ADMINISTRATIVE POLICY #03.30.07.01 (2020)
COLLEGE E-MAIL SIGNATURE CONVENTIONS

Policy Title: College E-Mail Signature Conventions

Policy Type: Administrative

Policy Number: ADM Policy #03.30.07.01 (2020)

Legal Authority: Section 59-53-51 of the 1976 Code of Laws of South Carolina, As Amended

State Board Policy: N/A

Approval Date:

Responsible Office: Office of Public Relations/Marketing

Responsible Executive: AVP for Institutional Advancement and Effectiveness

Applies to: College Community

POLICY STATEMENT

Denmark Technical College shall consider email as one of the primary mechanisms for official communication with College employees unless otherwise prohibited by law. The College has established an Email Signature Policy to ensure a consistent professional image of the College on all email communication.

TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Definitions</th>
<th>PAGE NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contacts</td>
<td>2</td>
</tr>
<tr>
<td>Stakeholder(s) (For Administrative Policy)</td>
<td>2</td>
</tr>
<tr>
<td>Publication</td>
<td>2-3</td>
</tr>
<tr>
<td>Review Schedule</td>
<td>3</td>
</tr>
<tr>
<td>Related Documents</td>
<td>3</td>
</tr>
<tr>
<td>Forms</td>
<td>3</td>
</tr>
</tbody>
</table>
PURPOSE

Email has become an efficient, fast and cost-effective method of communication that has many advantages over printed communications. This policy ensures that College employees use a consistent signature format that will align with the College’s brand standards. The College has established two email signature formats.

DEFINITIONS

Brand – An organization, service or product with a personality that is shaped by the perceptions of the audience (customers, constituents, etc.). An organization’s logo, tagline and other elements such as colors, fonts, etc. form only a part of the College’s brand. Everything the College accomplishes or performs, all of its assets and everything that it produces reflects the values and aims of the organization as a whole. Sticking to the College’s core values and mission creates a corporate image – the brand.

Brand Standards – Guidelines, rules and regulations set forth in how the College’s logo, tagline, colors and other graphical representations are rendered electronically or in printed materials.

CONTACT(S)

The Office of Public Relations and Marketing officially interprets this policy. The Office of Public Relations and Marketing is responsible for obtaining approval for any revisions as required by the Office of the President through the appropriate governance structures. Questions regarding this policy should be directed to the Office of Public Relations and Marketing.

STAKEHOLDERS

College community.

EMAIL SIGNATURE POLICY CONTENTS

Procedures

Signatures may include all of the items below or any portion and may include additional Denmark Technical College sanctioned web links. Graphics, pictures, slogans, quotations, backgrounds and font colors other than Dark Blue, Text 2 are not permitted in the signature. DTC email signature lines should appear in the following formats using font 11pt. Bodoni MT:

General College-wide Format

Jane Doe, Ph.D.
Vice President for Academic Affairs
O: 803.793.9999 | M: 803.378.9999 | doeji@denmarkech.edu
POB 327; 1126 Solomon Blatt Blvd., Denmark, SC 29042
Confidentiality Notice

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the sender of the message immediately. This message may contain information that is proprietary, privileged, confidential or otherwise legally exempt from disclosure and is intended only for the individual named. If you are not the named addressee you are not authorized to read, print, retain, copy or disseminate this message or any part of it. Your assistance is appreciated.

Aviso de Confidencialidad

Este mensaje (incluyendo los archivos adjuntos) está dirigido solo al receptor señalado y puede contener información de carácter privilegiada, privada o confidencial. Si usted no es el receptor señalado o bien si ha recibido este mensaje por error, por favor notifique inmediatamente al remitente y elimine el mensaje original. Cualquier otro uso de este mensaje de correo electrónico está prohibido. Gracias por su cooperación.

Athletics Department Format

Jane Doe, Ph.D.
Vice President for Student Services and Director of Athletics
O: 803.793.9999 | M: 803.378.9999 | doeji@denmarktech.edu
POB 327; 1126 Solomon Blatt Blvd., Denmark, SC 29042

DENMARK TECHNICAL COLLEGE
The athletics logo is reserved for College athletics department only.

**PUBLICATION**

This policy shall be widely published and distributed to the College community. Failure to meet the publication requirements does not invalidate this policy.

**REVIEW SCHEDULE**

- Next Scheduled Review: 02/18/2023
- Approval by College Cabinet: 02/18/2020
- Revision History: N/A
- Supersedes: N/A

**RELATED DOCUMENTS**

None

**FORMS**

None