

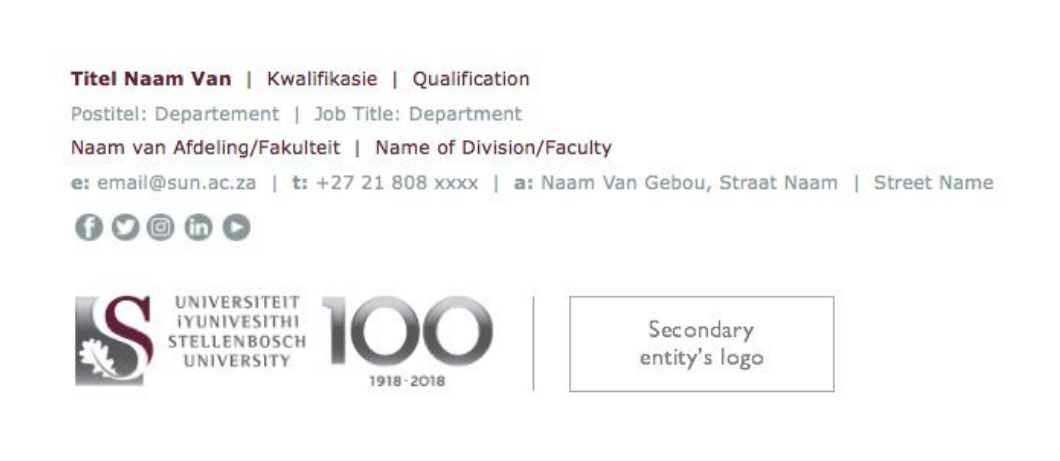
Email signatures:

Consistent use of our electronic email signatures will contribute to a consistent brand language and a unified voice in communicating with our stakeholders. Email signatures have been created for level 2 of the SU brand identity framework. The master design has been adapted to fulfil all requirements for supporting the Centenary brand identity.

Level 2: Faculties and academic departments

* *Faculties that do not have their own identity are categorised at **Level 1***

- Includes core operational entities with teaching and research as their primary activities – mainly faculties and academic departments. They represent the University’s core academic activities, and fulfil functions that are linked directly to SU as an institution of learning. The visual elements that represent the University remain the primary identity carriers in the signature designed for this level.
- Academic departments and divisions may not have their own logo.
- The SU logo is positioned to the left, with the faculty’s logo to the right. The name of academic departments must be written in full and be incorporated into the email signature. Primary and secondary identities may be displayed only as illustrated in the image below
- As the image below illustrates, the SU logo takes the central position, to the left.



To apply the Centenary email signature for Level 2 in Outlook, follow the systematic guidelines on the next page:

Step 1:

Open the Word document and copy the email signature template:

- On your keyboard, hold the Ctrl button in and press A to select all the elements of the email signature template.
- Press Ctrl C to copy all the elements.

Step 2:

Go to Microsoft Outlook. Click on **File**, top left of the page.

Step 3:

