



POLICIES

Effective Date:

Retired:

Revised:

Approved by: James E.K. Hildreth, Ph.D., M.D.
President and Chief Executive Officer

Subject: E-mail Signature

PURPOSE:

The purpose of this policy is to establish a uniform format for all faculty and staff members who have been assigned an e-mail account in order to create consistency in the information included as part of every employee's e-mail signature.

POLICY STATEMENT:

E-mail is an essential component of day-to-day communication. When we communicate electronically, we create and reinforce a professional persona. We act as representatives of our departments and organizations. We reflect the values of Meharry Medical College. The e-mail signature informs recipients of the sender's name and position in the College while validating the authenticity of communication. In addition, this signature helps us maintain a clean and cohesive brand. In order to ensure consistency of the College's image and maintain standards in e-mails sent to both internal and external recipients, e-mail signature lines are to be restricted.

DEFINITIONS:

Background images are images that are applied to the background of an element in an email.

A visual **border** in an e-mail is a solid, dotted or dashed line, or one made up of various objects, like flowers, baseballs, animals or virtually any other object.

A **confidentiality statement** is a common version of an e-mail disclaimer used to maintain the privacy of the communication.

A **font** is a set of printable or displayable text characters in a specific style and size. The type design for a set of fonts is the typeface. Variations of this design form the typeface family.

A **logo** is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition. It may be of an abstract or figurative design or include the text of the name it represents as in a wordmark.

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A **motto** is a short sentence or phrase chosen as encapsulating the beliefs or ideals guiding an individual, family, or institution.

A **quote** is a verbatim statement from a text or speech.

A **statement** is a definite or clear expression of something in speech or writing.

A **tagline** is a catchphrase or slogan, especially as used in advertising,

URL is the address of a World Wide Web page.

PROCEDURE:

All existing and new employees must read, understand and follow this policy.

Border or Backgrounds

No borders or backgrounds are to be used.

Confidentiality Statement

(to appear under signature "bar" graphic in 10pt. Arial)

This message (including any attachments) may contain confidential, proprietary, privileged and/or private information. The information is intended to be for the use of the individual or entity designated above. If you are not the intended recipient of this message, please notify the sender immediately, and delete the message and any attachments. Any disclosure, reproduction, distribution or other use of this message or any attachments by an individual or entity other than the intended recipient is prohibited.

Mottos, Quotes or Individual Statements

No mottos, quotations or other individual statements should be used as a standing attachment to the e-mail signature.

Signature Fonts

No decorative or script fonts are to be used. The fonts that may be used are Helvetica and Arial in 10 point.

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Subject: E-mail Signature**Logos and "Bar" Graphic**

The only logo and graphic allowed is the College logo, which is incorporated into the signature "bar" graphic. No sub-logos or other identities are allowed.

1005 Dr. D.B. Todd Jr. Boulevard
Nashville, Tennessee 37208www.mmc.edu

The Meharry Medical College logo "bar" graphic, shown above, cannot be altered in any way without the expressed written permission of the Office of Communications and Marketing.

Taglines

The only allowable tagline is "We teach health *caring*." and is included within the "bar" graphic. It may not be used elsewhere within the signature.

Web URLs

If including a Web URL, the site must: 1) be part of the mmc.edu domain, 2) comply with all College policies, and 3) be specific to the college, school, department, office, institute or center. No more than a maximum of three Web sites should be listed. Personal Web sites cannot be listed. The format for Web URLs is www.mmc.edu and should be hyperlinked.

Format Order**Name** (required, credentials optional, **bold face**)**Title/Position** (required, **bold face**)

Department (required)

Email (required)

Office Phone (required) | Cell Phone (optional) | Fax: (optional)

(Please use periods, not hyphens, to separate phone number elements: 615.327.6000)

Department website URL (optional)

1005 Dr. D.B. Todd Jr. Boulevard
Nashville, Tennessee 37208www.mmc.edu

This message (including any attachments) may contain confidential, proprietary, privileged and/or private information. The information is intended to be for the use of the individual or entity designated above. If you are not the intended recipient of this

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message, please notify the sender immediately, and delete the message and any attachments. Any disclosure, reproduction, distribution or other use of this message or any attachments by an individual or entity other than the intended recipient is prohibited.

Enforcement

Employee adherence to this policy may be periodically monitored for compliance.

EXHIBITS:

N/A