



# DENMARK TECHNICAL COLLEGE

## 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.

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## 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 | [doej@denmarktech.edu](mailto:doej@denmarktech.edu)

POB 327; 1126 Solomon Blatt Blvd., Denmark, SC 29042



**DENMARK**  
TECHNICAL COLLEGE

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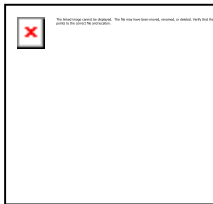
**Athletics Department Format**

Jane Doe, Ph.D.

Vice President for Student Services and Director of Athletics

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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