

Email Signatures

Over time, the wide range of programs, centers, and groups at Berkeley-Haas has led to significant differences in the ways in which people associate themselves with the school. This is most evident in email signatures.

Students, faculty, and staff should follow the guidelines and examples on these pages when creating their email signatures. Important things to keep in mind when creating your signature:

- The full and proper name for the school, Haas School of Business, UC Berkeley, should appear in the signature. Other variations, such as Berkeley-Haas or Walter A. Haas School of Business, should not be used.
- The only art that may be used to represent a program or group in a Haas email signature is the school or program (or group) logo. Do not use both logos-choose one or the other. Do not include banners or photos to represent your affiliation with Haas. **Note that any art used in email often does not appear or may appear as empty image icons, depending on the recipient's email browser settings.**
- Signatures should contain consistent 10-12 point font, all black, grey, or blue, and no bold or italic text (exception: the school tagline should be italicized).

Email signatures

Preferred Variations of email signatures:

Simple version

Craig Kaufman
Sr. Marketing and Communications Manager
Haas School of Business
University of California, Berkeley
Office: 510.643.9977
Web: <http://www.haas.berkeley.edu/>

Black

Haas Blue or Black

Signature with Primary Word Mark

Craig Kaufman
Sr. Marketing and Communications Manager
Haas School of Business
University of California, Berkeley
2000 Center Street, Suite 400
Berkeley, California 94704-1996
Office: 510.643.9977
Web: <http://www.haas.berkeley.edu/>

University of California

Berkeley

Haas School of Business

Signature with Secondary Word Mark

Craig Kaufman
MBA Candidate
Haas School of Business
University of California, Berkeley
2000 Center Street, Suite 400
Berkeley, California 94704-1996
Office: 510.643.9977
Web: <http://www.haas.berkeley.edu/>



BERKELEY-COLUMBIA EXECUTIVE MBA

Berkeley-Haas

Email signatures should not use Berkeley-Haas—only use the formal name: Haas School of Business, University of California, Berkeley

What You Must Include

All signatures should at minimum contain a name, job title, school and university names, and a phone number (automated email accounts excluded).

What You May Leave Out

While formatting should be consistent with this guide, email signature information may vary. Physical addresses, telephone numbers (cell and LAN lines), and web addresses are optional.

What You Should Leave Out

While some information may be omitted, adding additional information should be avoided. For example, listing multiple web addresses, including multiple wordmarks, or adding other unnecessary information should be avoided.

Phone Number Style

You may use either periods or dashes in phone numbers.

Email signatures

Variations of email signatures:

Signature with tagline

Craig Kaufman
Sr. Marketing and Communications Manager
Haas School of Business
University of California, Berkeley
2000 Center Street, Suite 400
Berkeley, California 94704-1996
Office: 510.643.9977
Web: <http://www.haas.berkeley.edu/>

Black

Haas Blue or Black

Leading Through Innovation

Black and italicized

Signature with social media icons

Craig Kaufman
Sr. Marketing and Communications Manager
Haas School of Business
University of California, Berkeley
2000 Center Street, Suite 400
Berkeley, California 94704-1996
Office: 510.643.9977
Web: <http://www.haas.berkeley.edu/>



Caution

Any art used in email signatures (logos or social media icons included) may not appear in a recipient's email browser, depending on the recipient's browser settings.