

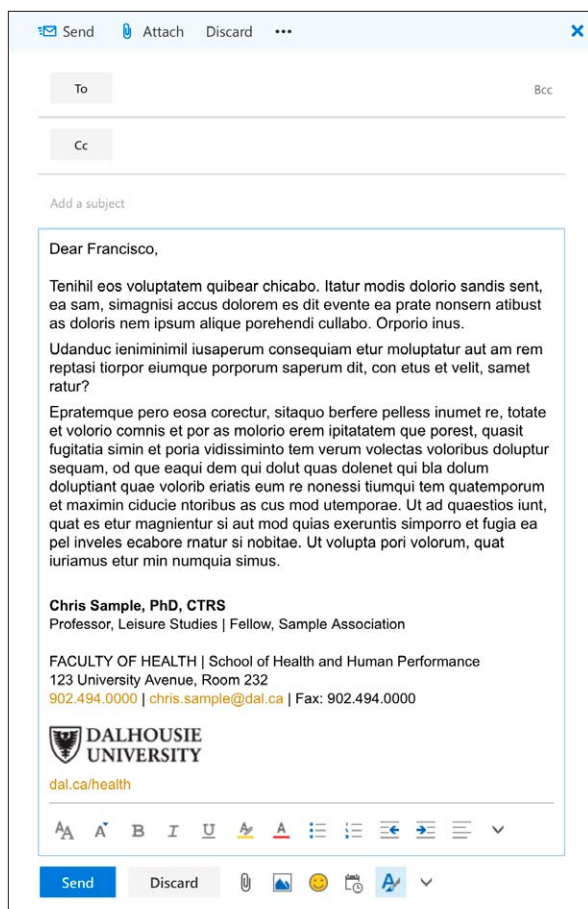
# 10.0 DIGITAL

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## 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](https://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](mailto:email@dal.ca) | FAX: 902.494.0001  
  
**DALHOUSIE UNIVERSITY**  
[dal.ca](http://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](mailto:email@dal.ca) | FAX: 902.494.0001  
  
**DALHOUSIE UNIVERSITY**  
[dal.ca](http://dal.ca) | [twitter.com/@DalNews](https://twitter.com/DalNews) | [facebook.com/DalhousieUniversity](https://facebook.com/DalhousieUniversity)

## 10.0 DIGITAL | 10.03 SOCIAL MEDIA

**Boldly refreshed social media-specific profile images have been designed** that provide us with a clean, legible and distinctive approach for Dalhousie's social media presence. It leverages our official typeface and colloquial name of **Dal** and is to be used on social media platforms where the name Dalhousie appears in the platform account name.

Social media profile images are available for download via the [Communications & Marketing website](#). Please contact [lyle.quinn@dal.ca](mailto:lyle.quinn@dal.ca) for information around using the social media profile image.



For use by the University's **central social media accounts** (with the exception of the University's official LinkedIn profile).

By embracing our bold and bright secondary yellow color on our central social channels, we're making a commitment to embrace a central pillar of our brand attributes: **"we are adventurous and bold."**

### NOTE

- Dalhousie's full-form and short-form logos should not be used as social media profile images.
- These graphics are only to be used for social media profiles.



For use by the University's official **faculties, schools, and departments** with a social media presence. Administrators have the option to choose the gold version or the black version.

These simplistic but impactful images make better use of the limited real estate available via small icons, no matter how they are display (often no larger than 10x10px).



Faculties, schools, and departments with a social media presence will be easily distinguished between by their unique **usernames** and **display names**.

## 10.0 DIGITAL | 10.04 DIGITAL GRAPHIC

Our digital graphic (not to be confused with our [short form logo](#)) has been developed to represent Dalhousie on a variety of digital platforms, including serving as dal.ca's favicon. The digital graphic should not be used on print materials, on social media profiles (with the exception of the University's official LinkedIn profile), nor as a substitute for our full form or short form logo.

Please contact [Communications & Marketing](#) for full usage guidelines.

