



Email Signature Policy

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Date Revised: 3/30/23

Type of Document: Policy

Category: Administration and Governance

Responsible Office/Dept.: IT & Marketing

Categories: 1.0 – Academic Programs; 2.0 – Operations; 3.0 – Administration and Governance; 4.0 Students and Student Affairs; 5.0 – Utah Campus Specific; 6.0 – Committees and Councils; 7.0 – Archived Policies; 8.0 – Forms; 9.0 – Montana Campus Specific; 010.0 - DEI

I. Purpose and Scope:

The Rocky Vista University (RVU) standardized email signature has been created for employees and students to have a professional email signature that meets the branding guidelines of the University. The text-only signature is an Office 365 Webmail/Mobile compatible version that follows branding guidelines by using pre-approved RVU fonts and colors. The use of the standardized email signature is also important for identifying spam email accounts. When the signature is correctly used by all, RVU can be successful in its efforts to reduce the click rate of spam emails.

II. Statement:

a. RVU Email Signature Branding Guidelines

All standardized email signatures must adhere to University style guidelines in order to maintain a consistent brand presence to those outside the RVU Community. When using RVU branding, visual identity standards must be followed.

i. Email Signature Examples

(Do not try to copy and paste these for your email signature.)

1. RVU Logo Email Signature

Name, Credentials*

Job Title #1 (Position)

Job Title #2

Job Title #3 or Personal Pronouns (Optional)

Rocky Vista University

Program Name*

8401 S. Chambers Rd., Englewood, CO 80112

255 East Center Street, Ivins, UT 84738

4130 Rocky Vista Way, Billings, MT 59106

Office: (333) 333-3333

Cell:

Fax:

email@rvu.edu

www.rvu.edu

Disclaimer text goes here, delete if not needed.



2. Text Only Email Signature (Recommended for Reply/Forward emails and Webmail/365, the web-based version.)



Name, Credentials*

Job Title #1 (Position)
Job Title #2 (Rank)
Job Title #3 or Personal Pronouns*
Rocky Vista University
Program Name*
8401 S. Chambers Rd., Englewood, CO 80112
255 East Center Street, Ivins, UT 84738
4130 Rocky Vista Way, Billings, MT 59106
Office: (333) 333-3333
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ii. Email Signature Required/Optional Fields

1. Required Fields

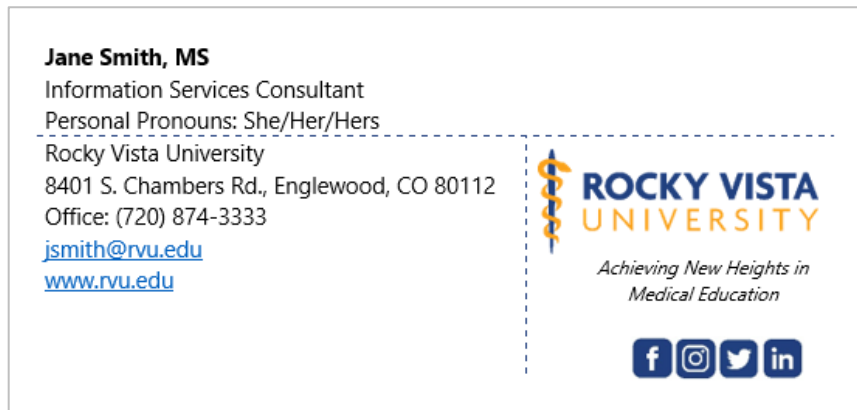
- a. Name, Job Title, Rocky Vista University, Address, Office Phone, Email Address and RVU Website.
 - i. Students may list leadership positions in roles for their "Job Title". **Job Title is not required for students.**
 - ii. Faculty job titles should be listed as job title first followed by rank on the next line.

