10.0 DIGITAL

10.01 E-MAIL COPY AND SIGNATURES
10.02 SOCIAL MEDIA
10.0 DIGITAL | 10.01 E-MAIL COPY AND SIGNATURES

Ensure that your email reinforces Dalhousie's fresh and bold brand by following these simple guidelines to maintain Dalhousie's visual identity.

A signature generator will soon be available that will allow the inclusion of the logo.

Settings for e-mail 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, line space before phone number and email address
• Normal size (11px)
• RGB 0 0 0 (black)

SIGNATURE ORDER GUIDELINES:
Name, Degrees
Title
FACULTY (if applicable)
Department
email
Phone
Cell
Building, Room #
Civic Address
Mailing Address
DALHOUSIE UNIVERSITY
dal.ca/sample
10.0 DIGITAL | 10.02 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.