

Sign It **DIGITALLY**

→ RULES TO LIVE BY

The university email signature is an important element in consistently communicating Liberty’s brand and is a requirement for all employees. Recently, we have noted several incorrect uses of the Liberty University email signature. In light of the mistakes we have seen, please make note of the following:

<div></div> <div><p>Official University Email Signature</p><p>John Q. Sample '00 Sample Title Office of Champions</p><p>(434) 582-2000</p><p>LIBERTY UNIVERSITY</p><p><i>Liberty University Training Champions for Christ since 1971</i></p></div>	<div></div> <div><p>Web Mail Signature Example</p><p>John Q. Sample '00 Sample Title Office of Champions</p><p>(434) 582-2000</p><p>LIBERTY UNIVERSITY <i>Training Champions for Christ since 1971</i></p></div>	<div></div> <div><p>Athletics/Club Sports Email Signature</p><p>John Q. Sample '00 Sample Title Athletics/Club Sports</p><p>(434) 582-2000</p><p>LIBERTY UNIVERSITY <i>Training Champions for Christ since 1971</i></p></div>
<div></div> <div><p>Traditional honorifics such as “Mr.,” “Mrs.,” or “Ms.” are acceptable forms of speech in email communication</p><p>Mr. John Q. Sample '00 Sample Title Office of Champions</p><p>(434) 582-2000</p><p>LIBERTY UNIVERSITY</p><p><i>Liberty University Training Champions for Christ since 1971</i></p></div>	<div></div> <div><p>Do not insert extra text within any part of your signature (i.e. Bible verses, quotes, etc.)</p><p>John Q. Sample '00 Sample Title Office of Champions</p><p>(434) 582-2000</p><p>LIBERTY UNIVERSITY</p><p><i>Liberty University Training Champions for Christ since 1971</i></p><p>“Any Bible verse or quote” -Source</p></div>	<div></div> <div><p>Pronouns such as “He/Him,” “She/Her,” etc., are not acceptable as part of your Liberty signature</p><p>John Q. Sample '00 (He/Him) Sample Title Office of Champions</p><p>(434) 582-2000</p><p>LIBERTY UNIVERSITY</p><p><i>Liberty University Training Champions for Christ since 1971</i></p></div>
<div></div> <div><p>Do not use a signature approved for use by another department other than your own (i.e. using Club Sports/Athletics signature when not working within those departments)</p><p>John Q. Sample '00 Sample Title Office of Champions</p><p>(434) 582-2000</p><p>LIBERTY UNIVERSITY <i>Training Champions for Christ since 1971</i></p></div>	<div></div> <div><p>Do not use the solitary eagle head; rather use the LU eagle signature for Club Sports/Athletics</p><p>John Q. Sample '00 Sample Title Athletics/Club Sports</p><p>(434) 582-2000</p><p>LIBERTY UNIVERSITY <i>Training Champions for Christ since 1971</i></p></div>	<div></div> <div><p>Do not use backgrounds, photos, and animated GIFs</p><p>John Q. Sample '00 Sample Title Office of Champions</p><p>(434) 582-2000</p><p>LIBERTY UNIVERSITY</p><p><i>Liberty University Training Champions for Christ since 1971</i></p></div>

Visit **Liberty.edu/EmailSignature** for more information on how to apply the correct signature.

Also, please review the newly revised **Brand Guide** to view updates and recent changes.