2. Optional Fields

- a. Cell, Fax, Program Name, Personal Pronouns
- b. Program name is used for individuals working/studying solely with one program. Programs are listed as follows:
 - i. College of Osteopathic Medicine
 - ii. Master of Science in Biomedical Sciences
 - iii. Master of Physician Assistant Studies

iii. Images

1. The RVU logo and social media icons may not be altered in any way. Images included in signature should look like the example below:



2. RVU White Coat photos or Employee headshots may not be added to the Email Signature.

3. The RVU logo and social media icons must appear to the right of the contact information as shown in image above.
4. If desired, you may demonstrate support for the LGBTQIA+ community by adding a rainbow flag image to your email signature. The following image may be added to the email signature after the “Job Title” Section.



iv. Fonts

1. To maintain consistency, the font, size, color and attributes for the RVU email signature must follow these settings:
 - a. Name = Nirmala UI 11pt Bold
 - b. Title, Pronouns, Rocky Vista University, Program, Address, Phone, Email, Website = Nirmala 11pt Regular
 - c. Disclaimer Statement = Nirmala UI 8pt Regular
 - d. All text is the color black with the exception of the email and website links. Those are the blue link color.

v. Credentials

1. Faculty and staff credentials for Master’s degree and higher may be listed with your name. All credentials are listed with no periods. Multiple credentials are separated with commas. See examples below:
 - a. Example: Jane Smith, DO
 - b. Example: Jane Smith, DO, MEd
2. Student credentials must follow the program specific formatting as described below:
 - a. COM = OMS I (updated annually to reflect your current year of study)
 - i. Do not use OMS-I, MS-I, OMS-1, OMS1, MS-1, MS1
 - ii. Example: Jane Smith, OMS I
 - iii. Example: Jane Smith, OMS II
 - b. MSBS = MSBS Student (this is listed after your name. See example below)
 - i. Example: Jane Smith, MSBS Student
 - c. PA = PAS I (updated annually to reflect your current year of study)
 - i. Do not use PAS-I, PAS-1, PAS1, PA Student
 - ii. Example: Jane Smith, PAS I
 - iii. Example: Jane Smith, PAS II

vi. Personal Gender Pronouns

The following are examples of the more commonly used personal gender pronouns (PGPs) and gender-neutral or gender inclusive pronouns that students and employees can add to their signatures. This list is not an exhaustive list of pronouns, and students and employees are welcome to include pronouns that are not listed below in their official RVU email signature. The pronouns should be included



in the “Job Title” section of the email signature and listed in the format as detailed below:

1. Personal Pronouns: He/Him/His
2. Personal Pronouns: She/Her/Hers
3. Personal Pronouns: They/Them/Theirs
4. Personal Pronouns: Ze/Hir/Hirs

vii. Campus Addresses

1. Employee should use discretion when choosing whether multiple campus addresses need to be reflected. Multiple campus addresses should only be used when the employee is responsible for all three campuses.
2. Students should only list the campus location they are currently studying at.

viii. Text-Only Signatures

1. Text only signatures (signatures without the RVU logo or social media icons) are recommended for use within Webmail/Office 365 as formatting of images does not remain consistent when using Webmail/Office 365.

III. Procedures for Setting up RVU Standardized Email Signature:

These instructions include set-up for the *RVU Logo Email Signature* for new emails followed by set up for the *Text Only Email Signature* for reply/forward emails. **If you are using Webmail/365 web-based version, it is recommended that you use the “Text Only Email Signature” for all emails. In this case, please skip to Step 9.**

1. Copy the entire **RVU Logo Email Signature template** below. To do this, highlight the signature then select the four-way arrow (⌘) at the upper left corner and right click “Copy” or type “Ctrl+C”.

Name, Credentials*

Job Title #1 (Position)

Job Title #2

Job Title #3 or Personal Pronouns (Optional)



Rocky Vista University

Program Name*

8401 S. Chambers Rd., Englewood, CO 80112

255 East Center Street, Ivins, UT 84738

4130 Rocky Vista Way, Billings, MT 59106

Office: (333) 333-3333

Cell:

