

Policy: 1.15

College Email Signature

Purpose

To strengthen the College's brand identity by creating consistent faculty and staff signatures on emails sent through KCKCC accounts.

Definitions

Email Signature: a small block of appended content to the end of an email in order to identify the sender and facilitate further contact.

Policy Statement

Images/Logos: Only the official KCKCC logo as a PNG file found on the college intranet is allowed as an image in the email signature. If the logo is used, a small-sized official college logo that is in proportion to the email signature is to be used.

Links: Only links affiliated with KCKCC website or social media should be used in the email signature. All links should use a secure URL (<https://>) in order to keep spam filters from blocking or flagging the email. For example, the official link to the college website would be <https://www.kckcc.edu/>.

Quotes: Quotes or epigraphs are not allowed on email signatures. Professional communication should not share information that is unrelated to or about the college's branded message.

Size/Font: Email signatures should not be longer than 10 lines. Individuals should go wider with more information on one line whenever possible. All text should be the default Outlook font (Microsoft Aptos), Roboto or Spectral font. No font in the signature should be larger than 12-point or smaller than 10 point. In addition, plain text formatting is to be used whenever possible as it presents in a uniform manner. Signatures should be black text and not have other text colors.

Every signature must include:

- Full name (Bold)
- Title
- College name (or logo)
- College website (or link)

Other items that may be included in an email signature:

- Preferred pronouns
- Division or department
- College Address, office phone number, website
- Up to two additional professional accreditations, affiliations, awards (not as an image) or personality assessments such as Clifton StrengthFinders, True Colours, and Myers Briggs.

- KCKCC social media links and/or Microsoft Bookings link
- Department-specific message
- Confidentiality statement (use the example provided below)

Minimum Signature: This is an example of the minimum signature employees should include on emails

- 1 Jan Smith**
- 2 Official College Title Only**
- 3 Kansas City Kansas Community College** (website linked)

Maximum Signature: This is an example of the maximum length of an email signature.

- 1 Jan Smith (she/her)**
- 2 Official Title Only | Official Division or Department**

- 3  **Kansas City Kansas Community College.**** (website linked to image)
- 4 7250 State Avenue, Kansas City, KS 66112 | Suite #3621**
- 5 O: 913-288-7525 | C: 913-000-0000**

- 6 Facebook | Linked In | Instagram**
- 7 Enrollment Open! Classes Start January 16 ((example)**
- 8 ACUE Certified Educator**
- 9 2021 Advisor of the Year for SkillsUSA (example)**

10 Confidentiality Notice: The information contained in this email transmission is confidential information, proprietary to the sender and legally protected. If you are not the intended recipient, you are hereby notified that any dissemination, copying or taking any action in reliance on the contents of this information is strictly prohibited. If you received this message in error, please notify the sender of the error, and delete this message and any attachments.

Board Approved 12/15/2020

Board Updated: 03/19/2024