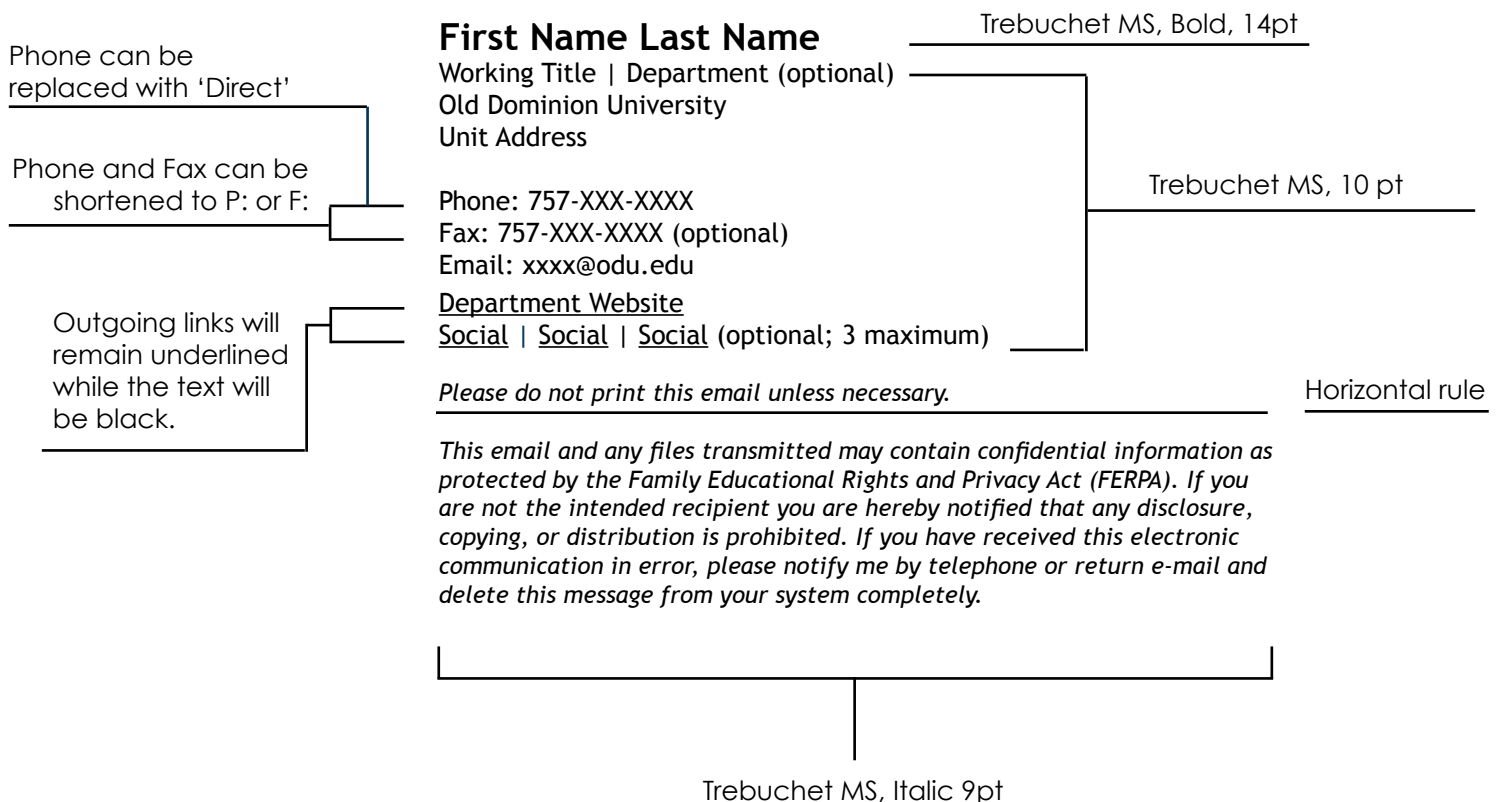Having a standard email signature allows the Division to maintain its brand message and deliver brand consistency.

View your email signature as an electronic business card. It upholds an identity standard, and email signatures should follow the same conventions.

Anatomy of your External Email Signature
Font color is black throughout

Phone can be replaced with 'Direct'

Phone and Fax can be shortened to P: or F:

Outgoing links will remain underlined while the text will be black.

First Name Last Name
Working Title | Department (optional)
Old Dominion University
Unit Address

Phone: 757-XXX-XXXX
Fax: 757-XXX-XXXX (optional)
Email: xxxx@odu.edu
Department Website
Social | Social | Social (optional; 3 maximum)

Please do not print this email unless necessary.