Fax:

email@rvu.edu

www.rvu.edu

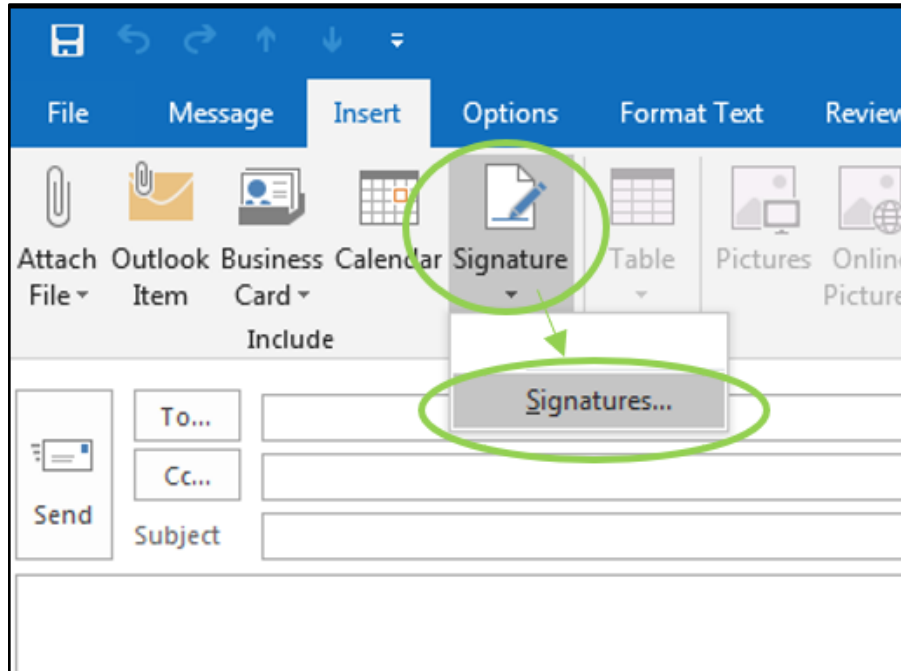
Disclaimer text goes here, delete if not needed.



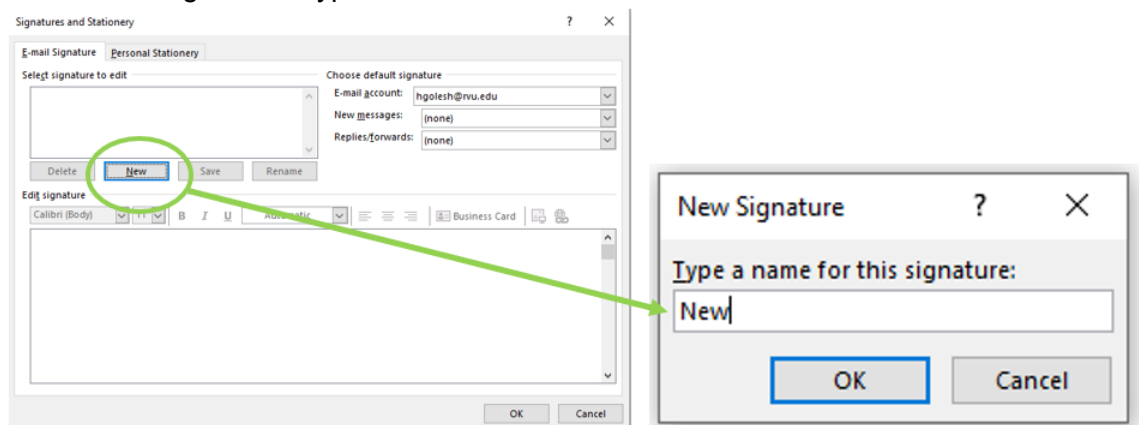
*Achieving New Heights in
Medical Education*



