

STEPHEN F. AUSTIN
STATE UNIVERSITY

Office of the General Counsel

POLICY SUMMARY FORM

Policy Name: University Letterhead (and Email Signatures)

Policy Number: 15.5

Is this policy new, being reviewed/revised, or deleted? Review/Revise

Date of last revision, if applicable: 4/30/2019

Unit(s) Responsible for Policy Implementation: Chief Marketing Communications Officer

Purpose of Policy (what does it do): Explains standards and processes for having consistent representation of university information in correspondence

Reason for the addition, revision, or deletion (check all that apply):

Scheduled Review Change in law Response to audit finding

Internal Review Other, please explain:

Please complete the appropriate section:

Specific rationale for new policy:

Specific rationale for each substantive revision: This review adds Email Signatures, which serve a similar function to University Letterhead. Both are included in official university correspondence and represent the official nature of included materials. Consistency of brand identity and authority are vital to institutional authority. This change includes limitations on the personalization available to email signatures, in the interest of preserving the university against misunderstandings of its official positions, values and views.

Specific rationale for deletion of policy:

Additional Comments:

Reviewers:

Graham Garner, Chief Marketing Communications Officer
Damon Derrick, General Counsel

University Letterhead *and Email Signatures*

Original Implementation: May 9, 1985

Last Revision: April 30, 2019/12, 2022

University departments are required to use ~~printed and/or electronic~~ letterhead *and email signature blocks* as designated by the president and produced by ~~the Division of University Printing Services~~. *Marketing Communications (UMC)*. *Shops or vendors which produce printed letterhead must be qualified as designated by UMC.*

Letterhead design must be developed or approved by the Division of University Marketing Communications, in compliance with current style and graphic identity standards. Email signatures are considered a form of letterhead, representing official university communication and presentation of the university's brand.

Employees may not add other logos, images, colors, mottos, symbols, quotations, taglines or other statements to the email signature block, as these may be misunderstood as representing the university's official positions, values or views (see Policy 14.2 and 15.1).

All faculty and staff shall comply with this policy by creating an approved email signature block and using it consistently when communicating via their university email accounts. Should there be noncompliance to this policy, the individual's supervisor and/or ~~vice president~~ president's cabinet member will enforce compliance through appropriate policy.

Ordinarily, sub-units of departments use the letterhead of the parent department, especially if the unit's correspondence is primarily with students. However, if the sub-unit is of a permanent or semi-permanent nature and has ~~a majority of its~~ *significant* correspondence with off-campus agencies or individuals, it can be identified under the name of the parent unit on the letterhead. If a unit is independent of any department and is of a permanent or semi-permanent nature, it may have its own letterhead, consistent with the university design.-

Information in the stationery heading includes the university name; the name of the unit or department; post office box, telephone *and/or* fax number; general email address; *short web URL* *uniform resource locater (URL)*; and city, state, and zip code.

Any deviation from the university letterhead design *or email signature block* must be approved by ~~the president~~. *UMC*. Requests to deviate from ~~the standard letterhead design~~ *should* *may* be directed, in writing, to the ~~executive director~~ *chief marketing communications officer in the Division of University Marketing Communications.*

Cross Reference: ~~None~~ 14.2 "Acceptable Use of Information Resources," and 15.1 "Email for University Communication"

Responsible for Implementation: ~~Vice President for University Advancement~~ Chief Marketing Communications Officer

Contact for Revision: ~~Executive Director~~ Division of University Marketing Communications, Chief Marketing Communications Officer

Forms: None

Board Committee Assignment: Academic and Student Affairs