

# CREATING A CLEMSON FOREVER EMAIL SIGNATURE

## Before you start, download the CLEMSON FOREVER email logo

1. Visit [creative.clemson.edu/development/2014/11/14/clemson-forever-email-signature](http://creative.clemson.edu/development/2014/11/14/clemson-forever-email-signature)
2. Click “download” button. This logo has been specially sized for email signature use. Use the png logo file.

## OUTLOOK

3. Open the signature panel by either
  - a. selecting **File/Options/Mail** then selecting **Signatures (third from the top)** or
  - b. opening a new email message, select signature from the ribbon, then signatures.
4. Inside the signature window, you will select new.
5. Type in your contact info and style the text according to the instructions below

### FIRST/LAST NAME

YOUR TITLE

Advancement  
Focus Area  
Clemson University

Address Line 1  
Line 2  
Clemson, SC 29631  
w 864-656-0000  
c 864-000-0000  
f 864-656-0000  
email@clemson.edu



FONT = Trade Gothic Next LT  
12PT BOLD / ALL CAPS / ORANGE  
12PT REGULAR / ALL CAPS

\*Alternative Fonts if Trade Gothic isn't available- Franklin Gothic or Helvetica

11pt Regular or Italic

Click the picture insert button and find the CLEMSON FOREVER email signature sized logo you downloaded to your desktop and select that image file.

- DO NOT RESIZE, the logo is set to the appropriate size

### THE TEXT AND TEXT COLOR CAN BE CHANGED BY SELECTING

#### FORMAT

- Style the text using the font, style, size and color
- in the color pop-window, select “more colors” and under the custom menu choose “RGB” as your color model.
- Then add these values for Clemson orange:
  - Red = 242
  - Green = 104
  - Blue = 54

## OUTLOOK FOR MAC

1. Open the signature panel by selecting **Mail/Preferences** and selecting **Signatures**
2. Type in your contact info and style the text according to the instructions below

### FIRST/LAST NAME

YOUR TITLE

Advancement  
Focus Area  
Clemson University

Address Line 1  
Line 2  
Clemson, SC 29631  
w 864-656-0000  
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12PT BOLD / ALL CAPS / ORANGE  
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11pt Regular or Italic

Find the CLEMSON FOREVER logo you downloaded to your desktop and drag and drop it into the signature panel

- DO NOT RESIZE, the logo is set to the appropriate size

### THE TEXT AND TEXT COLOR CAN BE CHANGED BY SELECTING

#### FORMAT

- Style the text using the font, style, size and color
- in the color pop-up panel, select ‘more colors,’ select the slider icon, use the dropdown menu to select ‘RGB Sliders.
- Then add these values for Clemson orange:
  - Red = 242
  - Green = 104
  - Blue = 54

This document is kept up-to-date on our Development Toolkit site: [creative.clemson.edu/development/](http://creative.clemson.edu/development/). Simply search for email or signature or follow the link at the top of this page.