

USAO Staff & Faculty Email Signature Policy

Effective Date: September 2026

Maintained By: Marketing & Communications Office

This policy defines the standard email signature format for all faculty, staff, and official representatives of the University of Science & Arts of Oklahoma (USAO). Consistent email signatures project professional credibility, maintain brand alignment across digital communications, ensure clear contact information, and fulfill legal disclosure requirements.

1. Scope & Applicability

This policy applies to all active @usao.edu accounts owned by full-time and part-time staff, administration, faculty, adjunct instructors, and official departmental representatives.

2. Standard Signature Design

Email signatures must be ordered and formatted according to the official sequence below:

[Complimentary Closing],
[Employee Preferred Full Name]

[Official Job Title]
[Department / Division Name]
[Campus Building], Room [Room Number]
Office: (405) 574-[XXXX]
[username]@usao.edu

[University of Science & Arts of Oklahoma](#)

1727 West Alabama Ave
Chickasha, OK 73018

[Drover Logo | USAO Horizontal Logo Graphic]

[Apply](#) • [Give](#) • [Engage](#) (Customizable Action Buttons – See Guidelines in Email Signature Policy)

[Standard Legal Confidentiality Disclaimer]

3. Layout Specifications

- **Closing Sign-off:** Standard complimentary closing (e.g., *Regards*, *Sincerely*, *Best*,).
- **Preferred Name:** Preferred professional name (e.g., *Kyla Patterson*).
- **Job Title:** Direct title as recognized by Human Resources (e.g., Coordinator of Marketing Operations).
- **Department:** (e.g., Marketing & Communications).

- **Office Location:** Building name and office room number (e.g., *Troutt Hall, Room 104*).
- **Phone Number:** Format as Office: (405) 574-XXXX.
- **Email Address:** Standard @usao.edu address formatted as an active hyperlink in standard blue.
- **University Name:** Hyperlinked official name (*University of Science & Arts of Oklahoma*) pointing to usao.edu.
- **Physical Address:** Mailing address line (e.g., *1727 West Alabama Ave*).
- **City, State, Zip:** Local postal designation (e.g., *Chickasha, OK 73018*).
- **Logo:** Horizontal green USAO university word mark positioned to the right of the green Drover logo. Hyperlinked to usao.edu.
- **Action Links:** Horizontal row of up to three action links located beneath the logo, separated by bullet points (•). Default options are ‘**Apply • Give • Engage**’ each is hyperlinked to their respective department (Apply - <https://admissions.usao.edu/apply/>, Give - <https://alumni.usao.edu/g/alumni-association>, Engage - <https://www.instagram.com/usaodrovers>. (see Section 4 for role-based customization guidelines).
- **Legal Disclaimer:** Reduced, neutral gray text appended at the bottom of the signature block (see Section 6 for required wording).

4. Customization Guidelines for Call-To-Action (CTA Links)

To ensure email signatures effectively support individual job descriptions and departmental objectives, employees are permitted to customize the three hyperlinked action items below the logo according to the following guidelines:

- **Role Alignment:** Links must directly reflect the employee's official duties, department priorities, or primary audience interaction (e.g., Admissions staff using *Schedule a Tour*, Faculty using *Office Hours / Advising*, Financial Aid using *FAFSA Info*, or Advancement using *Donate Today*).
- **Quantity & Formatting:** Signatures are limited to a maximum of **three (3) action links** rendered in plain, hyperlinked text separated by bullet points (•). Graphic buttons, badges, or icons are not permitted.
- **Approved Destinations:** All customized links must route to official USAO web pages (usao.edu), institutional portals, or official university-affiliated scheduling platforms (e.g., Calendly, Microsoft Bookings). External commercial or personal links are strictly prohibited.
- **Standard Default Option:** If an employee chooses not to customize their links, the standard institutional default line (**Apply • Give • Engage**) must be retained.

5. Formatting & Graphic Requirements

- **Typography:** System-standard sans-serif fonts (e.g., Arial, Calibri, Helvetica) must be used to ensure uniform rendering across various email clients, web browsers, and mobile devices. Primary body text is set to 12pt, call-to-action (CTA) elements are set to 11pt, and official disclaimers are set to 7.5pt.
- **Color Palette:** Body text should be standard black. Hyperlinks must remain standard accessibility-compliant blue. Logo design must remain standard Drover Green as laid out in the Brand Guidelines.
- **Logo Restrictions:** The horizontal USAO wordmark and Drover logo must retain its original aspect ratio. Distorting, color-shifting, adding drop shadows, or altering graphic elements is strictly prohibited.
- **Prohibited Additions:** Personal quotes, non-university social media icons, animated GIFs, background fills, or custom promotional banners outside official university-wide campaigns are not permitted within email signatures.

6. Required Legal Confidentiality Notice

All outgoing email signatures must incorporate the following statement at the bottom of the signature block:

This e-mail (including any attachments) is for the sole use of the intended recipient(s) and may contain information that is confidential and/or protected by legal privilege. Any unauthorized review, use, copy, disclosure or distribution of this e-mail is strictly prohibited. If you are not the intended recipient, please notify the appropriate party at USAO, and immediately destroy all copies of this e-mail. USAO does not accept any liability for breach of security, error or virus that may result from the transmission of this message.

7. Support & Resources

- **Office of Marketing & Communications:** Contact for logo asset files, standard HTML templates, and approval of customized CTA link destinations. All requests for policy exceptions, temporary promotional additions, or signature variations must be submitted to this office for formal review and written approval before implementation.
- **Information Technology (IT) Services:** Contact for technical support, configuration guidance, and assistance setting up or troubleshooting signatures within Outlook, webmail, and mobile mail clients.