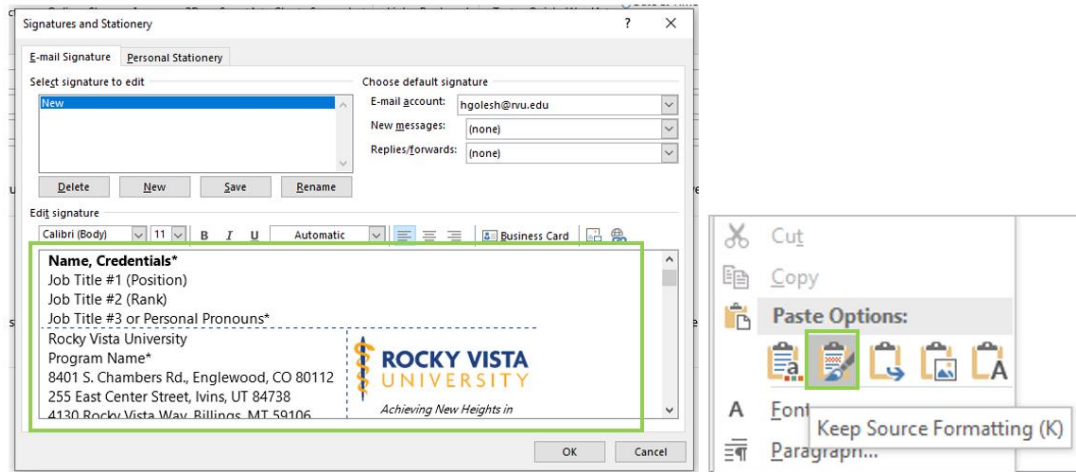
2. Open the **Outlook Desktop App** and select “New Email”.
3. Click the **Insert** tab and then select “Signature>Signatures...”



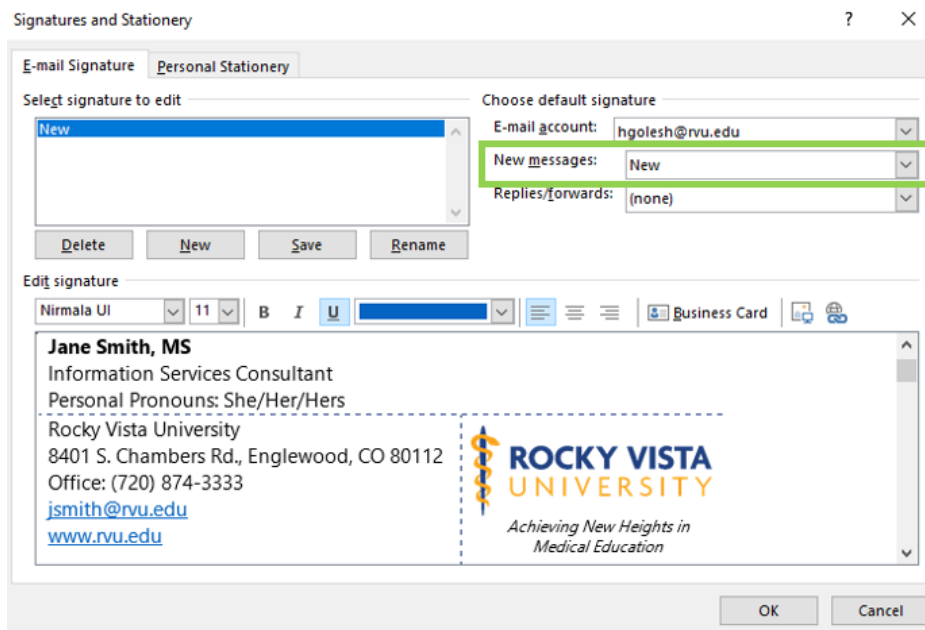
4. Under **Select Signature to Edit**, select “New”. A dialog box will appear asking you to name the signature. Type the word “New” then click “OK”.



