

10.0 DIGITAL

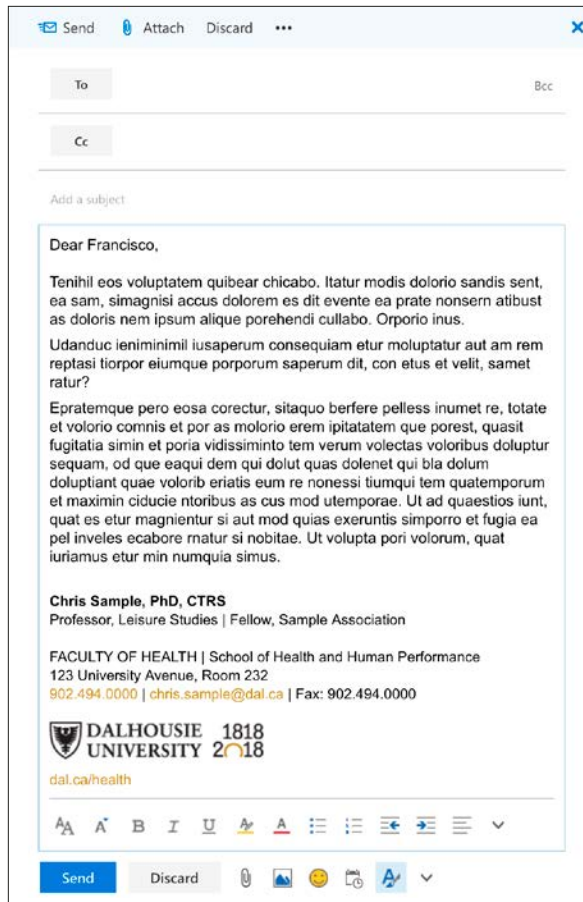
10.01 E-MAIL COPY AND SIGNATURES

10.02 SOCIAL MEDIA

10.0 DIGITAL | 10.01 EMAIL COPY AND SIGNATURES

Ensure your email reinforces Dalhousie's fresh and bold brand by following these simple guidelines for maintaining Dalhousie's visual identity. Consistent and clear email signatures present a professional appearance for conducting business through email.

Please use the [signature generator](#) if you choose to include the Dalhousie logo.



Settings for email body copy and signature

BODY COPY:

- Sans (Arial)
- Normal size (11px)
- RGB 0 0 0 (black)
- Insert a line space between paragraphs, salutations and signature

SIGNATURE:

- Sans (Arial) bold for name
- Normal size (11px)
- RGB 0 0 0 (black)

GUIDELINES:

- Keep it simple by only including essential contact information
- Don't attach images; use the [signature generator](#) if you choose to include the logo
- Don't include personal or alternate contact information (such as Skype) unless required
- Don't include the street address unless you frequently host off-campus visitors
- Don't include tag lines or quotes that aren't approved university-wide statements
- Approved statements should appear at the end of the email signature

10.0 DIGITAL | 10.02 EMAIL SIGNATURE GENERATOR

Your email signature can be generated using the online tool located at dal.sharepoint.com/sites/mydal/dc/cm/BrandTools/emailSignature.aspx

MINIMAL EMAIL SIGNATURE

- The minimal email signature is most appropriate for internal email recipients.
- Use when there are repeat or multiple interactions.

Name | Title
FACULTY/UNIT | Department/Sub-Unit
Building Name, Room
DALHOUSIE UNIVERSITY
902.494.0000

STANDARD EMAIL SIGNATURE

- The standard email signature is recommended for external communications when representing yourself as part of Dalhousie.
- Feel free to use on initial correspondence but use the minimal email signature on repeat interactions.

Name, Degrees
Title

FACULTY/UNIT | Department/Sub-Unit
Building Name, Room
902.494.0000 | email@dal.ca | FAX: 902.494.0001

DALHOUSIE UNIVERSITY
dal.ca

EXTENDED EMAIL SIGNATURE

- Use when additional information such as a street address or social media link would be helpful.

Name, Degrees
Title

FACULTY/UNIT | Department/Sub-Unit
Building Name, Room
Street Address
902.494.0000 | email@dal.ca | FAX: 902.494.0001

DALHOUSIE UNIVERSITY
dal.ca | [twitter.com/@DalNews](https://twitter.com/DalNews) | facebook.com/DalhousieUniversity

10.0 DIGITAL | 10.03 SOCIAL MEDIA

A fresh and bold social media-specific short form logo has been designed that provides us with a clean, legible and distinctive logo as a social media avatar. It uses only the eagle head, and is used on social media platforms where the name Dalhousie appears in the platform account name.

Please contact droleary@dal.ca for information on using the social media avatar.



twitter



facebook