

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 text appended to the end of an email in order to identify the sender and facilitate further contact.

Policy Statement

When using a college email signature, KCKCC requires all employees (full time and part time) to use the official e-mail signature options for all email correspondence created through KCKCC email accounts. Email signatures that do not follow the below standards may not be used. Consistent email signatures deliver a visually coherent look across departments and locations. No quotes or other additional items not listed below are allowed. When appropriate, at the organizational level, a confidentiality notice will be attached to outgoing KCKCC emails. Just as our business cards follow a standardized approach, email signatures should be consistent.

Specifications

- All text should be Spectral or Roboto
- All text should use black
- Name and credential (first line) should be 12pt font
- Kansas City Kansas Community College should be **bold**
- Contact information should be 11pt

Examples

Long Format Example 1

typically for initial email to someone or formal correspondence

1. Name, professional credential (bold, font size 12)
2. Preferred pronouns (optional)
3. Official Title (italicized)
4. Department / Division
5. Space
6. Additional professional information (optional)
 - a. such as Strength Finders, Myers-Briggs, ACUE badge, etc.
7. Space
8. Kansas City Kansas Community College (bold)
9. Street Address
10. Office #

11. City, KS Zip
12. Office # | Cell # (if appropriate) | Fax (if appropriate) | official twitter handle or email address (optional)
13. www.kckcc.edu
14. space
15. Social media with interlocking KC logo (links only, no icons)

Long Format Example 1

Tami Bartunek, MBA
Vice President
Strategic Initiatives and Outreach

Relator, Strategic, Learner, Belief, Positive

Kansas City Kansas Community College

7250 State Ave.

Suite # 3256

Kansas City, KS 66112

O 913-288-7166 | C 913-555-5555 | F 913-555-2222

www.KCKCC.edu

Follow  on [Facebook](#) | [Twitter](#) | [Instagram](#)

Long Format Example 2 (less vertical space) **typically for initial email to someone or formal correspondence**

1. Name, professional credential (bold, font size 12)
2. Preferred pronouns (optional)
3. Official Title (italicized) - Department / Division
4. Additional professional information (optional)
 - a. for example, top 5 Strengths, ACUE badge, etc.
5. Space
6. Kansas City Kansas Community College (bold)
7. Street Address - Office # - City, KS Zip
8. Office # | Cell # (if appropriate) | Fax (if appropriate)
9. Email address | official twitter handle (optional)
10. space
11. Social media with interlocking KC logo (links only, no icons)

Long Format Example 2

Tami Bartunek, MBA

Vice President Strategic Initiatives and Outreach

Kansas City Kansas Community College

7250 State Ave. - Suite # 3256 - Kansas City, KS 66112

O 913-288-7166 | C 913-555-5555 | F 913-555-2222

tbartunek@kckcc.edu | twitter @

Follow  on [Facebook](#) | [Twitter](#) | [Instagram](#)

Medium Format typically used for replies or less formal communication

1. Name, professional credential (bold, font size 12)
2. Preferred pronouns (optional)
3. Official Title Department / Division
4. Space
5. Interlocking KC logo

Medium Format Example

Tami Bartunek, MBA

Vice President Strategic Initiatives and Outreach



Short Format typically for replies or informal communication

1. Name (first and last, or first only) (bold, font size 12)
 - a. professional credential (optional)
2. Official twitter handle (optional)

Short Format Examples

Example 1 = Tami

Example 2 = Tami Bartunek

Example 3 = Tami Bartunek, MBA

Board Approved: 12/15/2020