Use these email signature rules to present a more unified, professional appearance for official WMed communications. These rules are for all faculty, residents, staff, and students.

DO
- Do keep it simple, including only essential information in three to eight lines.
- Do use common fonts such as Arial, Calibri, Tahoma, or Times New Roman, sized 10-12 points. Other fonts may not display correctly.
- Do use a single color, such as black or dark gray.
- Do include our web address: wmed.edu, with active link.
- Do include your Gallup CliftonStrengths Top 5.
- Do include official WMed social media links in plain text without icons but with active links. If your program has an approved WMed social media account, you may include that link, otherwise use WMed official social media accounts.
- If you are an administrative assistant supporting several leaders, list them under the email block, as shown in the example below.
- If you are a researcher, you should include your ORCID number. Branding guidelines for using your ORCID number can be found here. https://info.orcid.org/brand-guidelines/

DON'T
- Don't include background colors.
- Don't include logos or graphics; they increase file size and appear as attachments. Emails with embedded images can be more likely to be flagged as spam by filters, increasing the chance that your message will end up in a junk folder.
- Don't include tag lines or quotes; they may be perceived as WMed-wide statements.
- Don't include more than three phone numbers.

OPTIONAL
- May include WMed Culture Architect. Must have completed the eight-week long training and received an in-house certification.
- You may include pronoun usage to your signature block. If including gender pronouns, they should go next to your name. The three most common masculine, feminine, and gender-neutral pronouns are he/him/his, she/her/hers, and they/them/their. You may also include your military status, such as U.S. Army/Navy/Air Force/Marines/Coast Guard/ Space Force Veteran. Military reference should always be on its own line.

EXAMPLE OF EMAIL SIGN-OFF

John Smith (he/him/his)
Official Title
Strength 1 - Strength 2 - Strength 3 - Strength 4 - Strength 5
Western Michigan University Homer Stryker M.D. School of Medicine
1000 Oakland Drive
Kalamazoo, MI 49008
Office: 269.337.XXXX
Cell: XXX.XXX.XXXX (if desired)
john.smith@wmed.edu
wmed.edu

U.S. Army Veteran

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Providing administrative and scheduling support for:
Leader name, title
Leader name, title
Leader name, title

EXAMPLE OF EMAIL SIGN-OFF FOR STUDENTS

John Smith, M1, **M2**, **M3,** or **M4** (he/him/his)
Western Michigan University Homer Stryker M.D. School of Medicine
1000 Oakland Drive
Kalamazoo, MI 49008
john.smith@wmed.edu
wmed.edu

U.S. Army Veteran

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