



LP 11.3

Effective:
9/14/2021

Revised:

Policy Owner:
Board of Trustees

Policy Administrator:
University Relations
and Publications

Affected Parties:
Employees

Table of Contents:

- 1 Official Email Signature Block
- 2 Approved Email Signature Blocks
- 3 Confidentiality Disclaimer
- 4 Promotional Messaging: Approval Required
- 5 Attributions and Citations
- 6 Policy Revision History

Email Signature and Brand

1 Official Email Signature Block

The Lander University official email signature block is a digital business card. As with a printed business card, the official signature block represents an employee's formal association with the university. Clear and consistent email identification establishes and strengthens the Lander University brand.

1.1 When representing the university, employees who have been assigned a Lander University email account shall only use one of the two approved email signature blocks: a full image-branded signature block (see Section 2.1) and a minimalist signature block (see Section 2.2).

1.2 Only official university email addresses ending in "lander.edu" shall be used with an approved email signature block when representing the university.

1.3 Only official university website URLs shall be used in an employee's email signature block. The placement of unofficial, external URLs within an employee's signature block is prohibited.

1.4 Employees are prohibited from including unapproved logos, backgrounds, fonts, colors, personal sayings, quotes, unofficial slogans, or any other element not included in the following list of required and optional signature block elements:

1.4.1 Required elements

The following items must be included in the Lander University email signature block:

- Legal Name
 - The employee's first name or a middle name(s) may be omitted if primarily known by the former or latter.
 - The employee's initials may be used in place of first and middle names.
 - The employee's last name is required.
- Job title
- "Lander University"

- College, school, department, or office
- Phone number (format as “864-388-XXXX”)

1.4.2 Optional elements

Any of the following items may be included in the Lander University email signature block, but are not required:

- Lander University email address (username@lander.edu)
- Building
- Room number
- CPO Box
- Fax number
- Lander University website (“lander.edu”)
- College or department landing page (e.g., for Admissions, “Visit” or “Apply now”; for University Relations, “News and Events”)
- Lander University’s physical address (“320 Stanley Ave, Greenwood, S.C. 29649”)
- Approved Lander University slogan (e.g., “LAUNCH YOUR FUTURE”)
- Official Lander University social media account icons and links
 - Facebook (<http://www.facebook.com/followlander>)
 - Twitter (http://twitter.com/follow_lander)
 - Instagram (<https://instagram.com/landeruniversity/>)
 - LinkedIn (<https://www.linkedin.com/school/46809>)
- Preferred pronouns (e.g., she/her/hers, he/him/his, they/them/theirs, etc.)
- Honorific title (e.g., Dr., Ms., Mr., Mx., Rev., etc.)
- Privacy or confidentiality disclaimer (see Section 3)

2 Approved Email Signature Blocks

2.1 Full image-branded signature block (includes images and links)

2.1.1 Style requirements for full image-branded signature block

- Font size: 11pt (12pt for name only)
- Font typeface: Calibri
 - Bold font style for name and labels only
 - All other fonts styles are regular with no italics used
- Font color: Blue (RGB 0,7,118 or #003366)
 - For use with name and labels only

2.1.2 Full image-branded signature template (to copy, use [email template file¹](#))

Firstname Lastname

Career Services

Student Affairs



Carnell Learning Center, LC900 | CPO Box 9999

320 Stanley Ave, Greenwood, S.C. 29649

Office: (864) 388-88## | **Fax:** (864) 388-88##

Mobile: (864) 555-5555

emailid@lander.edu | [Policies & Privacy](#)

LAUNCH YOUR FUTURE | LANDER.EDU



2.1.3 Signature generator application (optional)

To ensure consistency among university email signatures, the Offices of Information Technology Services and University Relations and Publications have collaborated to develop a new, easy-to-use email signature generator for the Lander University Community.

To use the new signature generator, simply click this link (log-in will be required):

- <https://www.lander.edu/its/signature>

Once you are logged in, please verify the information needed to auto-populate your signature, and follow the step-by-step instructions to apply it within your email program.

Please send comments or questions regarding the app to:

The Office of Information Technology Services

864-388-8234

help@lander.edu

¹ Email Signature Template URL:

https://www.lander.edu/sites/default/files/Documents/About/Leadership/Policies/email_signature_template.docx

Please note that the signature generation application is subject to change and may not include all of the elements available.

2.2 Minimalist signature block (most accessible)

A minimalist signature block may be used instead of the standard image-branded signature block (see Section 2). Many of the elements common to signature blocks (e.g., social media icons, university logos, vCards, scripts) are not ADA-compliant. Signature blocks that include images are processed by many email clients or devices as attachments, which can be blocked entirely or can appear jumbled and illegible.

2.2.1 Minimalist signature template (to copy, use [email template file](#))

Firstname Lastname, Title

Lander University | Department | 864-388-XXXX | lander.edu

2.2.2 Style requirements for minimalist signature block

- Font size: 11pt
- Font typeface: Calibri
- Font color: Blue (RGB 0,7,118 or #003366) for first name and last name only.
- First and last names should be in bold font style. All other font styles are regular with no italics used.

3 Confidentiality Disclaimer

Some Lander University offices, departments, colleges, and clinical practices require that a confidentiality statement be included with email signatures. The only Lander University confidentiality statement approved for use by the Office of the General Counsel for email signatures is the following statement:

This email and any accompanying attachments are confidential. The information is intended solely for the use of the individual to whom it is addressed. Any review, disclosure, copying, distribution, or use of this email communication by others is strictly prohibited. If you are not the intended recipient, please notify the sender immediately and delete all copies. Thank you for your cooperation.

This confidentiality statement may not be altered. If you are currently using a different statement in your email signature, it must be removed.

4 Promotional Messaging: Approval Required

- 4.1 University-, division-, college-, or department-level promotional messages representing Lander University to external audiences must be approved by University Relations to ensure consistent messaging and brand management. Promotional messages must be submitted to univrel@lander.edu with the proposed text and/or graphic, plan for distribution, and expiration of promotion. Each submission must be relevant to the Lander University's mission and must meet visual and editorial brand guidelines.
- 4.2 University-wide campaign elements (e.g., text, graphic, URL) may be added to email signatures while a campaign is active. Campaign elements should be removed at the close of the campaign.

5 Attributions and Citations

- This policy has drawn from several other universities' policies, including: The University of Missouri, The Ohio State University, Lincoln Memorial University, the University of Texas, Bentley University, the University of New Hampshire, the University of San Francisco, SUNY Potsdam, Clemson University, and Drexel University.

6 Policy Revision History

- First draft of policy created by Policy Coordinator on 4/2/2021.
- Stakeholder review and provisional approval of policy on 7/27/2021.
- Final revisions applied by Policy Coordinator on 8/11/2021.
- Policy Coordinator and Assistant Vice President of University Relations modified minimalist signature template (Section 2.2.1) to make the first name and last name elements blue and "Lander University" black, and to include a link to the email signature template on 8/24/2021.
- Approved by the Lander University Board of Trustees on 9/14/2021.