

# MARKETING & COMMUNICATIONS

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# EMAIL SIGNATURE POLICY



TEXAS A&M  
UNIVERSITY  
KINGSVILLE®

Email is an essential component of day-to-day communication. It's how we reach our colleagues and reach out to our audiences.

When we communicate electronically, we create and reinforce a professional persona. We act as representatives of our departments and organizations. We reflect the values of A&M-Kingsville.

Respect, professionalism, thoughtful word choice and careful proofreading can help us put our best foot forward.

In order to ensure consistency of the university image and maintain Graphic Standards in emails sent to both internal and external publics, email signature lines are to be restricted to the following:

<b>Name</b>	> Required
<b>Title</b>	> Required
<b>Department</b>	> Required
<b>University Name</b>	> Required
<b>Physical Address</b>	> Optional <Physical or mailing address
<b>City, State, Zip</b>	> Optional
<b>Phone</b>	> Optional
<b>Fax</b>	> Optional
<b>E-mail</b>	> Optional
<b>www.tamuk.edu</b>	> Optional < May also be departments website



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OR



> Optional < Logos do not have to be used but no other logos may be added

**Suggested fonts that may be used are Helvetica, Times and Arial.**

The only allowed taglines that may be used are **"Go Hogs Go"** , **"Go Javelinas"** or **#JavelinaNation**.

No credos, mottos, quotations or other individual statements should be used as a standing attachment to the email signature. No borders or backgrounds are to be used. No decorative or script font are to be used.

**The only university logos allowed are the Bell Tower and Screaming Javelina (unaltered by text or graphics). Porky MAY NOT be used in an email signature.**

## **Confidentiality and Call to Conserve Statements**

Confidentiality and Call to Conserve Statements may be used but are not required.

## **Confidentiality Statement Sample**

This e-mail message, including any attachments, is for the sole use for the intended recipient and may contain confidential and privileged information. Any unauthorized review, use, or distribution is prohibited. If you are not the intended recipient, please destroy all copies of the message.

## **Call to Conserve Statement Sample**

Please do not print this email unless absolutely necessary. Save the environment and save some cash, too.