



LP 11.3

Effective:
4/2/2021

Revised:
7/27/2026

Policy Owner:
Board of Trustees

Policy Administrator:
VP for Marketing and
Communications

Affected Parties:
Employees

Table of Contents:

- 1 Official Email Signature Block
- 2 Approved Official Email Signature Blocks
- 3 Confidentiality Disclaimer
- 4 Promotional Messaging: Approval Required
- 5 Policy Revision History

Email Signature and Brand

1 Official Email Signature Block

The Lander University official email signature block is a digital business card. As with a printed business card, the official signature block represents an employee's formal association with the university. Clear and consistent email identification establishes and strengthens the Lander University brand.

- 1.1 When representing the university, employees who have been assigned a Lander University email account must only use one of the two approved email signature blocks: a full image-branded signature block (see Section 2.1, below) or a minimalist signature block (see Section 2.2, below).
- 1.2 All emails sent from official university email addresses ending in "lander.edu" must include an approved email signature block when representing the university.
- 1.3 Only official university website URLs must be used in an employee's email signature block. The placement of unofficial, external URLs within an employee's signature block is prohibited.
- 1.4 Employees are prohibited from including unapproved logos, backgrounds, fonts, colors, personal sayings, quotes, unofficial slogans, or any other element not included in the following list of required and optional university signature block elements:

1.4.1 Required elements

The following items must be included in the Lander University email signature block:

- Legal name
 - The employee's first name or a middle name(s) may be omitted if primarily known by the former or latter.
 - The employee's initials may be used in place of first and middle names.
 - The employee's last name is required.
- Job title
- "Lander University"
- College, school, department, or office
- Lander University email address (username@lander.edu)

1.4.2 Optional elements

Although not required, any of the following items may be included in the Lander University email signature block:

- Phone number (format as "864-388-XXXX")
- Building
- Room number
- CPO Box
- Fax number
- Lander University website ("lander.edu")
- College or department landing page (e.g., for Admissions, "Visit" or "Apply now"; for Marketing & Communications, "Marcom")
- Lander University's physical address ("320 Stanley Ave, Greenwood, S.C. 29649")
- Official Lander University social media account icons and links
 - Facebook (<https://facebook.com/LanderUniv>)
 - Twitter (<https://x.com/LanderUniv>)
 - Instagram (<https://www.instagram.com/landeruniversity>)
 - LinkedIn (<https://www.linkedin.com/school/landeruniversity>)
 - YouTube (<https://www.youtube.com/landeruniversity>)
- Preferred pronouns (e.g., she/her/hers, he/him/his, they/them/theirs)
- Honorific title (e.g., Dr., Ms., Mr., Mx., Rev., etc.)
- Privacy or confidentiality disclaimer (see Section 3 of this policy)

2 Approved Official Email Signature Blocks

2.1 Full image-branded signature block (includes images and links)

2.1.1 Style requirements for full, image-branded signature blocks

- Font size: 10pt (12pt for name only)
- Font typeface: Arial
 - Bold font style for name and labels only
 - All other fonts styles are regular, with no italics used
- Font color: Legacy Blue (RGB 0, 53, 153 or HEX #003599)
 - For use with name and labels only

2.1.2 Full image-branded signature template (to copy, use email template file)¹



2.1.3 Signature generator application (optional)

To ensure consistency among university email signatures, the Offices of Information Technology Services and University Marketing & Communications have collaborated to develop a new, easy-to-use email signature generator for the Lander University community.

To use the new signature generator, click this link (a log-in will be required):

- <https://www.lander.edu/about/signature.html>

¹ Email Signature Template URL: <https://www.lander.edu/about/signature.html>

Once you are logged in, please verify the information needed to auto-populate your signature and follow the step-by-step instructions to apply it within your email program.

Please send comments or questions to:

Lander Marketing & Communications
864-388-8234
marcom@lander.edu

Please note that the signature generation application is subject to change and may not include all of the elements available.

2.2 Minimalist signature block (most accessible)

A minimalist signature block may be used instead of the standard image-branded signature block (see Section 2). Many of the elements common to signature blocks (e.g., social media icons, university logos, vCards, scripts) are not ADA-compliant. Signature blocks that include images are processed by many email clients or devices as attachments, which can be blocked entirely, can appear jumbled, and be illegible.

2.2.1 Minimalist signature template (to copy, use email template file)

Firstname Lastname, Title
Lander University | Department | 864-388-XXXX | lander.edu

2.2.2 Style requirements for minimalist signature block

- Font size: 12pt
- Font typeface: Arial
- Font color: Legacy Blue (RGB 0, 53, 153 or HEX #003599) for first name and last name only.
- First and last names should be in bold font style. All other font styles are regular, with no italics used.

3 Confidentiality Disclaimer

Some Lander University offices, departments, colleges, and clinical practices require that a confidentiality statement be included with email signatures. The only Lander University confidentiality statement approved for use with email signatures is the following statement:

This email and any accompanying attachments are confidential. The information is intended solely for the use of the individual to whom it is addressed. Any review, disclosure, copying, distribution, or use of this email communication by others is strictly prohibited. If you are not the intended recipient, please notify the sender immediately and delete all copies. Thank you for your cooperation.

This confidentiality statement may not be altered. If you are currently using a different confidentiality statement in your email signature, it must be removed.

4 Promotional Messaging: Approval Required

- 4.1 Any university-, division-, college-, or department-level promotional messages representing Lander University to external audiences must be approved by University Marketing & Communications to ensure consistent messaging and brand management. Promotional messages must be submitted through the Marketing Request form (<https://bit.ly/4yJAyn0>) with the proposed text and/or graphic, plan for distribution, and expiration of promotion. Each submission must be relevant to Lander University's mission and must meet visual and editorial brand guidelines.
- 4.2 University-wide campaign elements (e.g., text, graphic, URL) may be added to email signatures while a campaign is active. Campaign elements should be removed at the close of the campaign.

5 Policy Revision History

- First draft of policy created by Policy Coordinator on 4/2/2021.
- Stakeholder review and provisional approval of policy on 7/27/2021.
- Final revisions applied by Policy Coordinator on 8/11/2021.
- Policy Coordinator and Assistant Vice President of University Relations modified minimalist signature template (Section 2.2.1) to make the first name and last name elements blue and "Lander University" black, and to include a link to the email signature template on 8/24/2021.
- Lander University Board of Trustees review: Pending.
- Revised by the Assistant Director of Paid Media and Marketing to incorporate updated institutional branding guidelines and revisions to social media information and associated links on 7/27/2026
- Reviewed by the Board of Trustees Policy Committee on 8/11/2026.