This email and any files transmitted may contain confidential information as protected by the Family Educational Rights and Privacy Act (FERPA). If you are not the intended recipient you are hereby notified that any disclosure, copying, or distribution is prohibited. If you have received this electronic communication in error, please notify me by telephone or return e-mail and delete this message from your system completely.

Trebuchet MS, Bold, 14pt

Trebuchet MS, 10 pt

Horizontal rule

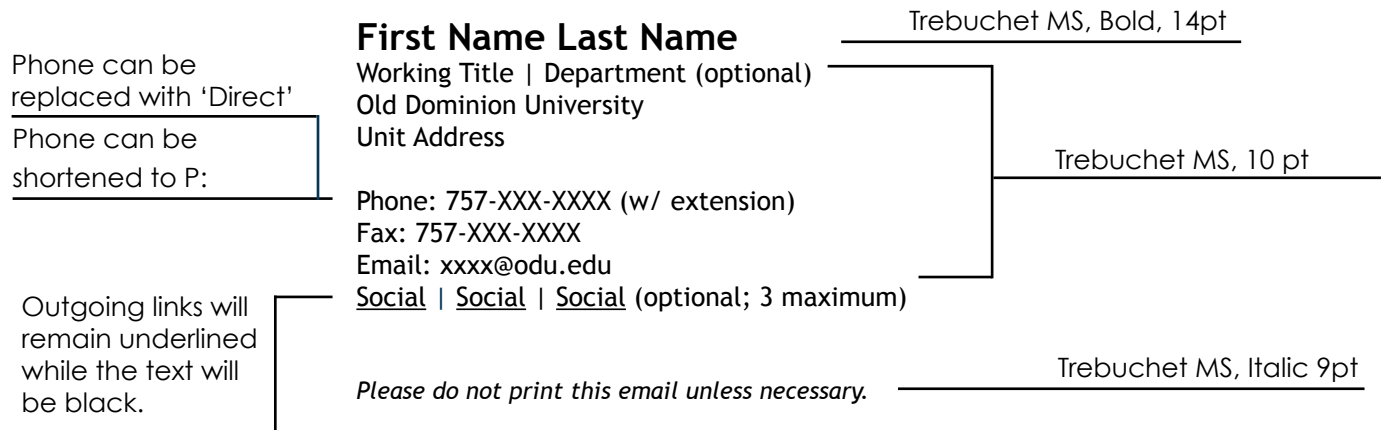Trebuchet MS, Italic 9pt

Confidentiality Statement

The Family Educational Rights and Privacy Act of 1974 is a federal law designed to protect the privacy of education records. The law provides guiding principles to educational institutions for appropriate use and release of student education records.

This email and any files transmitted may contain confidential information as protected by the Family Educational Rights and Privacy Act (FERPA). If you are not the intended recipient you are hereby notified that any disclosure, copying, or distribution is prohibited. If you have received this electronic communication in error, please notify me by telephone or return e-mail and delete this message from your system completely.

Anatomy of your Internal Email Signature

Phone can be replaced with 'Direct'

Phone can be shortened to P:

Trebuchet MS, Bold, 14pt

First Name Last Name
Working Title | Department (optional)
Old Dominion University
Unit Address

Trebuchet MS, 10 pt

Phone: 757-XXX-XXXX (w/ extension)
Fax: 757-XXX-XXXX
Email: xxxx@odu.edu
Social | Social | Social (optional; 3 maximum)

Outgoing links will remain underlined while the text will be black.

Please do not print this email unless necessary.

Trebuchet MS, Italic 9pt

Quotations, social media and images

Quotations or statements should not be included since your signature represents the University.

If social media links are included, use text links instead of images; images are commonly received as attachments in emails. In some cases, email clients do not display images.

Social media can also be introduced as:

Follow us on: Social | Social | Social

The most active social media accounts should be listed first.

