

Email Signatures & Styles

Instructions for setting up an Outlook email signature vary between PC, Mac, and web mail. Please contact the Office of Marketing Communications at 715 682-1307 or marketing@northland.edu if you need assistance in setting up an on-brand signature.

John Doe

Associate Director of Admissions

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northland.edu

Do:

- ✓ Include your name, official job title, Northland College address, and phone number.
- ✓ Use a college approved font.

Do NOT:

- ✗ Add quotes, tag lines, images, or backgrounds to your emails.
“Let the wild rumpus start.” —Maurice Sendak
- ✗ Include a copy of the logo
The logo for Northland College, featuring the words "NORTHLAND" and "COLLEGE" in a serif font, with a small orange flame-like icon above the letter "O" in "NORTHLAND".
- ✗ Use more than two colors or fonts.
- ✗ Include an email unless you are sending from an account that is different than where the recipient should reply.