# SFSU Email Signatures:

## Do’s and Don’ts:

**Do** keep it simple. Include only essential information in three to eight lines.

**Do** use Arial, sized 10-12 points.

You **can** include simple URLS (without “http://www”).

Social media links in plain text (without icons) are **optional**.

If you’d like, **do** include your preferred pronouns and name pronunciation.

**Don’t** include alternate logos or graphics

**Don’t** include digital contact cards; they increase file size and appear as attachments.

**Don’t** include tag lines or quotes; they may be perceived as university-wide statements

**Don’t** include a street address unless you frequently host visitors.

How to Use:1. Copy all information from options 1, 2 or 3 (artwork and contact information) to your clipboard.

2. Paste signature into your Outlook signature settings

3. Update your personal contact details before saving to your outlook signature.

### Option 1. Minimal Signature

|  |  |
| --- | --- |
| San Francisco State University Primary Logo | **Jane Doe**  *Pronouns: she/her/hers*  Assistant Director of Email Guidelines  Strategic Marketing & Communications  [janedoe@sfsu.edu](mailto:janedoe@sfsu.edu) |

### Option 2. Signature with multiple phone numbers and links

|  |  |
| --- | --- |
| San Francisco State University Primary Logo | **Jane Doe**  *Pronouns: she/her/hers*  Assistant Director of Email Guidelines  Strategic Marketing & Communications  [janedoe@sfsu.edu](mailto:janedoe@sfsu.edu) | [marcomm.sfsu.edu](https://marcomm.sfsu.edu/)  415-338-1665 (office)  123-456-7891 (mobile)  Follow Us: [Twitter](https://nam10.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.twitter.com%2Fsfsu&data=05%7C02%7Cbmstein%40sfsu.edu%7C09430b85ce154777341508dd99570094%7Cd8fbe335822c41a987747f16709aac9f%7C0%7C0%7C638835321128755283%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=cIRmMfnjEBPD1C%2Ff%2FVNghUuOO0THtq7rTl4BwWRo63E%3D&reserved=0) | [Facebook](https://nam10.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.facebook.com%2Fsanfranciscostate&data=05%7C02%7Cbmstein%40sfsu.edu%7C09430b85ce154777341508dd99570094%7Cd8fbe335822c41a987747f16709aac9f%7C0%7C0%7C638835321128776532%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=5TKlJNCglRXLFdE7tefEUHdnMP1crJblgZqcWURKr%2Fs%3D&reserved=0) | [Instagram](https://nam10.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.instagram.com%2Fsanfranciscostate&data=05%7C02%7Cbmstein%40sfsu.edu%7C09430b85ce154777341508dd99570094%7Cd8fbe335822c41a987747f16709aac9f%7C0%7C0%7C638835321128791821%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=%2FKASJ0ZAS557O83b%2FHHtjkowWeJicceDQ3KP8CGjVaM%3D&reserved=0) |

### Option 3. Signature with Mailing Address

|  |  |
| --- | --- |
| San Francisco State University Primary Logo | **Jane Doe**  *Pronouns: she/her/hers*  Assistant Director of Email Guidelines  Strategic Marketing & Communications San Francisco State University  1600 Holloway Ave., ADM 156  San Francisco, CA 94132  [janedoe@sfsu.edu](mailto:janedoe@sfsu.edu) | [marcomm.sfsu.edu](https://marcomm.sfsu.edu/)  415-338-1665 (office)  123-456-7891 (mobile)  Follow Us: [Twitter](https://nam10.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.twitter.com%2Fsfsu&data=05%7C02%7Cbmstein%40sfsu.edu%7C09430b85ce154777341508dd99570094%7Cd8fbe335822c41a987747f16709aac9f%7C0%7C0%7C638835321128755283%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=cIRmMfnjEBPD1C%2Ff%2FVNghUuOO0THtq7rTl4BwWRo63E%3D&reserved=0) | [Facebook](https://nam10.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.facebook.com%2Fsanfranciscostate&data=05%7C02%7Cbmstein%40sfsu.edu%7C09430b85ce154777341508dd99570094%7Cd8fbe335822c41a987747f16709aac9f%7C0%7C0%7C638835321128776532%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=5TKlJNCglRXLFdE7tefEUHdnMP1crJblgZqcWURKr%2Fs%3D&reserved=0) | [Instagram](https://nam10.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.instagram.com%2Fsanfranciscostate&data=05%7C02%7Cbmstein%40sfsu.edu%7C09430b85ce154777341508dd99570094%7Cd8fbe335822c41a987747f16709aac9f%7C0%7C0%7C638835321128791821%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=%2FKASJ0ZAS557O83b%2FHHtjkowWeJicceDQ3KP8CGjVaM%3D&reserved=0) |