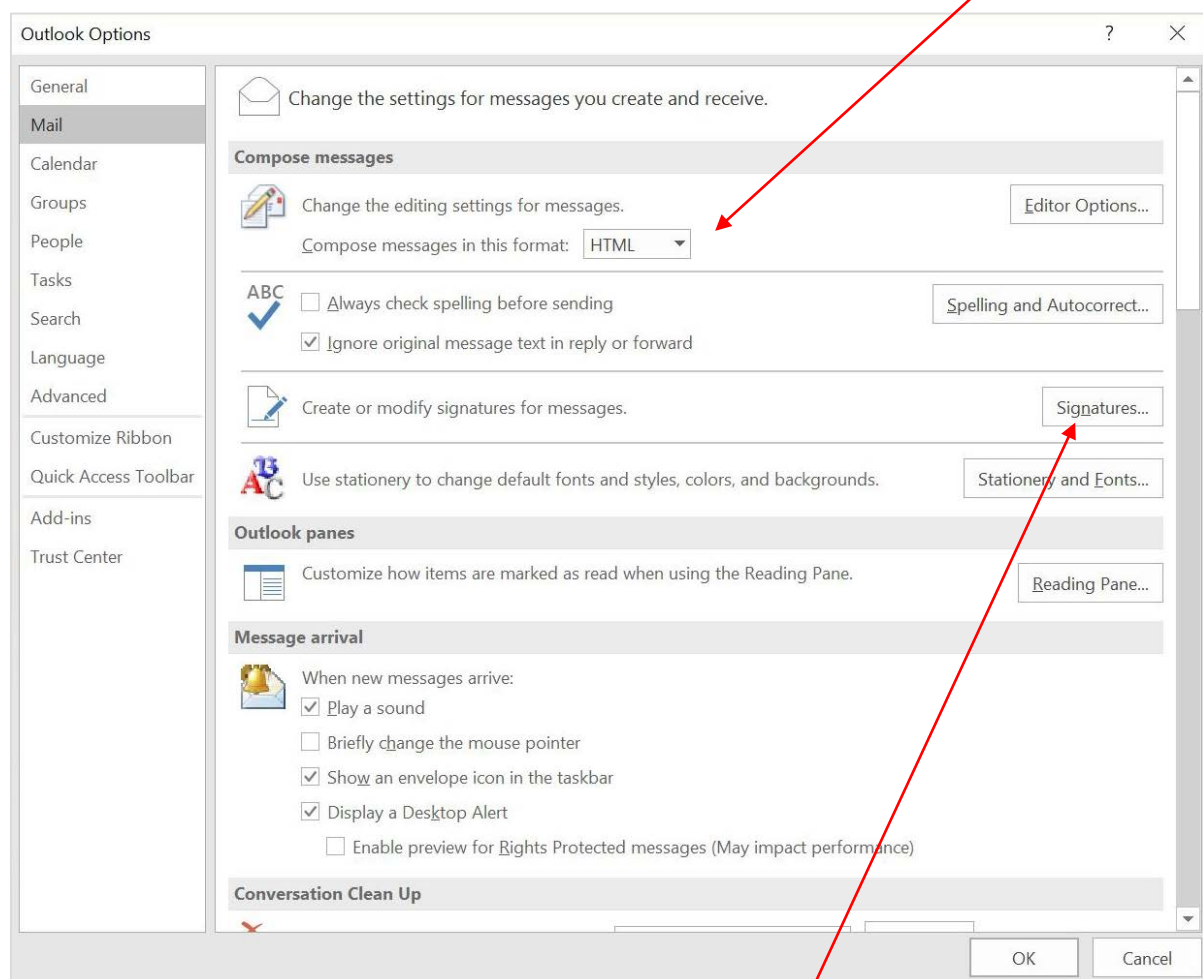
Click on the **Options** tab.

Step 4:

Click on **Mail**.

Step 5:

Under Compose messages: Compose messages in this format: Ensure **HTML** is selected:



Step 6:

Click on **Signatures**, the third tab, right side of the page.

Step 7:

Click **Email Signature** top left.

Step 8:

Click the **New** tab, and then enter *SU-100* to identify this signature, press **ok**.

Step 9:

Paste the email signature elements: **Ctrl V**.

Step 10:

Edit details: name, title, department/division/unit, contact details. Note: including your qualification details are optional.

Step 11:

After you have edited the signature, click on **Save** (below "Select signature to edit").

Step 12:

To change your signature to the new signature, go to **Choose default signature** on the right and select the new signature.

Step 13:

Click **ok**, bottom of page.

Step 14:

Click **ok** bottom of page.

Note:

The email signatures will roll out in phases. The Corporate Communication Division will be in contact with targeted stakeholders to communicate the implementation of the email signature, applicable to your specific environment.