

## EMAIL SIGNATURE GUIDELINES:

1. Use Acherus Grotesque or Gineso condensed  
**(NO THIN, NO LIGHT, NO REGULAR)**  
[Use only Medium, Heavy, or Bold for your formatting.]
2. Use the appropriate primary or secondary brand extension logo.  
(We use the Black Dining Services LockUp.)
3. First and last name, professional designations, and title should be in **bold**.
4. Avoid any light colors in your email signature due to accessibility concerns for individuals that are visually impaired.

Appropriate Colors: **PURPLE** – **MAROON** – **ORANGE** – **BLUE** – **GREY** – **BLACK**

5. Do not use a font size less than 10PT. **Recommended:** 12PT, 14PT, 16PT

## HOW TO INSTALL FONTS ON YOUR COMPUTER:

*Follow tutorial links below.*

[\(Windows\)](#)

[\(Mac\)](#)

## EMAIL SIGNATURE EXAMPLE FOR DINING SERVICES:

(The example below is formatted to the brand specifications. For the quickest signature creation, copy and paste the signature below into Outlook's signature setup and edit accordingly.)

**JOHN SMITH** | Role / Title  
He | Him | His

Dining Services | Student Affairs

Office: xxx.xxx.xxxx ext: xxx | Virginia Tech email address (Lowercase Only)

**VIRGINIA TECH CONTACTS:** Slack, Teams, Zoom

**Ideation | Responsibility | Includer | Individualization | Connectedness**

**Department / Building / Office**

Street Address, Suite XXX, Office XXX (Mailcode)  
Blacksburg, VA 24061

Standard Office Hours 8AM-5PM

Office hours flexible. HYBRID

Be Committed. Be Well.