If you decide to link to your SEES Unit's social media sites, they should adhere to the Social Media Guidelines made by University Communication.
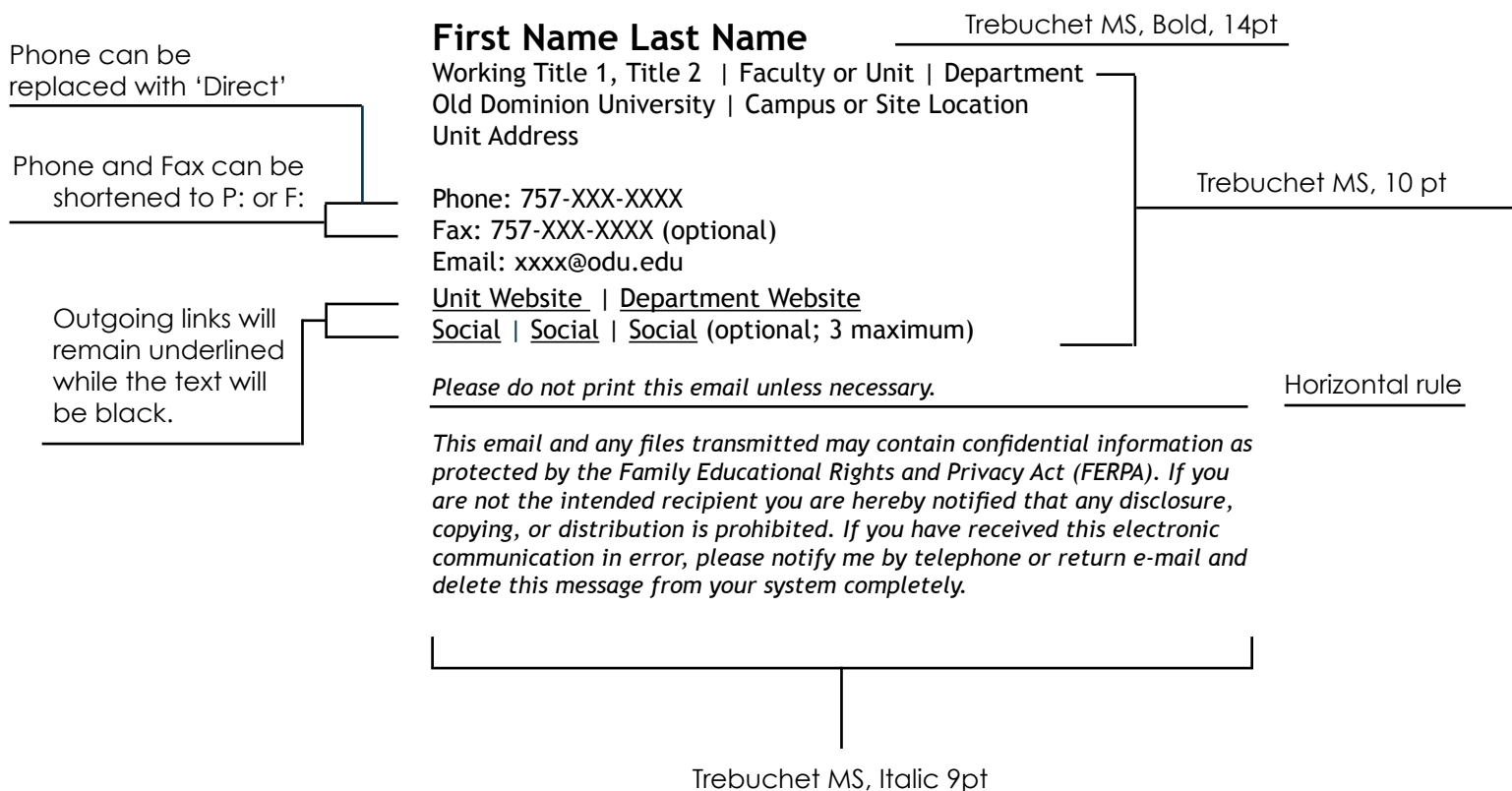
Do not link to your personal social media accounts.

Shared Mailbox

Currently, it is not possible to set different signatures for different shared mailboxes. The signature that Outlook will use is your default email signature. If you have a shared mailbox, follow the example below.

Anatomy of your Shared Mailbox Email Signature

Phone can be replaced with 'Direct'

Phone and Fax can be shortened to P: or F:

Outgoing links will remain underlined while the text will be black.

First Name Last Name
Working Title 1, Title 2 | Faculty or Unit | Department
Old Dominion University | Campus or Site Location
Unit Address

Phone: 757-XXX-XXXX
Fax: 757-XXX-XXXX (optional)
Email: xxxx@odu.edu

Unit Website | Department Website
Social | Social | Social (optional; 3 maximum)

Please do not print this email unless necessary.

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Trebuchet MS, Bold, 14pt

Trebuchet MS, 10 pt

Horizontal rule

Trebuchet MS, Italic 9pt

Thank you for your assistance in helping SEES maintain brand consistency.