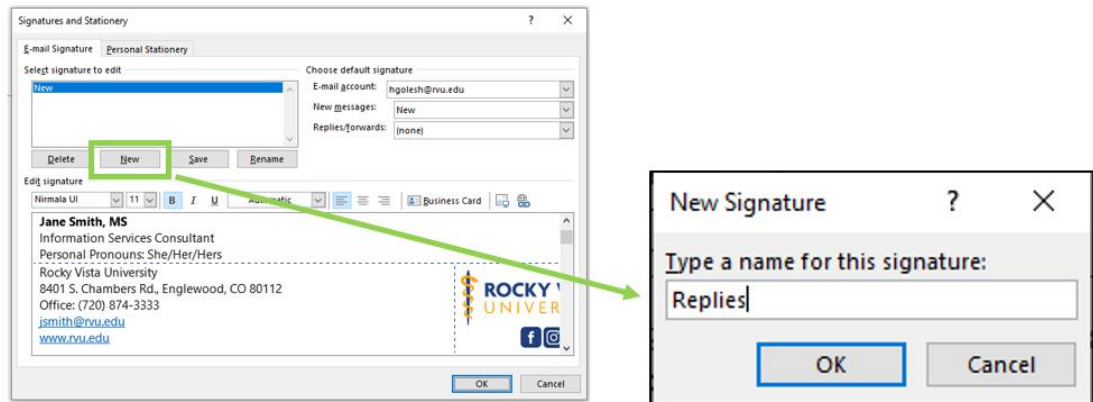
5. Click in the text box under “Edit Signature”. Right click and choose “Paste>Keep Source Formatting” or type “Ctrl+V”. The email signature template should now be shown in the box under “Edit Signature” as the picture below shows.



6. Click on the name in the signature to begin editing the signature with your information and note the **RVU Email Signature Branding Guidelines** at the beginning of this policy. *Don't forget to remove the additional campus addresses.
7. Once you have updated your information in the email signature, click "Save".
8. On the right (under Choose Default Signature), click the dropdown menu and select "New" for **New messages**.



9. Now it's time to add your "Reply/Forward" email signature which will be the **text only email signature version** (no images). To do this, keep the "Signatures and Stationery" dialog box open and select "New" under "Select Signature to Edit". A dialog box will appear asking you to name the signature. Type the word "Replies" then click "OK".



- Copy the entire “Text Only Signature Template” below. To do this, highlight the entire text only signature template, then right click “Copy” or type “Ctrl+C”.

Name, Credentials*

Job Title #1 (Position)

Job Title #2 (Rank)

Job Title #3 or Personal Pronouns*

Rocky Vista University

Program Name*

8401 S. Chambers Rd., Englewood, CO 80112

255 East Center Street, Ivins, UT 84738

4130 Rocky Vista Way, Billings, MT 59106

Office: (333) 333-3333

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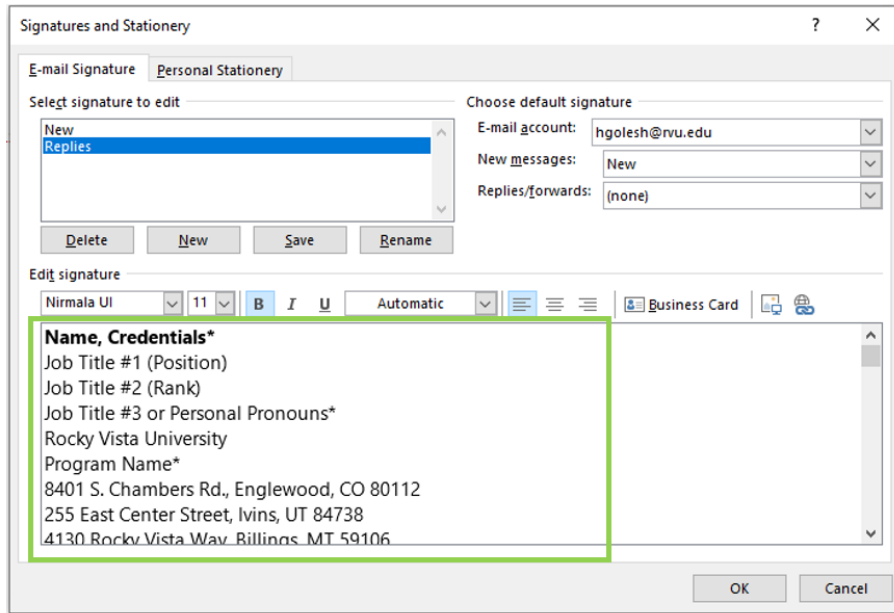
Fax: (333) 333-3333

