

University Letterhead and Email Signatures

Original Implementation: May 9, 1985

Last Revision: April 11, 2022

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 (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 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.

Cross Reference: 14.2 "Acceptable Use of Information Resources," and 15.1 "Email for

University Communication”

Responsible for Implementation: Chief Marketing Communications Officer

Contact for Revision: Chief Marketing Communications Officer

Forms: None

Board Committee Assignment: Academic and Student Affairs Committee

Revision History: April 30, 2019
April 12, 2016
April 23, 2013
April 20, 2010