

Email Signatures

Best practices at the University of Calgary

Your email signature is the information that is automatically (or at your prompt) inserted at the bottom of every email you send. Consider it an electronic business card that includes the information required for your correspondent to contact or find you on campus.

How you set up your email signature will depend on the email program that you use. Following email signature best practices during the set-up process can help ensure that all university email meets professional standards, represents the quality of your work and the university's teaching and research, and provides relevant information to support the university's business processes.

Guidelines

Guidelines to consider when creating your university email signature are as follows:

- **Font/Typeface:** Some fonts are easier to read than others. Simple system fonts like Calibri, Arial, and Verdana are easier to read on screens than more complex *script and cursive fonts*. Using an obscure font may also result in automatic replacement of your typeface choice by the receiving email system.
- **Font colour:** Black type is the most legible and recommended text colour for your signature. Darker grey shades are also acceptable.
- **Background colour:** Please avoid use of background colour on your emails. Not only does it cause legibility limitations and high levels of ink usage when emails are printed, but it also forces your recipient to deal with the same colour palette when they respond to you.
- **Images/logo graphics:** Please use a text-based email signature wherever possible. Why? Different email clients process images in different ways. Although it is tempting to make your email signature visually rich, including an image/logo, or making your entire signature an image carries the risk that a recipient either does not receive the image or that they receive the image as a file attachment (which may or may not be quarantined on arrival). Images may also hinder email delivery performance and increase overall email storage quotas when compounded. The same thinking applies to unique bullet styles; these may get automatically replaced during transmission and receipt.

Concluding statement: Please consider including the following statement about the university's strategic direction.

The University of Calgary is a global intellectual hub located in Canada's most enterprising city. In our spirited, high-quality learning environment, students thrive in programs made rich by research, hands-on experiences and entrepreneurial thinking. Our strategy drives us to be recognized as one of Canada's top five research universities, engaging the communities we both serve and lead. This strategy is called Eyes High, inspired by the university's Gaelic motto, which translates as 'I will lift up my eyes.' For more information, visit ucalgary.ca/eyeshigh.

- **Other information:** Any other information you might include in your signature can lengthen your signature (and your email), making it more difficult to process and/or print, and may distract from the professionalism and clarity of your email. For example, an email signature is not the place to share personal philosophies, politics or belief systems. It is also not a place for personal email addresses or web sites. You may choose to include a Skype address, Twitter handle, or blog address, if they reflect your work or scholarly communications preferences.

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Template

A template for creating your university email signature follows. Depending on your role, not all fields may be applicable.

Name	<i>First, last, and professional or academic title, as appropriate</i>
University Position Title	
University School or Department	
University of Calgary	
Mailing Address	<i>Include office location</i>
Phone Number	<i>Fax, cell, toll-free numbers optional</i>
Email Address	
Web Address	<i>School or departmental web address acceptable as alternative</i>

Sample

Following is a completed sample for a fictitious individual:

Joe Average, PhD

Professor

Werklund School of Education

University of Calgary

EDT 1301, 2500 University Drive NW, Calgary, Alberta, CANADA T2N 1N4

T: 403.555.1212 | C: 403.555.1212 | TF: 1.800.555.1212

javerage@ucalgary.ca

ucalgary.ca

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