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:
     o 50 pixel tall: http://taos.unm.edu/img/logo_h_50.png
     o 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.
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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.
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](https://youtu.be/JODjiSaToGQ)
- **Microsoft Outlook** [https://youtu.be/oQhBRa5_rIU](https://youtu.be/oQhBRa5_rIU)
- **IOS/Apple** [https://youtu.be/CNXCw1xJmi4](https://youtu.be/CNXCw1xJmi4)
- **Android** [https://youtu.be/pPDMz16tXcI](https://youtu.be/pPDMz16tXcI)

Questions?

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