Institutional Email Signatures at Napa Valley College

Consistent email signatures for @napavalley.edu email accounts are an opportunity to create brand awareness while relaying relevant contact information. In addition, consistent and clear email signatures present a professional appearance for conducting business through email.

Please use the following guidelines in creating your @napavalley.edu email account signature in Outlook:

- **Less is more:** Email signatures should be under 6 lines. If you feel you need to add more information, use pipes (|) to separate components adding two spaces between content and pipes. Also, refrain from using quotes or epigraphs in business communications to keep the message professional and to avoid having others assume a particular statement represents the institution.

- **Font:** Use 10 or 11-point Calibri which is a standard font on both Mac and PCs and works in all email clients. Non-standard fonts and HTML may not translate across email client platforms and may not be in compliance with ADA standards.

- **Color**: Black or dark gray text is preferable and consistent with the NVC branding color pallet.

- **Phone numbers:** Include the phone and/or fax numbers you use regularly in an effort to make it easy for others to reach you. Don't include a cell or fax number if it's not something you often use or want to share broadly.

- **Social media:** Adding links to social media channels is optional; feel free to promote the main accounts on Facebook and Twitter or your own office, division, or center's accounts.

- **URL conventions:** No need to use the "www" in a URL unless the URL won't work without it. See below for example, napavalley.edu

- **NVC Logo:** Include a proportionately appropriate institutional logo for Napa Valley College (see sample below)

- **Additional graphic elements and logos:** Other than institutionally reviewed and requested logos (such as the 75th Anniversary logo and graphic), no other logos or graphic elements (clip art) should be included with your NVC institutional email signature

Here is an example of an email signature with the college and the 75th Anniversary logo and graphic:

Scott Allen
Marketing & Communications Coordinator
Office of Institutional Advancement
(707) 256-7111 | napavalley.edu

NAPA VALLEY COLLEGE

Follow us on:

NAPA VALLEY COLLEGE
75TH
ANNIVERSARY
1942-2017

How to Create an Email Signature in Outlook

Follow these instructions to create a signature for use on a single email message, or for all outgoing messages. Note that it will remain possible to send email messages that do not include the signature.

1. Launch Microsoft Outlook and click on **New Email** in the Include Group menu bar.
2. With the new, blank, email message open, click **Signature** from within the Message menu and select **Signatures.**
3. From within the Email Signature tab, click **New.**
4. Enter a name for the signature and click **OK.**
5. In the Edit Signature box, enter your Signature message (use formatting options, if desired) and click **OK** if done; or, continue to the next step if you'd like to add an image (e.g., a Bentley logo or photo).
6. To add an image to the Signature, put your curser in the appropriate place and click on the Picture icon.
7. Browse to select the image and click **OK**.

Adding a Signature to Outlook Messages

Automatically Include Signature in All Email Messages

1. Select **New Email** from within the Include Group menu bar.
2. Click **Signature** from within the Message menu and select **Signatures**.
3. From within the Choose Default Signatures area, select the email account that the Signature will be attached to.
4. Select the appropriate Signature from the New Messages drop down.
5. To have the Signature included in Reply, Reply All or Forwarded messages (not standard practice), select the Signature from the Replies/Forwards dropdown.

Add a Signature to an Individual Message

1. Select New Email from within the Include Group menu bar.
2. Click **Signatures** and select the Signature to be inserted.

Removing a Signature from an Email Message

1. Highlight the Signature from within the email message and press **Delete**.