UBC Brand Email Signature Program | Specifications

UBC Public Affairs

UBC Brand Email Signature

Internal Version

First Name Last Name Credentials
Title 1, Title 2 | Faculty or Unit | Department or Office
The University of British Columbia | Campus or Site Location
Phone 604 822 1234 | Cell 778 123 4567

UBC Brand Email Signature

External Version

① **First Name Last Name** Credentials
② Title 1, Title 2 | Faculty or Unit | Department or Office
③ The University of British Columbia | Campus or Site Location
123 – 4567 Street Name | City, BC Canada V6T 1Z1
Phone 604 822 1234 | Cell 778 123 4567 | Fax 604 123 4567
first.last@ubc.ca | @unittwitter
www.unit.ubc.ca | www.socialmedia.com ④ See **hyperlink** instructions below.

⑤ a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA

UBC Brand Email Signature

External Version with Sub-Identity

First Name Last Name Credentials
Title 1, Title 2 | Faculty or Unit | Department or Office
The University of British Columbia | Campus or Site Location
123 – 4567 Street Name | City, BC Canada V6T 1Z1
Phone 604 822 1234 | Cell 778 123 4567 | Fax 604 123 4567
first.last@ubc.ca | @unittwitter
www.unit.ubc.ca | www.socialmedia.com

a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA

⑥ CHAN CENTRE
FOR THE PERFORMING ARTS

Format Options

Internal Version
This short version is most appropriate for internal recipients.

External Version
This long version is most appropriate for external recipients.

Sub-Identity Version
As above with additional Sub-Identity logotype placed below the UBC Full Signature after two full returns.

Email Programs
Outlook 2007 and 2010
Mac Mail
Webmail
Gmail
Thunderbird
Entourage

Size Options
The text shown here is set in 9pt.
On higher resolution monitors and across some email platforms, this size of text may appear to be too small. The text size can be adjusted to three standard sizes: 9pt/10pt/11pt. ✻

① **Name**
Arial Black

② **Contact Grid**
Arial Regular

③ **Address**
Arial Regular
Add two spaces between Province and Country

④ **Hyperlinks for Websites and Email**
Arial Regular
In most email programs these items will hyperlink if a hard return is entered after typing the information. In order to retain your formatting, do this "on the side" in your signature workspace and then paste it in. Remember to test your hyperlinks. *This step requires careful attention in selecting only the characters/spaces that require the hyperlink attribute.*

⑤ **UBC Full Signature**
.png image file (40 px by 335 px)

⑥ **Sub-Identity Logo**
.png image file (sized at similar visual weight to the UBC Full Signature)

RGB Colour Options
Electronic Signatures are available in UBC Blue (**R**=0 **G**=48 **B**=94), UBC Grey (**R**=62 **G**=111 **B**=142) and Black.

One colour choice is to be used for **ALL** text and image elements in each UBC Email signature. Choose one of the colour options per set of both internal and external email signatures.

✻ **Important Note on Resizing**
When resizing the email signature to be either 9pt, 10pt or 11pt, be sure to select **ALL** of the elements (text and UBC Full Signature) in order to scale the entire unit proportionally.