



University Letterhead and Email Signatures

Purpose

To provide consistent, accurate and complete contact information in representing the university in official business through letterhead and email signatures and similar correspondence, as well as brand-consistent and protected representation in similar communications.

Persons Affected

Any individuals communicating by print or electronic means on behalf of the university, or in their capacity as a university employee or representative.

Definitions

Letterhead: Information printed or digitally inserted at the top, typically, of a document or correspondence that includes names, degrees, titles, offices, addresses, phone numbers, social media handles offices, and a logo or wordmark, indicating official communication.

Email Signature: Information digitally included at the bottom, typically, of an email that includes the name, degrees, titles, offices, addresses, phone numbers, social media handles and a logo or wordmark, indicating official communication.

Policy

University departments are required to use letterhead and email signature blocks as designated by the president and produced by the Division of University 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.

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 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 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 uniform resource locator (URL); and city, state, and zip code.

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

Related Statutes or Regulations, Rules, Policies, or Standards

SFA HOP 06-101 Acceptable Use of Information Resources

SFA HOP 05-701 Email for University Communication

Responsible Executive

Chief Marketing Communications Officer

Forms

None

Revision History

September 1, 2023 (original)