



The UNIVERSITY of OKLAHOMA®
Office of the Senior Vice President and Provost

September 3, 2025

Dear Colleagues,

As part of the university's continued commitment to the Lead On Strategic Plan, we are pleased to announce the rollout of templates university employees should use for their email signatures. These templates are essential in advancing a unified One OU brand and will help strengthen consistency across all campuses and units.

Attached you will find the signature guidelines, templates, and implementation instructions. We ask for your assistance in implementing no later than September 30, 2025.

Your partnership is essential in implementing this new business practice, and we thank you in advance for your assistance.

Sincerely,

André-Denis G. Wright, Ph.D.
Senior Vice President and Provost, Norman Campus

Gary E. Raskob, Ph.D.
Senior Vice President and Provost, OU Health Campus

TEMPLATE AND GUIDELINES FOR UNIVERSITY-WIDE SIGNATURES

Signature settings

1. Name, bolded in crimson font (color #841617) and 11 pt. font size
2. Everything below name in black and 9 pt font size
3. Font and email fonts should be Aptos
4. All hyperlinks should be recolored to crimson (#841617)
5. Non-university affiliations discouraged and at supervisor discretion.
6. Unique or individualized quotes are prohibited.
7. Images and logos are prohibited due to accessibility.
8. Order must follow the templates below for each applicable line.

Optional items to include at the discretion of the supervisor:

- Postnominal letters (academic credentials. For example, a Master of Education would be M. Ed.)
- Name pronunciation and option to hear the pronunciation. This must be linked as "hear my name."
- Official University social media handles ONLY, no personal social handles, no icons
- Fax number (all numbers should be formatted 000-000-0000)
- Hyperlink to relevant webpage. This should be official university websites only. If you would like to include information about involvement in external societies, books, or publishing, please include a link to your university CV/Resume/Biography webpage. Best web accessibility practices recommend using descriptive link text in place of the full URL. Example: [Price College LinkedIn vs https://www.linkedin.com/school/university-of-oklahoma---price-college-of-business/](https://www.linkedin.com/school/university-of-oklahoma---price-college-of-business/)
- Tribal affiliation
- Action Items with the language below and hyper linked
 - Schedule a Meeting
 - Schedule a Campus Visit
 - Apply at (Website)
 - Apply for a scholarship at ou.edu/cash
- Confidentiality Notice as determined by department or supervisor.
 - CONFIDENTIALITY NOTICE: This email, which includes any files transmitted with it, may contain confidential information and is intended solely for the use of the individual or entity to whom it is addressed. If you are not the intended recipient or the person responsible for delivering this email to the intended recipient, be advised that any use, dissemination, forwarding, printing, or copying of this email is strictly prohibited. If you have received this email in error, please notify the sender immediately by a "reply to sender only" message and destroy all electronic and hard copies of this email and any attached files.

To update your current signature, follow these steps:

1. Follow the path to signatures: File → Options → Mail → Signatures
2. Choose your account: Select the email account from the list where you want to add the signature.
3. Create or Edit:
 - New Signature: If you want to create a new signature, select "New" and type a name for it, then click "OK,"
 - Edit Existing: If you want to edit an existing signature, select it from the list.
4. Type and Format: In the "Edit signature" box, type your desired text that aligns with the approved template mentioned above.

5. Save: Click "Save" to store the signature.
6. Set Default (Optional): You can choose a default signature to be automatically included in new messages and/or replies/forwards.

Template:

First Name [optional middle name, initial, or hyphenated] Last Name

Name Pronunciation/"Hear my Name" (if applicable)

Title | Department or College

2nd Title | Department or College (if applicable)

The University of Oklahoma or The University of Oklahoma Health Campus or The University of Oklahoma Tulsa

123 Main Street, Suite X | City, State XXXXX (if applicable)

405-123-4567 (if applicable) | [ou.edu/brand](#) (relevant website)

@uofoklahoma | [www.facebook.com/uofoklahoma](#)

Call to action (ie, schedule a meeting, schedule tour)

Example No. 1:

Sally Jones

Vice President | Student Affairs

The University of Oklahoma

339 Boyd Street | Norman, Oklahoma 73019

405-325-1701 | [ou.edu](#)

Example No. 2:

Sally Jones

Admissions Counselor | Admissions and Recruitment

The University of Oklahoma

405-325-1701 | [admissions.ou.edu](#)

@go2ou | [facebook.com/go2ou](#)

[Schedule a Meeting](#)

[Apply at apply.ou.edu](#)

Example No. 3:

Sally Jones, MD, FACS, FAANS

Executive Dean | College of Medicine

Harry Wilkins, MD, Professor | Department of Neurosurgery

University of Oklahoma Health Campus

P: 405-325-1701 | C: 405- 325-1701

Example No. 4:

Sally Jones, Ph.D.

Dean | Michael F. Price College of Business

The University of Oklahoma

307 West Brooks | Norman, Oklahoma 73019

405-325-0100 | [Price College LinkedIn](#)