



Living

THE ACC **BRAND**

EMAIL SIGNATURE GUIDELINES



Office of Marketing and Media
C-Bldg, 2nd Floor
281.756.3567
marketingdepartment@alvincollege.edu

ACC EMAIL SIGNATURE GUIDELINES

As with all branding elements, your email signature is a representation of the College. For consistency, please refer to the following list of best practices to create your email signature.

You may include the following information in your email signature:

- Name
- Degree(s) and/or professional designation
- Title
- Phone numbers (office, fax and/or cell)
- Official ACC website and social media accounts
- Any official college message and/or disclaimer should appear under the email signature

Do not include these items in your email signature:

- Photos
- Background images and colors
- Links to personal websites, blogs, or social media accounts
- Animated gifs or other distracting images
- Literary quotes, political slogans, scriptures, or inspirational catchphrases

These items may be appropriate for personal emails, but are not appropriate for representing the College. Also, these items can be distracting, offensive and make the email signature appear too cluttered. The signature is for the purpose of providing contact information, not making personal statements.

CREATING YOUR SIGNATURE

The following examples demonstrate the approved placement of the logo and contact information in email.

Option 1 - External Communication

Your Name

Your Title

Department (optional)

Alvin Community College

3110 Mustang Road

Alvin, Texas 77511-4898

Tel: 281.756.xxxx | Fax: 281.757.xxxx

www.alvincollege.edu

yourname@alvincollege.edu



Option 2 - Internal Communication

Your Name

Your Title

Department (optional)

Alvin Community College

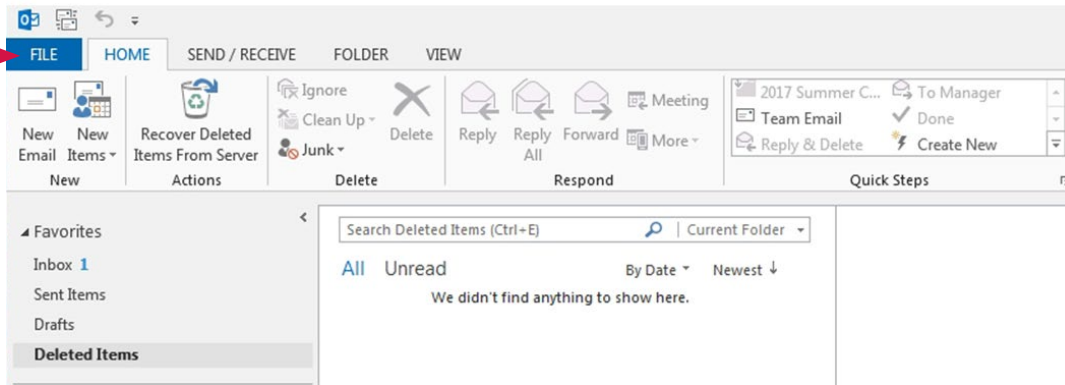
281.756.xxxx



Any official college message and/or disclaimer should appear under the email signature:

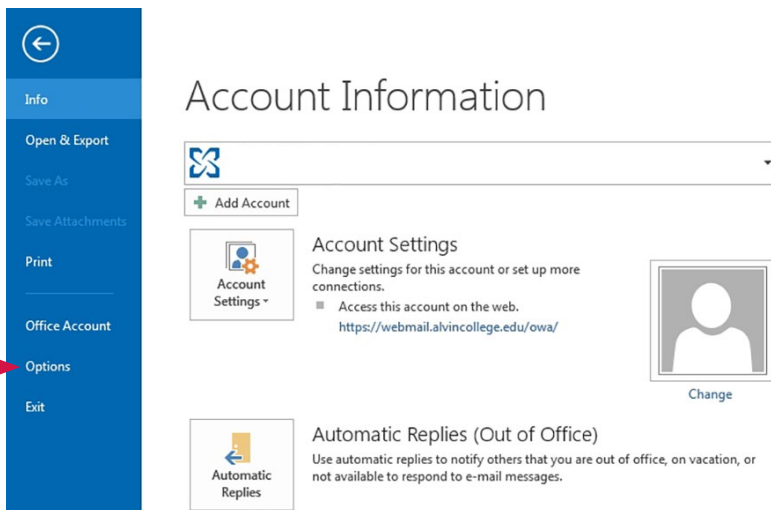
ex. Remember to register early to secure the classes you want. Apply Now!

