

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

Contact information

- **Required:** Name, 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.

Images

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 the UNM-Taos logo.

- Download the official UNM-Taos logo from <http://taos.unm.edu/home/bcam/>. Select UNM-Taos Horizontal RGB.
- 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.

Additional Notices

Include the following paragraphs at the very bottom of the signature (copy/paste):

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.

Any additional personalization of images/text/quotes/etc. should not be included.

Font

Style: Times New Roman, Arial, or Calibri

Color: Black

Size: 10-12 point

Background

Background should be white – no textures or colors



Formatting Examples

DESKTOP APPLICATIONS - With Logo and full FERPA statement

Anita N. Bringas, M.P.A.

Institutional Researcher | Administrative Office



Office Phone: (575) 737-6227 | Cell Phone: (575) 779-5340 | Fax: (575)737-3681

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

<http://taos.unm.edu>

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SMARTPHONE APPS- Without Logo and abbreviated FERPA statement

Anita N. Bringas, M.P.A.

Institutional Researcher | Administrative Office

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FERPA

UNM // Office of the Registrar // Privacy Rights

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Instructions

Attached are text step-by-step instructions and links to YouTube Video tutorials for setting your email signature on the following software/devices:

- **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/>