email@rvu.edu

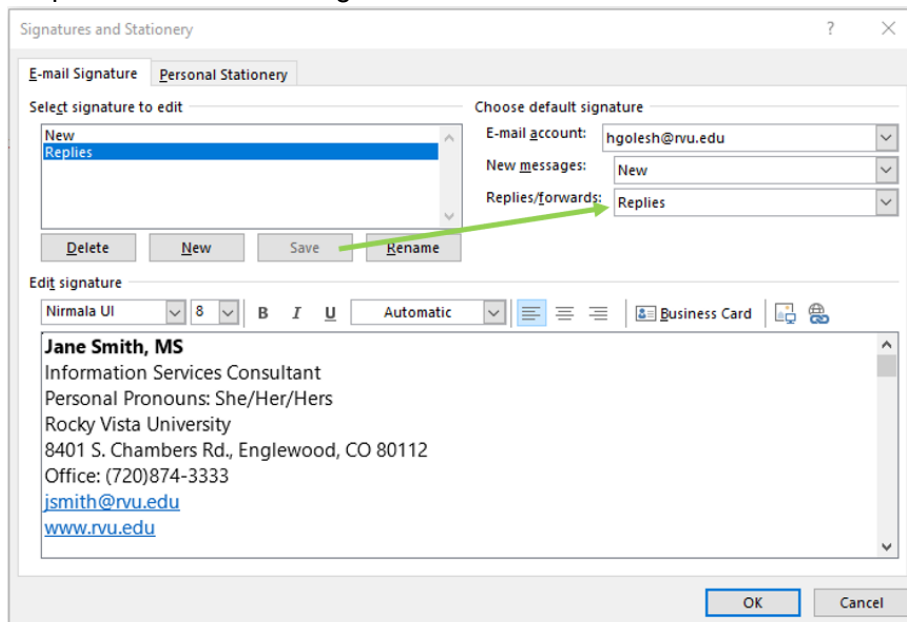
www.rvu.edu

Disclaimer text goes here, delete if not needed.

- Back in Outlook, click in the text box under “Edit Signature”. Then right click “Paste” or type “Ctrl+V”. The email signature should now be shown in the box under “Edit Signature” as the picture below shows.



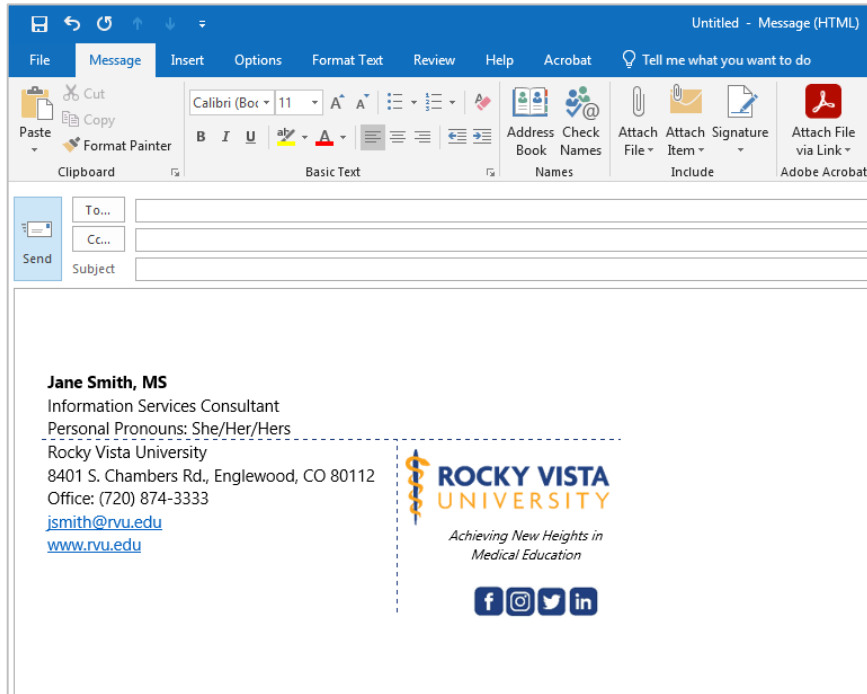
12. Click on the name in the signature to begin editing the signature with your information and note the **RVU Email Signature Branding Guidelines** at the beginning of this policy. Note: The RVU Logo and Social Media icons are intentionally not used for this signature. Do not add any images to this signature.
13. Once the information in your signature has been updated, click "Save". On the right, (under Choose Default Signature) choose "Replies" from the dropdown menu for Replies/forwards. Note: If you are using the Webmail/365 web-based version choose "Replies" for "New messages" as well.



