E-mail Signature Guidelines

Name:
Arial Bold 12 pt.
Text Color for name:
R:0 G:61 B:119

Credentials:
Arial Regular 11 pt.
Text Color for PennWest University:
R:0 G:61 B:119
Credential Text Color:
75% Black

Confidentiality Statement:
Arial Regular 9pt.
50% Black

Color:
PennWest.edu
R:0 G:61 B:119
#003D77

Optional:
• Department
• Mobile number
• Fax number
• Pronouns
• Social media
PennWest official pages
(no personal accounts)

PennWest brand identity standards dictate that “PennWest” should always be displayed without a space between “Penn” and “West.” While a capital “P” and “W” are the standard, all lower case “pennwest” may be used for email addresses as shown.

Option 1 - Long Format - Logo

First Last Name (she/her/hers)
Title
Department

PennWest University
Building Name | Address | City, State 12345
Office: 123-456-7890
Mobile: 814-000-0000
name@pennwest.edu

PennWest.edu

The content of this email is confidential and intended only for the recipient(s) specified. If you received this message by mistake, please reply so the sender can correct the error, and then delete this email immediately. Do NOT forward it to a third party without the written consent of the sender. Pennsylvania Western University is a public agency; consequently, this email may be subject to disclosure under the commonwealth’s Right-to-Know Law.

Option 2 - Long Text Format

First Last Name (she/her/hers)
Title
Department

PennWest University
Building Name | Address | City, State 12345
Office: 123-456-7890
Mobile: 814-000-0000
name@pennwest.edu

PennWest.edu

Option 3 - Short Text Format

First Last Name (she/her/hers)
Title

Pennsylvania Western University
123-456-7890 | name@pennwest.edu

PennWest.edu
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Option 4 - Long Format - Logo - Social Media

**First Last Name** (she/her/hers)
Title
Department

PennWest University
Building Name | Address | City, State 12345
Office: 123-456-7890
Mobile: 814-000-0000
name@pennwest.edu

Please note: The PennWest social media accounts are scheduled to be active effective July 1, 2022. Social Media icons are not linked to any PennWest social media accounts. Employees will have to link them once the accounts are active.
How to update your email signature - Microsoft Outlook for Mac

1. Download the Microsoft Word email signature document below.

   PennWest Email Signature Word Template

2. Open the template.

3. Copy the signature option you would like to use (signature text, logo, disclaimer, and icons, if applicable).

4. Outlook: Click the New Message button. Find the Signature tab and select the Signatures... from the menu.

5. Click Manage Signatures.

6. Click + icon at the bottom of the Signatures window to create a new signature.

7. Paste the copied signature template text from the Word document into your new signature window.

8. Select and type your credentials, making sure to retain the type specifications. Remember to create link for your email address. Name your new signature so it’s easy to find.


10. Save and close signature window.

11. Your new signature will now appear every time you send a new email.

If you are having issues: Microsoft 365 Outlook Email Signature Instructions

Setting hyperlinks: Microsoft 365 Outlook Hyperlink Instructions
1. Download the Microsoft Word email signature document below.

**PennWest Email Signature Word Template**

2. Open the template.

3. Copy the signature option you would like to use (signature text, logo, disclaimer, and icons, if applicable).

4. Outlook: Click the New Email button. Find the **Signature** tab and select the **Signatures...** from the menu.

5. Click **Signatures**.

6. Select New and name the signature. Select OK.

7. Paste the copied signature template text from the Word document into your new signature window.

8. Select and type your credentials, making sure to retain the type specifications. Remember to create link for your email address. Name your new signature so it’s easy to find.

9. Select your new signature under **choose default signature – new messages**.


11. Your new signature will now appear every time you send a new email.

Watch video for help: [Microsoft 365 Outlook Email Signature Instructions](#)

Setting hyperlinks: [Microsoft 365 Outlook Hyperlink Instructions](#)