



EMAIL SIGNATURE

Policy Title: Email Signature

Policy Type: Administrative

Policy Number: 50-06 (2014)

Approval Date: 10/22/2015

Responsible Office: Communications and Marketing

Responsible Executive: Vice President for Operations

Applies to: University Community

POLICY STATEMENT

Norfolk State University shall consider email as one of the primary mechanisms for official communication with NSU employees unless otherwise prohibited by law. The University has established an Email Signature Policy to ensure a consistent professional image of the University on all email communication.

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PURPOSE

Email has become an efficient, fast and cost-effective method of communication that has many advantages over printed communications. This policy ensures that University employees use a consistent signature format that will align with the University's brand standards. The University has established two email signature formats.

DEFINITIONS

Brand – An organization, service or product with a *personality* that is *shaped* by the perceptions of the audience (customers, constituents, etc.). An organization’s logo, tagline and other elements such as colors, fonts, etc. form only a part of the University’s brand. Everything the University accomplishes or performs, all of its assets and everything that it produces reflects the values and aims of the organization as a whole. Sticking to the University's core values and mission creates a corporate image – the brand.

Brand Standards – Guidelines, rules and regulations set forth in how the University’s logo, tagline, colors and other graphical representations are rendered electronically or in printed materials.

CONTACT(S)

The Office of Communications and Marketing officially interprets this policy. The Office of Communications and Marketing is responsible for obtaining approval for any revisions as required by BOV Policy # 01 (2014) *Creating and Maintaining Policies* <https://www.nsu.edu/Assets/websites/policy-library/policies/01/BOV-Policy-01-Creating-and-Maintaining-Policies.pdf> through the appropriate governance structures. Questions regarding this policy should be directed to the Office of Communications and Marketing.

STAKEHOLDER(S)

University Community

EMAIL SIGNATURE POLICY CONTENTS

Procedures

Signatures may include all of the items below or any portion and may include additional Norfolk State University sanctioned web links. Graphics, pictures, slogans, quotations, backgrounds and font colors other than black are not permitted in the signature.

NSU email signature lines should appear in the following format:

General University-wide Format

(Two Options) – The recommended font for the email signature is 10pt. Calibri.

Version 1 – The University logo is placed at the top of email signature information.



Jane Doe

Director of Administration

Office of Administration

700 Park Avenue
Building Name, Suite 000
Norfolk, VA 23504
(757) 823-0000 (Office)
(757) 823-1234 (Mobile)
(757) 823-4567 (Fax)

jd@nsu.edu

www.nsu.edu

OR

Version 2 – The University logo is placed at the bottom of email signature information.

Jane Doe

Director of Administration

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Athletics Department Format

The athletics logo is reserved for University athletics units only.
The recommended font for the email signature is 10pt. Calibri.

Jane Doe

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700 Park Avenue

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PUBLICATION

This policy shall be widely published and distributed to the University community. To ensure timely publication and distribution thereof, Communications and Marketing will make every effort to:

- Communicate the policy in writing, electronic or otherwise, to the University community within 14 days of approval;
- Submit the policy for inclusion in the online Policy Library within 14 days of approval;
- Post the policy on the appropriate SharePoint Site and/or Website; and
- Educate and train all stakeholders and appropriate audiences on the policy's content, as necessary. Failure to meet the publication requirements does not invalidate this policy.

REVIEW SCHEDULE

- Next Scheduled Review: 10/31/2020
- Approved by, date: President, 09/24/2014
- Revision History: *None – New Policy*

- Supersedes: *None*

RELATED DOCUMENTS

1. Administrative Policy # 50-05 Electronic Mail
[\[ADD LINK WHEN POLICY IS UPLOADED\]](#)

FORMS

There are no forms associated with this policy and procedures.