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## Policy AD011: Email Signature

Recommended for Approval by:

*James Geiger*

James Geiger, Vice President for University Advancement

Approved by:

*Dr. Dale-Elizabeth Pehrsson*

Dr. Dale-Elizabeth Pehrsson, President

**Effective Date:** 2/24/2023

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### A. Intent

Consistent use of visual identity is vital to the success of any brand.

This is especially true as we work to establish the PennWest brand. Given that, please follow the guidelines provided for PennWest email signatures. These guidelines can be found [here](#).

### B. Definition(s)

### C. Policy

- PennWest logos are provided at a size best for email signature templates. You should not resize or distort logos.
- It is not necessary to populate all content areas provided in the template. For example, if you don't feel comfortable including your cell phone number, there is no need to provide it. Including basic information (name, title, office phone and email address) is recommended.
- Social media icons are provided as options. You may choose to include any or all of the icons, but should be sure they are active links to PennWest University. The PennWest social media accounts are scheduled to be active effective July 1.
- Athletics department email signature templates, using athletics branding, are in development and will be available soon.

- Please be sure to use the PennWest logo, rather than a campus-specific logo, e.g. PennWest California, PennWest Clarion, PennWest Edinboro, in your signature.

All policies of the University will be in conformity with all applicable Federal and Pennsylvania statutes and regulations. All policies need to be consistent with Board of Governors policies and Pennsylvania State System of Higher Education collective bargaining agreements.

**D. Procedure(s)**

**E. Related policies**

**F. Contact Information**

[creativeservices@pennwest.edu](mailto:creativeservices@pennwest.edu)

**G. Policy Review Schedule**

All policies will be reviewed every two years or on an as needed basis if a change in BOG, PASSHE or Pennsylvania law would create the need for an immediate change.