EMAIL SIGNATURES POLICY
FOR UNIVERSITY EMPLOYEE ACCOUNTS

A. Purpose and Scope: The purpose of this policy is to strengthen the University's brand identity by creating consistent faculty and staff signatures on emails sent through University accounts.

B. Justification: All faculty/staff communications from Cal U email accounts should reflect the California University of Pennsylvania brand. To keep our brand identity strong and consistent, and to enhance credibility for our faculty and staff who communicate via email, all emails created by Cal U employees and delivered via the University's email system should feature standardized email signatures.

C. Definition: An email signature is a small block of text appended to the end of an email in order to identify the sender and facilitate further contact. Official Cal U email signatures establish credibility for our faculty and staff by clearly identifying them and their roles at the University. The official signature provides contact information for the employee and points email recipients to the Cal U website, a key source of information about the University. Signatures should not contain extraneous information that may not align with the University's mission, purpose and goals.

D. Policy: All faculty and staff shall create an email signature consistent with the Cal U brand that will appear on email sent from University accounts. The email signature will consist of the employee's name; official title; department or office name; gender pronouns (optional); the University name in full; the University's physical address; the employee's office phone number and (optional) mobile phone number or fax; the employee's campus email address; and the Cal U website address, www.calu.edu.

A standard confidentiality statement will appear by default below the email signature on all outgoing emails:

> *The content of this email is confidential and intended only for the recipient(s) specified. If you received this message by mistake, please reply so the sender can correct the error, and then delete this email immediately. Do NOT forward it to a third party without the written consent of the sender. California University of Pennsylvania is a public agency; consequently, this email may be subject to disclosure under the commonwealth's Right-to-Know Law.*

To maintain consistency, official Cal U email signatures will appear in the colors, font, point sizes and style indicated.(*See the addendum "Procedure for Creating Your Email Signature," below.*) Any exception to this style (because of an especially long name or

title, for instance) must be approved by the director of Creative Services or the Vice President for the Office of Communications and Marketing.

Employees may not create their own variations or interpretations of the official email signature style for outgoing email. Employees may not add information, including links to websites or social media accounts, to their official email signature. They may, however, create a secondary, condensed version of the email signature to use for replies/forwards, providing (at minimum) their name, the name of California University of Pennsylvania and a telephone number is included.

No mottos, quotations, taglines or other statements may be added to the approved Cal U email signature, as these may be misunderstood as representing the University's official positions, values or views. No borders, backgrounds, photos, GIFs, emojis, logos or other images may be used in conjunction with the Cal U email signature.

Once an employee has created an email signature consistent with current brand standards, older email signatures should be deleted so they are not used inadvertently.

New employees will receive instruction on creating an official Cal U email signature when their University email accounts are created. Current employees will receive information ("Procedure for Creating Your Email Signature") outlining the steps for creating an official Cal U email signature. UTech Services Help Desk can provide support for any employee who needs assistance in creating an official email signature.

E. Expectations: All faculty and staff are expected to comply with this policy by creating an approved email signature and using it consistently when communicating via their University email accounts. The Office of Communications and Marketing will contact individuals whose email signatures do not comply with these brand standards to provide guidance on creating an official email signature. Should noncompliance persist, Communications and Marketing will contact the individual's supervisor and/or area vice president to enforce compliance through appropriate means.

F. Effective date: April 2, 2019
Adopted: March 26, 2019   **by**: Cabinet

Amended Date: Jan. 14, 2020

Addendum: Procedure for Creating Your Email Signature

An official Cal U email signature consists of this information:

Line 1: **First and Last Name** (text is red; middle initial optional; title such as "Dr." is permitted)
Line 2: *Your Official Title* (e.g., Associate Professor, Director, Management Technician, etc.)
Line 3: *Your Department or Office (full name)*
Line 4: *Pronouns (optional; e.g. she/her/hers, he/him/his, they/them/their)*
Line 5: [space]
Line 6: California University of Pennsylvania (no abbreviations)
Line 7: 250 University Ave., Campus Box XX
Line 8:California, PA 15419-1394
Line 9: office: 724-938-XXXX **|** mobile: XXX-XXX-XXXX (mobile # is optional; fax may be used instead)
Line 10: yourname@calu.edu **|** www.calu.edu

It is created in the Arial font, and it looks like this (with the optional pronoun line included):

Example K. McDonald
Administrative Assistant
Department of Criminal Justice
Pronouns: she/her/hers

California University of Pennsylvania
250 University Ave., Campus Box 00
California, PA 15419-1394
office: 724-938-0000 **|** mobile: 724-938-0000
mcdonald_k@calu.edu **|** *www.calu.edu*

How to Create Your Signature

1.On a University computer, open a new email and click on "signature" in the tool bar at the top of the page, or follow these instructions for creating a new email signature in Outlook. *Note: Procedures may vary slightly depending on the software version in use.*

2.Once you have opened the "new message" or "new signature" box, copy and paste the example below into the box, then personalize the signature with your name and contact information.

If you prefer, you may type in your signature information and adjust the font, size, color and text-style settings for each line, as shown below; leave two spaces before and after the vertical "pipe," which is located above the "backslash" symbol on your keyboard.

Your Name 13-point Bold Red
Your Title 10-point Italic
Department or Office10-point Italic
Pronouns (optional) 10-point italic (e.g., Pronouns: he/him/his)

California University of Pennsylvania 11-point Bold Regular
250 University Ave., Campus Box XX 10-point Bold Italic
California, PA 15419-1394 10-point Bold Italic
office: 724-938-XXXX **|** mobile: XXX-XXX-XXXX 10-point regular
yourname@calu.edu **|** *www.calu.edu 10-point italic*

3. Check that you have specified Arial as the font and used the right type size and style for each line. Check your spelling carefully and assure that all information is correct.

4. Choose this new signature as the default signature for outgoing messages, or check "Automatically include my signature on new messages."

5. Be sure to delete any old-style signatures so they are not used inadvertently.

6. Save and close the box where you created your new signature. When you open a new email, your new email signature should appear.

If you wish, repeat the process to add a condensed secondary signature to use for replies/forwards. This shorter signature should include (at minimum) your name, the full name of the University (no abbreviations) and your phone number.

Use the Arial font and correct type size and style for each line. Set this as the signature you use for replies/forwards only.

Creating a secondary signature is optional. Here's what a secondary signature for replies/forwards only might look like:

Example K. McDonald
California University of Pennsylvania
office: 724-938-0000 **|** *mobile: 724-938-0000*

OR

Example K. McDonald
Pronouns: he/him/his or they/them/their
California University of Pennsylvania
office: 724-938-0000 **|** *mobile: 724-938-0000*

If you need help
For assistance with creating your official email signature, contact the UTech Services Help Desk at 724-938-5911.