

## EMAIL SIGNATURE BLOCK

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

These are recommended 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**, or **Tahoma**, 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
- Do include official WMed social media links in plain text without icons. If your program has an approved social media account, you may include it.
- 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.

### **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: 269.XXX.XXXX  
John.Smith@med.wmich.edu  
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