

Email Signatures

Use the following email signature guidelines for your @bu.edu email address to present a more unified, professional appearance for official University communications. These guidelines are recommended for all faculty and staff.

Do

- Do keep it simple, including only essential information in three to eight lines
- Do use common fonts such as Helvetica, Calibri, or Arial, sized 12–14 points. Other fonts may not display correctly
- Do use a single color such as black or dark gray
- Do include simple URLs without “http://www”
- Do include social media links in plain text without icons

Don't

- Don't include logos or graphics since they add unnecessary file size and appear as attachments
- Don't include vCARDS since they add unnecessary file size and appear as attachments
- Don't include tag lines or quotes since these may be perceived as University-wide statements
- Don't include a street address unless you frequently host visitors

Examples

Minimal signature:

John Smith

Assistant Director of Email Guidelines
Boston University Marketing & Communications
617-353-8022

Signature with multiple phone numbers and links:

John Smith

Assistant Director of Email Guidelines
Boston University Marketing & Communications
jsmith123@bu.edu | bu.edu/marcom
617-353-2000 (office)
617-555-1234 (mobile)
617-353-8467 (fax)

Follow Us: [Facebook](#) | [Twitter](#) | [LinkedIn](#)

Signature with mailing address:

John Smith

Assistant Director of Email Guidelines
Boston University Marketing & Communications
985 Commonwealth Ave., Suite 221
Boston, MA 02215
jsmith123@bu.edu | bu.edu/marcom
617-353-2000 (office)
617-555-1234 (mobile)
617-353-8467 (fax)

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How to Change Your Signature

Start by typing your signature directly into your email software rather than copying/pasting from this page or another source. Starting fresh usually results in the most consistent display.

Here are instructions for setting your email signature preference in the two most common email clients, [Microsoft Outlook](#) and [Google Mail](#).