

EMAIL SIGNATURE BLOCK

Use these email signature rules to present a more unified, professional appearance for official WMed communications.

These rules are for all faculty, residents, staff, and students.

DO

- Do keep it simple, including only essential information in three to eight lines.
- Do use common fonts such as **Arial**, **Calibri**, **Tahoma**, or **Times New Roman**, sized 10-12 points. Other fonts may not display correctly.
- Do use a single color, such as black or dark gray.
- Do include our web address: med.wmich.edu, with active link.
- Do include official WMed social media links in plain text without icons but with active links. If your program has an approved WMed social media account, you may include that link, otherwise use WMed official social media accounts.
- Do add pronoun usage to your signature block, if you choose. If including gender pronouns, they should go next to your name. The three most common masculine, feminine, and gender-neutral pronouns are he/him/his, she/her/hers, and they/them/their.
- If you are an administrative assistant supporting several leaders, list them under the email block, as shown in the example below.
- If you are a researcher, you should include your ORCID number. Branding guidelines for using your ORCID number can be found here. <https://info.orcid.org/brand-guidelines/>

DON'T

- Don't include background colors.
- Don't include logos or graphics; they increase file size and appear as attachments.
- Don't include vCARDS; they increase file size and appear as attachments.
- Don't include tag lines or quotes; they may be perceived as WMed-wide statements.
- Don't include more than three phone numbers.

EXAMPLE OF EMAIL SIGN-OFF

John Smith
Official Title
Western Michigan University Homer Stryker M.D. School of Medicine
1000 Oakland Drive
Kalamazoo, MI 49008
Office: 269.337.XXXX
Cell: XXX.XXX.XXXX
john.smith@med.wmich.edu
med.wmich.edu

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Providing administrative and scheduling support for:

Leader name, title

Leader name, title

Leader name, title