Email Signature Guidelines

Email serves as a crucial tool for daily communication, connecting us with colleagues and audiences alike. In the realm of electronic communication, we not only establish and fortify our professional identity but also represent our respective departments and the values of Palo Alto University (PAU). Maintaining a professional email persona is vital, encompassing signature format and other formatting choices. Additionally, email signatures must adhere to specific guidelines aligning with PAU's overall branding strategy. It is imperative that the address style, tone, spelling, grammar, and punctuation in all messages reflect the formal standards of business communication.

This standardization aims to prevent the inclusion of personal, political, religious, racist, or offensive content in email signatures. The existing PAU Electronic Communication Policy emphasizes that employee and student email and internet use must be used in a legal, ethical, and appropriate manner. This includes ensuring email signatures look professional and convey the university's views rather than personal opinions or positions. The establishment of these guidelines is intended to safeguard both the employee and the university from potential legal consequences arising from signatures that might be deemed inappropriate by certain groups.

Consistent email signatures across departments and programs are essential to uphold professional standards, showcase the quality of our work, and align with the university's business goals. PAU enforces the use of the brand guidelines for individuals with @paloaltou.edu email addresses to adhere to the following guidelines:

- **Simplicity:** Keep email signatures straightforward and limit the number of lines.

- **Images and Logos:** Apart from the PAU logo, do not incorporate other images and logos (except social media icons) as they may cause complications for recipients.

- **Web Addresses:** Include the Palo Alto University web address (paloaltou.edu) in all email signatures, and add a second web address specific to a department or program, if necessary.

- **Social Media Links:** Include social media links that promote official university communication channels only. Do not include personal social media links in professional emails, with the sole exception of your personal LinkedIn profile, if desired.

- **Quotes:** Do not use personal or favorite quotes in email signatures, as they are considered inappropriate in a professional setting. Do not include personal positions or non-professional affiliations.

- **Taglines:** If a department has taglines or slogans for promotional purposes, these must be cleared through the Division of Business Innovation and Strategic Advancement.

- **Body Font:** Use Sans Serif body fonts (Arial, Verdana) set to Google's Normal size (no smaller than 10 point font) to ensure readability across various devices.

- **Google Photos:** If using Google email, opt for professional photography or standard headshots in email accounts and communications.

- **Gender Pronouns:** If desired, include gender pronouns in your signature under your title, in the same font size, and unbolded.