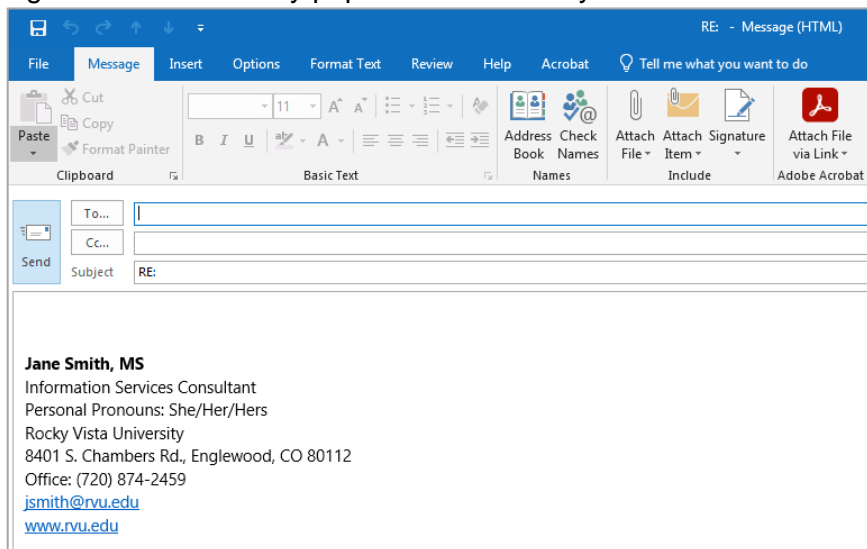
14. Select "OK" to close the email signature dialog box.



15. Test to make sure your email signature is working properly by creating a New Email. When you create a new email, you should see your “New RVU Logo” email signature automatically populated in the email as shown below. *Note: If you are using the “text only” signature for all emails, you will see the text only signature for both new and reply emails.



16. Open an existing email and click “Reply”. You should see the text only email signature automatically populated in the body of the email as shown below.





17. If your new email signatures are populated correctly in new emails and reply/forward emails, then you are all set! See additional instructions below if you use the Outlook Mobile app.
18. To create an email signature in your Outlook Mobile App, first open the app on your mobile device, find a previous email containing your **RVU “Text Only” signature** (with no logos or other images), and copy the signature.
19. Click on the **Settings** gear icon
20. Under Settings, click on the **Signature** option
21. Paste the “text only” signature you just copied.
22. If you have one email account tied to your Outlook app, follow these instructions:
 - a. Verify that the **Per Account Signature** option is greyed-out, indicating that it is off
 - b. Click on the checkmark at the top right corner to save your new setting
23. If you have more than one email address tied to your Outlook app, follow these instructions:
 - a. First verify that the **Per Account Signature** option is blue, indicating that it is on
 - b. Click on the checkmark at the top right corner to save your new setting. Make sure the signature will be saved to your RVU email signature.
24. Verify that your new signature setting has been saved by creating a new message. You should see your custom signature in the body of the new message.

IV. **Additional Information:**

a. **Definitions**

- i. For the purpose of this policy, “spam email” refers to unsolicited email accounts masquerading as RVU employee and student email accounts in order to phish (steal) valuable information from the RVU community. Often, these “spam email” accounts will contain instructions to click on a link in the body of the email or reply with personal/identifying information.

b. **Responsible Party**

- i. The IT Department is responsible for maintaining and enforcing this policy, and consults with the Marketing Department to ensure appropriate branding and representation of the University. All RVU employees and students must use the RVU email signature as described in this policy. The IT and Marketing Departments reserve the right to make changes to the email signature policy at any time.

V. **When Approved, Send To:**

Compliance Department, (720) 874-2481; ldement@rvu.edu

(Below for Compliance Office Use Only)

Legal Review Required? Yes No

Date Reviewed: **Name of Reviewer:**