

# Snow College Email Signature Guidelines

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Below are examples of the approved email signatures for Snow College administrative offices as well as academic units, departments, staff and faculty. Guidelines for this email signature: the type specified is Arial, Regular, 11 point. Highlighted elements of these signatures can be set in blue or orange, the rest of the signature should be set in black. Text shall be formatted flush left.

We suggest Snow College faculty, staff, and departments use text rather than images for email signatures. Images in email signatures may be flagged as spam, preventing them from being received. Images in emails also won't be seen by all recipients (for example, some webmail systems hide images by default, and people with slow internet connections may turn off images). Example 1 shows a text only email signature, Example 2 shows a text only email signature with a highlighted name in a larger font size (Maximum of 14 pt font size) and color (blue or orange can be used). RGB Color structure: Badger Blue (Red-1, Green-55, Blue-103), Snow College Orange (Red-244, Green-123, Blue-32).

## Example 1

First Lastname  
Title  
Department

College of Humanities  
Snow College  
150 E College Avenue  
Ephraim, UT 84627  
Tel: 435.283.7000  
Mobile: 435.000.0000

## Example 2

**First Lastname**  
Title  
Department

College of Humanities  
Snow College  
150 E College Avenue  
Ephraim, UT 84627  
Tel: 435.283.7000  
Mobile: 435.000.0000

If you feel that you need to include a graphic image of the school's logo then Example 3 and 4 are the approved versions with the usage of the college logo and wordmark. Guidelines for this email signature follow the same rules as the above examples, the type spec is Arial, Regular, 11 point, you can highlight your name in blue or orange, the rest of the signature should be set in black. The only authorized image that can be used in the graphic version email signature is: SnowCollegeEmailSig300.jpg or SnowCollegeEmailSig200.jpg. Do Not modify or use any other versions of the Snow College logo/wordmark, Do Not Use the S logo alone, Do Not Use any other images files within the email signature, Do Not Use any by-lines, quotes, mottos or any other text in the email signature when using your Snow College email. You can download these guidelines and the approved logo images at [www.snow.edu/brand](http://www.snow.edu/brand) on the Snow College website. Any questions regarding these guidelines can be directed to the Snow College Brand Manager.

## Example 3

**First Lastname**  
Title  
Department



College of Humanities  
Snow College  
150 E College Avenue  
Ephraim, UT 84627  
Tel: 435.283.7000  
Mobile: 435.000.0000

## Example 4

**First Lastname**  
Title  
Department



College of Humanities  
Snow College  
150 E College Avenue  
Ephraim, UT 84627  
Tel: 435.283.7000  
Mobile: 435.000.0000