A star with text on a white background

Description automatically generated

**UA Email Signature Block Instructions**

Your email signature is the perfect opportunity to share meaningful information that is consistent with the University Advancement Division and university’s brand.

**Signature Block Elements**

|  |  |
| --- | --- |
| **Required** | **Optional** |
| • Full name  • Title  • Department/unit/office  • Texas State University  • Unit web address or txst.edu (linked)  • UA Vision statement | • Pronouns (e.g., she/her/hers, they/them/theirs)  • Address  • Phone number(s)  • Fax  • Office Location/Hours  • Professional degrees, licenses, or certifications  • Social media handles or brand hashtags (text only, no icons)  • Veteran status, ally status, etc. (text only, no graphics)  • University logo (three options, see below) |
| **Text Formatting:**  All text, except for URLs, should be black. This is the most accessible option across devices, email clients, and dark/light modes.  • Name: Calibri Bold, 14 pt.  • Texas State University and URLs: Calibri Bold, 10 pt.  • Everything else: Calibri Regular, 10 pt. | **Logo Usage:**  If you choose to include a logo, download one of the three provided options on this page, and attached to the email. Do not use the UA division or department logo in your email signature.  **Note:** Depending on the recipient’s email client and provider, images embedded into email signatures may not be supported, may display incorrectly, or may appear broken. |
| **Instructions for Outlook for Windows**   1. Select your template and replace with your information. Make sure you are following the text formatting recommendations. 2. In the menu bar, go to **File > Options**. 3. Click on the **Mail** option. 4. Click on **Signatures** and then **New** to create a signature. 5. Copy your new signature block and place cursor in the upper left corner of box and paste in the space. 6. Make sure to hyperlink UA web address. 7. Click **OK** to save. | **Instructions for Outlook for MAC**   1. Select your template and replace with your information. Make sure you are following the text formatting recommendations. 2. In the menu bar, go to **Outlook > Preferences**. 3. Click on the **Signatures** option. 4. Click **Edit** to create a new signature. 5. A pop-up should open, allowing you to create your signature. Copy your new signature block and place cursor in the upper left corner of box and paste in the space. 6. Make sure to hyperlink UA web address. 7. Close pop-up screen to save. |

**Four Design Options**

You can simply copy/paste one of these email templates and replace with your own information. Please choose either the text only option or one of the three logo options. Do not change the logo elements or copy and paste from another source, please copy and paste directly from below for size consistency.

|  |
| --- |
| **Text Only** **Jordan Bobcat**  Director  University Advancement  **Texas State University**  **[ua.txstate.edu/nextisnow](https://www.ua.txstate.edu/nextisnow)** |

University Advancement serves the university community to advance, support, and sustain the innovative mission and strategic ambitions of Texas State through comprehensive engagement and philanthropic partnerships.

In the logo options signatures, you can also add or delete degrees, licenses, certifications, social handles, ally, veteran status, etc.

**TXST**

|  |  |
| --- | --- |
| A logo of a company  Description automatically generated | **Jane Bobcat, Ph.D.** (she/her/hers)  Professor  University Advancement  **Texas State University**  O: 512.245.5555 | C: 512.555.555  [**ua.txstate.edu/nextisnow**](https://www.ua.txstate.edu/nextisnow) |

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**TXST NEXT**

|  |  |
| --- | --- |
| A red text on a black background  Description automatically generated | **Jordan Bobcat** (they/them/theirs)  Director  University Advancement  **Texas State University**  JCK 960, 601 University Dr. O: 512.245.5555 | C: 512.555.555 [**ua.txstate.edu/nextisnow**](https://www.ua.txstate.edu/nextisnow)I’m an ALLY |

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**NEXT emblem**

|  |  |
| --- | --- |
| A circular sign with text  Description automatically generated | **Jane Bobcat, CFRE**  Director  University Advancement  **Texas State University**  O: 512.245.5555 | C: 512.555.555  @TXSTalumni  [**ua.txstate.edu/nextisnow**](https://www.ua.txstate.edu/nextisnow) |

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If you have any problems, contact Flisa or Martha for assistance.