EMAIL SIGNATURES

Keep Signatures Simple
Don't get overly complex when formatting your email signature and keep the number of lines to a minimum.

GUIDELINES

Images and Logos: Do not use images (logos or social media icons) within the email signature. Images can come across as attachments and appear chaotic. Many email clients and mobile devices block the appearance of images.

Snail Mail Addresses: Addresses are rarely needed, so repeating it in every signature is unecessary and only adds to the complexity of the signature. In most cases, when an address is needed you simply write it in the body of the email.

Quotes: Refraining from the use of quotes or epigraphs is best practice for professional communications. It is important to avoid the potential confusion of external audiences assuming a particular statement represents the University's official slogan, ideology, or brand promise.

Rich Text Formatting: Use plain text so that the signature is compatible with all email clients and devices. Avoid colors, special fonts, bold, italics, and html.

vCards: While vCards can be a convenient way to share contact information for some (using a .VCF compatible e-mail client), they add bytes and appear as attachments. It might be valuable to use a vCard for an initial correspondence, but sending it every time is redundant.

Email Addresses: Including your email address is redundant and unecessary, since you have used the email to send the message.

Social Media: To be discoverable socially, use your account handle as plain text and make sure that the name used in your email signature is searchable on the networks you use.

For more information, please email **urpa.styleguide@nyu.edu**.

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