# Email Signatures

## Email Signatures

As one of the most frequently used forms of communication, email messages are an official reflection of the University. Because of the wide variety of formats used by faculty and staff, UMW has adopted a standardized signature format to help reinforce the University's brand identity, as well as convey important contact information. It is also essential that we follow federal accessibility regulations.

Follow these guidelines when creating your UMW email signature:

### DO

• Include your name, title, department name, the name of the University in bold, your phone number, and your email address

• Create your email signature using the Helvetica, Verdana, or Arial font in 11-point type.

• Use black or dark gray as your text color

### DO NOT

• Use backgrounds, images, animated GIFs, and clip art as these elements detract from the message and professionalism of your email

• Include quotations, scripture verses, or viewpoints

• Include any other information that can lengthen your signature and make it more difficult to process as well as distract from the professionalism and clarity of your email

### OPTIONAL

• It's not considered best practice to include a postal address as part of an email signature, but if you wish to, it should go below the email address.

• Most people recognize that the email domain contains your web address. However, you may replace this with the University's web address, umw.edu, or your departmental web address.

• It is acceptable to include professional designations or certification directly after your name. For example: John P. Sample, FAIA or Jane Q. Sample, Ph.D.

• UMW is proud of its alumni, so graduates are welcome to add their grad year directly after their names in the email signature. The proper format is Jane Q. Sample '86.

• If it's a necessary part of your job to work with confidential information, a confidentiality clause can be included at the bottom of the signature.

• If you'd like to include social media links, include only the links, not the images.

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Sample Email Signature
with optional social media links

John P. Sample
Department Manager
College or Department
**University of Mary Washington**
540/654-XXXX
jsample1@umw.edu

Facebook
Twitter

Abbreviated Signature for
Smart Phones and Tablets

Jane Q. Sample
Department Manager
540/654-XXXX
jsample2@umw.edu