



# E-mail Signatures

Every email that is sent from a lincoln.edu address communicates the Lincoln University brand. Having consistent email signatures across users — just as printed business cards are consistent — communicates that the workforce is professional and coordinated. Please review the signature options and examples on the following pages, decide what fields you want to include, then substitute in your own information based on the template provided on page 3.

## Fields to Include

### Required

1. Name
2. Lincoln University
3. Phone number

### Recommended

1. Position or title
2. Unit, department, or office
3. Division
4. 1570 Baltimore Pike, Lincoln University, PA 19352
5. lincoln.edu

### Optional

1. Building and room number
2. Fax number
3. Additional phone numbers
4. Email
5. Unit, department, or office URL
6. Social media

## EXAMPLE MINIMUM SIGNATURE

**John Smith**

Lincoln University  
Office: 484-365-8000

*See page 3 for full signature options.*

## Name Section

- Recommended Font: Calibri (If calibri is not available, use arial or basic sans-serif font.).
- Recommended Color: Blue (In Outlook, choose “dark blue text 2”).
- Format: Bold
- Size: 11 or the same size as the body content. Do not exceed 12.
- Left aligned.

## Title and Contact Information Section

- Recommended Font: Times New Roman.
- Recommended Color: Black
- Format: Regular, except for your title, which if used, should be italicized
- Size: 9 or one point size smaller than the name
- Breaks: Name/title, location, phone, and digital information should be defined by a hard return.
- Left aligned.

**Courtesy Titles & Academic Degrees** | Courtesy titles (e.g. Mr., Ms., Mrs.) and academic degrees are optional. Do not use both “Dr.” and “Ph.D.” or “Ed.D.” Adding “Ph.D.” or “Ed.D.” is preferred over than “Dr.” to be clear as to the degree.

**Spacing |** Line spacing is 1.

**Titles |** If you have more than one official title (e.g. director and professor) place the primary role first, followed by the secondary title.

Example:

Tom Smith

*Professor*, Department of X

*Director*, Special Program

To shorten the overall length of the signature, you may put your title (in italics) and unit name (not italicized) on the same line divided by a comma if space permits.

**Unit Names |** Use the formal name of your unit, department, or office.

Examples:

- Department of Mathematical Sciences, Not: Math Department
- Department of Business and Entrepreneurial Studies, Not Business Department
- Office of Career Services, Not Career Services
- Office of the Bursar, Not Bursar's Office

**Cabinet-level Units |** Use the formal name.

- Division of Academic Affairs
- Division of Student Success
- Division of Finance & Administration
- Division of Human Resources
- Division of Institutional Advancement
- Department of Athletics & Recreational Services

**Email and Web Address |** Underline and hyperlink email and web addresses. When possible, change the color to black rather than blue.

**Labels |** Use capitalized words to label contact fields. Only a phone number is required, but if more than one label is included they must be ordered as such: Office, Direct, Cell, Fax, Email, Website. If only one phone number is listed, the words "Office" or "Direct" are optional.

**Logos |** It is recommended that you do not include the logo or any graphics. They are commonly blocked for security reasons. If desired, the wordmark or modified seal are acceptable (do not use both); they should be placed left aligned immediately after the last line of signature text and should not be taller than the combined height of the signature text.

**Social Media |** Social media accounts may be added as the last line as shown in the example below. Do not include images for each of the platforms. You may change the URL to the official accounts of your unit.

**Taglines |** If your unit would like to add a motto after the email signature, all members of the unit should use it for consistency. Do not include personal quotes or inspirational sayings.

**Confidentiality |** If necessary, include confidentiality and other disclaimers depending upon your position and department needs. If multiple people in your unit use disclaimers or notices, be sure they are consistent. Place the notice, in black, two lines under your email signature and one point size smaller than the body copy of an email.

