

## Lehman College

### City University of New York

#### Recommended Email Signature Guidelines for Faculty and Staff – 7/15/14

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Email is among the most frequently used means of communicating within and outside of the Lehman and CUNY community. As with all official College communications, the signature space beneath email messages serves to reinforce Lehman's identity and can be used to convey information in a uniform manner. As such, the College recommends the email signature format found below. Depending on individual roles or department needs, not all recommendations may be applicable.

Because of the variety of desktop and mobile web browsers, the recommended approach to ensure a consistent email signature is to keep it simple. Email signatures typically include name, title, school and department, the Lehman College name, your phone number, and the Lehman website link.

#### **Email Signature Guidelines:**

Signatures are recommended to be no longer than four lines and in plain text to accommodate the variety of email formats of both sending and receiving devices. As necessary, it is recommended to go wider rather than longer. Use **|pipes|** to separate components per the example below. As warranted, an additional line or college graphic can be used.

- **Fonts** - Use your email client's default font or a simple 10-point standard font such as Tahoma, Calibri, or Arial. These fonts are easier to read on smaller screens than complex script or cursive fonts.
- **Font Color** - Black type is the most legible and is the recommended text color for your signature.
- **Graphics/Logos** – It is recommended that no backgrounds, graphics or colors that make correspondence difficult to read be used, as they do not render consistently across email programs. If the Lehman logo is used, please use an [image](#) that is optimized for email use. Links to CUNY's and Lehman's graphics standards can be found below.
- **Outside Activities** – Personal or non-CUNY information should not be included in the email signature. This includes the use of personal email addresses, personal websites, or the promotion of non-CUNY activities. State rules preclude employees from using public resources to promote private entities. The College recognizes that there are a variety of professional activities that connect faculty and staff to the larger academic community. In cases where these activities are not a private undertaking and no financial benefit is derived, it may be acceptable to add information about these activities to the signature line. Please review such additions with the Office of the Special Counsel.

- **Quotes** – Since Lehman email is a college communication, please refrain from adding quotations or other statements to your email signature.

**Lehman Signature Model** – Below is an example of a recommended Lehman College plain text email signature:

**John Doe, Ph.D.** | Associate Professor  
Lehman College, CUNY | School of Arts and Humanities  
Department of \_\_\_\_\_  
718-960-xxxx | [www.lehman.edu](http://www.lehman.edu)

Sample logo version:

**Jane Doe** | Graphic Artist  
Lehman College, CUNY | Office of Media Relations & Publications  
718-960-xxxx | [www.lehman.edu](http://www.lehman.edu)



#### **Additional Considerations:**

- **Professional licenses or certifications** - Feel free to add academic or professional credentials relevant to your position at the College.
- **Mailing Address** – A postal address as part of an email signature is often not necessary. If your department requires an address or office location for business purposes, it can be placed below the College name.
- **Fax numbers** – Fax numbers are usually not necessary but may be required in certain cases.
- **Signatures on every reply or forward** - When continuing a conversation via email, it is not necessary to include the signature in every response.
- **Confidentiality Clause** - If your department works with confidential information, a confidentiality clause can be included below the signature. Please speak with the Office of the Special Counsel for guidance.
- **School or Departmental Web Address** – in addition to the Lehman website address, an additional Lehman URL can be added below the phone number, for example [lehman.cuny.edu/academics/anthropology](http://lehman.cuny.edu/academics/anthropology)
- **Social Media** – If you would like to include college-approved social media links, a maximum of two links is suggested, often Facebook and Twitter. Please use links and not images. An optional line to include College social network links might look like:

Facebook: [www.facebook.com/LehmanCUNY](http://www.facebook.com/LehmanCUNY) | Twitter @LehmanCollege

#### **Information and Assistance:**

- More information regarding CUNY's graphic standards can be found at [Cuny.edu/id](http://Cuny.edu/id)
- Lehman College graphic standards and the Lehman logo can be found at <http://www.lehman.edu/graphic-standards/>