# Standardized Email Signature

**YOUR NAME (Calibri 12, bold, all caps, bold, Pantone 2756 - R 51 G51 B102)**  
Your title (Calibri 11, colour black)

Purple Logo, with alt-text that reads: “*NSCAD University logo – purple block with “NSCAD University” written in white text”* (Instructions below on how to add alt-text).  
Street (Calibri 11, colour black)  
City, Province, Postal Code (Calibri 11, colour black)  
Phone / Email  (Calibri 11, colour black)  
**nscad.ca / @NSCADUniversity**  (**Calibri 11, bold, colour** **Pantone 2756 - R 51 G51 B102**)

#### Example:

**ANNA LEONOWENS**  
Director, University Relations

  
  
5163 Duke Street  
Halifax, NS  B3J 3J6  
902-XXX-XXXX / [aleonowens@nscad.ca](mailto:aleonowens@nscad.ca)   
**nscad.ca / @NSCADUniversity**

## Adding alt-text to images

* Open the “Signatures and Stationery” tab in Microsoft Outlook
* Copy and paste the image into the body of your signature
* Right click on the image, and select “Picture”
* Click the Alt-Text tab, and copy and paste the appropriate copy. In this case “*NSCAD University logo – purple block with “NSCAD University” written in white text”*

## Optional additions to email signature

* **Fax and cell:**Should you wish to include a cell number or fax, it can be added to the same line as phone and email
* **Degrees:**If you would like to add your degree to your signature, please do so after your name, preceded by a comma. Should you wish to list more than one degree, they too can be added, separated by a comma
* **Preferred pronouns:**Preferred pronouns in brackets after name
* **Land acknowledgement:**
  + NSCAD University is in Mi’kma’ki, on the ancestral and unceded territory of the Mi’kmaq Nation.
  + K'jipuktuk can also be added to your email signature, preceding Halifax in the address line
* **Standardized confidentiality statement:**  
  This email message (including attachments, if any) is confidential and may be privileged.  Any unauthorized distribution or disclosure is prohibited.  Disclosure to anyone other than the intended recipient does not constitute a waiver of privilege.  If you have received this email in error, please notify me and delete it and any attachments from your computer system and records.

Example:

**PEGGY SHANNON, PhD, MFA (she/her)**President

  
  
5163 Duke Street  
K'jipuktuk/Halifax, NS  B3J 3J6  
902-494-8114 / [pshannnon@nscad.ca](mailto:pshannnon@nscad.ca)   
**nscad.ca / @NSCADUniversity**

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This email message (including attachments, if any) is confidential and may be privileged.  Any unauthorized distribution or disclosure is prohibited.  Disclosure to anyone other than the intended recipient does not constitute a waiver of privilege.  If you have received this email in error, please notify me and delete it and any attachments from your computer system and records.