## FULL SIGNATURE

Vertical Version	Horizontal Version
<p><b>Angela Grove</b>  <i>Department Assistant</i>  Office of Communications &amp; Public Relations  Division of Institutional Advancement  Lincoln University</p> <p>International Cultural Center, Room 212  1570 Baltimore Pike  Lincoln University, PA 19352</p> <p>Office: 484-365-7429  Direct: 484- 365-7429  Cell: 484-365-7429  Fax: 484-365-7429</p> <p><a href="http://lincoln.edu">lincoln.edu</a>  <a href="http://lincoln.edu/communications">lincoln.edu/communications</a>  <a href="#">Facebook</a>   <a href="#">Twitter</a>   <a href="#">Instagram</a>   <a href="#">LinkedIn</a>   <a href="#">Flickr</a></p>	<p><b>Angela Grove</b>  <i>Department Assistant</i>  Office of Communications &amp; Public Relations  Division of Institutional Advancement  Lincoln University</p> <p>212 International Cultural Center  1570 Baltimore Pike  Lincoln University, PA 19352</p> <p>Office: 484-365-7429   Direct: 484-365-7429  Cell: 484-365-7429   Fax: 484-365-7429</p> <p><a href="http://lincoln.edu">lincoln.edu</a>   <a href="http://lincoln.edu/communications">lincoln.edu/communications</a>  <a href="#">Facebook</a>   <a href="#">Twitter</a>   <a href="#">Instagram</a>   <a href="#">LinkedIn</a>   <a href="#">Flickr</a></p>
<p><b>Karen Baskerville, Ph.D.</b>  <i>Professor and Chair</i>  Department of Biology  Division of Academic Affairs  Lincoln University</p> <p>Ivory V. Nelson Science Center, Room 212  1570 Baltimore Pike  Lincoln University, PA 19352</p> <p>Office: 484-365-7507  Direct: 484-365-7507  Cell: 484-465-7507  Fax: 484-365-7507</p> <p><a href="http://lincoln.edu">lincoln.edu</a>  <a href="http://lincoln.edu/biology">lincoln.edu/biology</a>  <a href="#">Facebook</a>   <a href="#">Twitter</a>   <a href="#">Instagram</a>   <a href="#">LinkedIn</a>   <a href="#">Flickr</a></p>	<p><b>Karen Baskerville, Ph.D.</b>  <i>Professor and Chair</i>  Department of Biology  Division of Academic Affairs  Lincoln University</p> <p>Ivory V. Nelson Science Center, Room 212  1570 Baltimore Pike  Lincoln University, PA 19352</p> <p>Office: 484-365-7507   Direct: 484-365-7507  Cell: 484-365-7507   Fax: 484-365-7507</p> <p><a href="http://lincoln.edu">lincoln.edu</a>   <a href="http://lincoln.edu/biology">lincoln.edu/biology</a>  <a href="#">Facebook</a>   <a href="#">Twitter</a>   <a href="#">Instagram</a>   <a href="#">LinkedIn</a>   <a href="#">Flickr</a></p>
<p><b>Mr. Ralph Simpson</b>  <i>Director, Office of Career Services</i>  Division of Student Success  Lincoln University</p> <p>Wright Hall, Room 212  1570 Baltimore Pike  Lincoln University, PA 19352</p> <p>Office: 484-365-7588  Direct: 484-365-7588  Cell: 484-365-7588  Fax: 484-365-7588</p> <p><a href="http://lincoln.edu">lincoln.edu</a>  <a href="http://lincoln.edu/careerservices">lincoln.edu/careerservices</a>  <a href="#">Facebook</a>   <a href="#">Twitter</a>   <a href="#">Instagram</a>   <a href="#">LinkedIn</a>   <a href="#">Flickr</a></p>	<p><b>Mr. Ralph Simpson</b>  <i>Director, Office of Career Services</i>  Division of Student Success  Lincoln University</p> <p>Wright Hall, Room 212  1570 Baltimore Pike  Lincoln University, PA 19352</p> <p>Office: 484-365-7588   Direct: 484-365-7588  Cell: 484-365-7588   Fax: 484-365-7588</p> <p><a href="http://lincoln.edu">lincoln.edu</a>   <a href="http://lincoln.edu/careerservices">lincoln.edu/careerservices</a>  <a href="#">Facebook</a>   <a href="#">Twitter</a>   <a href="#">Instagram</a>   <a href="#">LinkedIn</a>   <a href="#">Flickr</a></p>

### Note About Line Breaks

You may remove the line break between sections of text provided there is never more than 5 lines of text together.