title(s)
 - 1.
- 1. Courtesy title optional
- 2. Department name, Fort Lewis College
- 3. Office address (optional)

1.

- 1. Using this format: 46 Berndt Hall
- 4. Office phone number

1.

- 1. Using this format: office 970-247-7444
- 5. Mobile phone number (optional)
- 6. <u>www.fortlewis.edu</u> (or departmental website)
- 7. FLC Digital media links (sans logos)

Use font Calibri or Cambria, 12 point.

Sample:

Dr. Andy Smith, Professor of Economics School of Business Administration, Fort Lewis College 110 Education & Business Hall office: 970-247-7444 cell: 970-123-1111 www.fortlewis.edu/soba

Reason for Policy

Email is our most common form of day-to-day communication and therefore one of the most visible ways that we communicate. Clear, consistent email identification strengthens the Fort Lewis College brand to our external audiences.