

UNM Brand Guidelines

Email Signature Standards

The purpose of these standards is to ensure that communications from UNM-Taos faculty and staff present a clear and professional identity. All faculty and staff should be using their official UNM email addresses when conducting campus business. Emails, whether sent from computer, smartphone, or other device (tablet, etc.), should contain an accurate and consistent UNM-Taos email signature. Please see below for **Email Signature Requirements**, **Formatting Examples**, and **Instructions** for Office 365, Microsoft Outlook, IOS/Apple, and Android devices.

Email Signature Requirements

1. Contact information

- **Required:** Name, Position/Title, Department, Office Phone, UNM email address. If you do not have a direct office line, list the number to the front desk in your area/department.
- **If applicable:** Fax, UNM cell phone
- **Optional:** Social media links such as Skype/ Facetime/Program-specific Facebook page link. These should be limited to professional accounts only.

2. Logo

- The new UNM-Taos logo (horizontal, color) should be the only image included on your email signature. Exception: Grant programs may include program-specific logos in addition to and below or to the right of the UNM-Taos logo.
- **Required** for all desktop email software.
- **Optional:** for cell phone email apps, as many do not have an option to add an image to a signature line
- Download the official UNM-Taos logo for email signatures:
 - 50 pixel tall: http://taos.unm.edu/img/logo_h_50.png
 - 100 pixel tall: http://taos.unm.edu/img/logo_h_100.png

3. Additional Notices

- **FERPA Statement – Required**
Include the following FERPA statement at the very bottom of the signature:
Desktop email software – full statement
Note: In order to comply with the Family Educational Rights and Privacy Act of 1974 (FERPA), students must email with their UNM Account. Students must include their full name and ID number. UNM-Taos Departments will not respond with any information contained in educational records from emails received from non-UNM accounts. For information on FERPA, please visit <https://registrar.unm.edu/privacy-rights/ferpa.html>
Smartphone email apps – abbreviated statement
Note: FERPA // UNM // Office of the Registrar // Privacy Rights
<https://registrar.unm.edu/privacy-rights/ferpa.html>
- **Unintended recipient notice- Required**
Include the following statement at the bottom of all signatures (below FERPA statement):
NOTICE: If you are not the intended recipient of this message, please inform the sender.
- **Any additional images/text/quotes/etc. should not be included in your email signature.**

4. Font

Style: Times New Roman, Arial, or Calibri
Color: Black
Size: 10-12 point

5. Background

Background should be white, with no textures, patterns, or colors.



Formatting Examples

DESKTOP APPLICATIONS - With Logo and full FERPA statement

Anita N. Bringas, M.P.A.

Institutional Researcher | Administrative Office



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UNM-Taos 1157 County Road 110, Ranchos de Taos, NM 87557

<http://taos.unm.edu>

Note: In order to comply with the Family Educational Rights and Privacy Act of 1974 (FERPA), students must email with their UNM Account. Students must include their full name and ID number. The Department of Instruction will not respond with any information contained in educational records from emails received from non-UNM accounts. For information on FERPA, please visit <https://registrar.unm.edu/privacy-rights/ferpa.html>

NOTICE: If you are not the intended recipient of this message, please inform the sender.

SMARTPHONE APPS- Without Logo and abbreviated FERPA statement

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FERPA

UNM // Office of the Registrar // Privacy Rights

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Instructions

Below are YouTube Video tutorials for setting your email signature on the following software/devices. For step-by-step instructions to download and print, visit <http://taos.unm.edu/home/bcam/>.

- **Office 365** <https://youtu.be/JODJiSaToGQ>
- **Microsoft Outlook** https://youtu.be/oQhBRa5_rIU
- **IOS/Apple** <https://youtu.be/CNXCw1xJmi4>
- **Android** <https://youtu.be/pPDMz16tXcl>

Questions?

Contact:

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<http://taos.unm.edu/home/bcam/>