

Email signatures

Every communication from VIU should reflect the brand – including the emails you send. The following guidelines for email signatures will ensure the VIU brand is clearly and consistently conveyed in your communications.

Required elements

1. Your first and last names
2. Your position or title
3. Your department or area within VIU
4. The university’s name, spelled out in full
5. The VIU site you’re located at if not Nanaimo (e.g. Cowichan, Parksville Qualicum, Powell River, Deep Bay Marine Field Station, Milner Gardens, etc.)
6. Your VIU phone number if you have one

Optional elements

- Your physical location (building and room number)
- Additional contact information such as cell number, email address, fax number (only if this is a preferred or frequent method of communication)
- Social media accounts (do not use images or icons) with either addresses specific to your department or area, or VIU’s main social media addresses:
 - › Facebook: viuniversity
 - › Twitter: viuniversity
 - › Instagram: viuniversity
- VIU logo. We recommend against including logos. However, if you do include a logo, make sure it is a VIU initials version and the file is smaller than 10 KB in size. Email optimized logos can be found on the [Marketing and Communications website](#).
- VIU’s tagline, *Matter Here*
- VIU Indigenous territorial recognition. The approved wording is:
The VIU community acknowledges and thanks the Snuneymuxw, Quw’utsun and Tla’Amin, on whose traditional lands we teach, learn, research, live and share knowledge.

Avoid

- Using images or graphics in signatures as they appear as attachments and can confuse the recipient, delay the email, clog recipients’ inboxes, and can be blocked by certain systems or load incorrectly to display something other than what you intended.
- Including quotes or sayings. While these may be positive messages, they reflect your personal views and may not represent the official position of the University. They can be misinterpreted by recipients as being “official” VIU communication.

Technical considerations for email signatures

- First and last names and Vancouver Island University should be in bold type.
- All other type is regular, without italics.
- Text should all be either black or VIU’s dark blue (#003B5C)
- The font should be 11 points in size and sans-serif (Outlook’s default font, Calibri, is appropriate).
- Contents of the signature should be grouped together as follows:
 - › Name and position
 - › Location and contact info — department, location, phone/fax number(s)
 - › Social media accounts
 - › Tagline
- A single line space should be used to separate groups of information.

Email signature examples

Minimum signature example:

Firstname Lastname
Position Title

Department Name
Vancouver Island University
Ph: 250.753.3245

Maximum signature example:

Firstname Lastname
Position Title

Department Name
Vancouver Island University
Cowichan Campus
Building 700, Room 100
Ph: 250.753.3245
Cell: 250.753.3245
Fax: 250.753.3245

Facebook: viuniversity
Instagram: @viuniversity
Twitter: @viuniversity

Matter Here

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