HOW TO CREATE AN EMAIL SIGNATURE



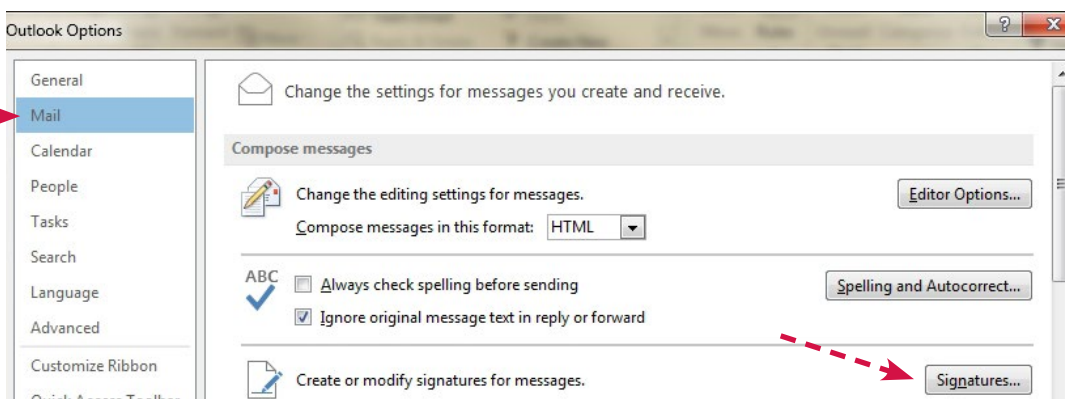
STEP 1

In Outlook, select "File" from the top menu options.



STEP 2

Select "Options"



STEP 3

Select "Mail" on left menu bar.

Select "Signatures" inside main panel.



STEP 4

Select "New" and type a name for your signature then click "Ok".

EXTERNAL SIGNATURE

Name

Title

Department (Optional)

Alvin Community College

3110 Mustang Road

Alvin, Texas 77511-4898

Tel: 281.756.xxxx | Fax: 281.756.xxxx

www.alvincollege.edu

yourname@alvincollege.edu

INTERNAL SIGNATURE

Name

Title

Department (Optional)

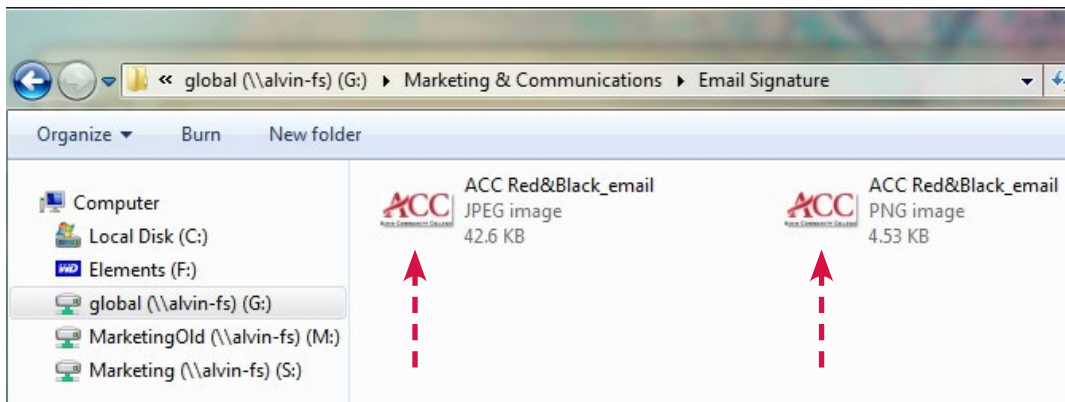
Tel: 281.756.xxxx

STEP 5

Copy the text to your left for your external signature and paste in the text field of the signature box.

Edit the items in red.

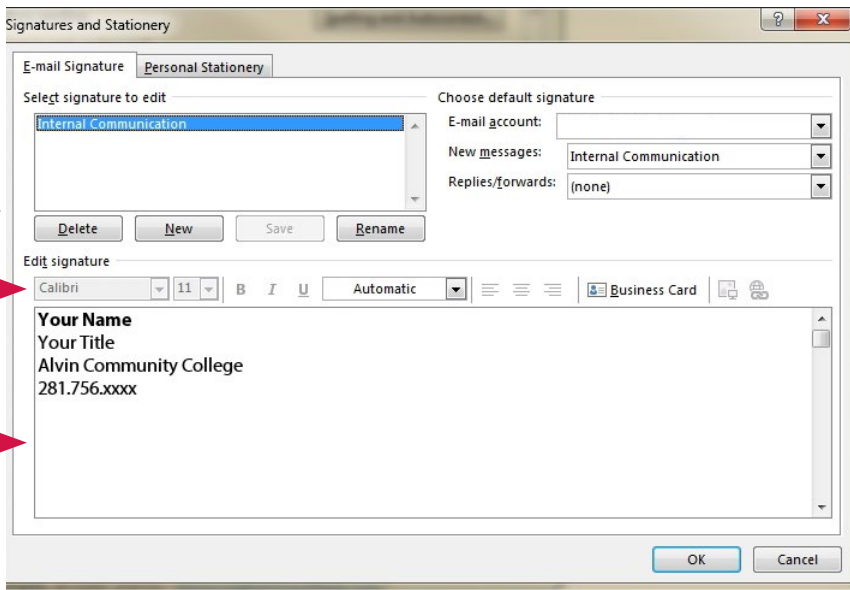
Repeat the process for creating your Internal Audience Signature.



STEP 6

Go to the G:/ drive and find the **Marketing & Communications** folder.

Find the **Email Signature** folder and right click on either the jpg or png image. Select "copy".



The preferred font is **Myriad**. Calibri is also acceptable.

STEP 7

Return to Outlook and place the cursor underneath the last line of your signature.

Right-click and select "paste" to insert the logo image.

Select okay to complete the process.