

# Email Signature Standards

A consistent email signatures from all @huntington.edu email accounts is an opportunity to create brand alignment while relaying relevant contact information. A consistent and clear email signatures presents a professional appearance for conducting business through email.

The following are recommended guidelines for faculty and staff members using an @huntington.edu email account:

- **Avoid images, logos, backgrounds and vCards:** Most email clients process these as attachments or block them by default. So, if you include these in your signature, your email recipients won't know when you send a real attachment and when it's just your email signature.
- **Less is more:** Email signatures should be under 12 lines. If you feel you need to add more information, use pipes (|) to separate components adding two spaces between content and pipes. Also, refrain from using quotes or epigraphs in business communications to keep the message professional and to avoid having others assume a particular statement represents the institution.
- **Font:** Use 14 point Garamond (or Adobe Garamond) for your name, 9 point Arial for all other text except for "Huntington University" which is in 11 point Garamond (or Adobe Garamond).
- **Color:** Green and gray are the preferable colors (see example below) and consistent with the brand color palette.
- **Phone numbers:** Include the phone number you use regularly in an effort to make it easy for others to reach you. Do not include a cell or fax number if it's not something you often use or want to share broadly.
- **Social media:** Adding links to social media channels is optional; feel free to promote the main accounts on Facebook, Twitter, Instagram, YouTube, and LinkedIn (see below) or your own office, division, or center's accounts. Remember that using links is preferable to images or logos.
- **URL conventions:** No need to use the "www" in a URL unless the URL won't work without it. For example, bentley.edu is used in the signatures below and the link is embedded.

## Standard Email Signature Format:

### Name

Title

Office / Department

### Huntington University

2303 College Avenue

Huntington, IN 46750

(260) 359-XXXX | [Huntington.edu](http://Huntington.edu)

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## Sample Email Signature:

### Lynette Fager

Director of Communications

University Relations

### Huntington University

2303 College Avenue

Huntington, IN 46750

(260) 359-4171 | [Huntington.edu](http://Huntington.edu)

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