

Policy # 500	CITY OF FAYETTEVILLE Policy Manual		
	E-mail Signature Policy		
Effective Date: 01.25.2017	Revised Date: 01.18.2017	Number of Pages: 5	

I. Purpose:

- a. The purpose of this policy is to provide a clear explanation of the guidelines surrounding the use of e-mail signatures for all City of Fayetteville employees who use City e-mail accounts, for both computers and cellular phones.
- b. Council Members are encouraged to follow these guidelines as well for brand consistency, and will be assisted by staff as needed. However, Council Members are not subject to this policy and are free to use their discretion regarding email signature blocks within their purview as city officials.
- c. E-mail, often used more than any other form of communication, is a form of business communication and is a reflection of the institution. The format of one's e-mail should be both professional and uniform in terms of signature and other formatting. E-mail signatures should follow certain guidelines to fit with the overall brand identity of the City of Fayetteville. As such, the style of address, tone, spelling, grammar and punctuation of all messages should reflect the standards of formal business communication.
- d. Any questions regarding this policy should be directed to Corporate Communications.

II. Definitions:

Brand identity is defined as the outward expression of a brand, including its name, trademark, logo, communications, and visual appearance. The recognition and perception of a brand is highly influenced by its visual presentation. A brand's visual identity is the overall look of its communications.

III. Policy:

- a. E-mail signatures should only include your name, job title, department, mailing address, telephone and fax numbers (if applicable), and the City's website address (www.FayettevilleNC.gov). Professional titles and certifications, such as PE or PMP, or degrees, such as MPA, can be listed following the employee's name (*see example at paragraph IVh*). Cell phone numbers may be added directly under office phone numbers at employee discretion. This signature block should be in plain text format to easily accommodate all types of users.).
- b. Appropriate brand identity on e-mail signatures should always include the City script in burgundy.
 - i. Because it is a joint City-County function, Fayetteville-Cumberland Parks & Recreation branding may be used in place of the City script on the email signatures of Fayetteville-Cumberland Parks & Recreation staff (*see examples at paragraph IVf, IVg*).
 - ii. The official City Seal is not permitted in the e-mail signature of City staff. The City Seal is reserved for the exclusive use of City Council and documents related to City Council activities.
 - iii. The Fayetteville Police Department badge and Fayetteville Fire/Emergency Management patch are permitted on email signatures to the immediate left of the burgundy City script (*see examples at paragraph IVd, IVe*). Only sworn Police officers are permitted to use the Fayetteville Police Department badge in their e-mail

Policy # 500	CITY OF FAYETTEVILLE Policy Manual		
	E-mail Signature Policy		
Effective Date: 01.25.2017	Revised Date: 01.18.2017	Number of Pages: 5	

signatures. Non-sworn Fayetteville Police Department staff should use only the burgundy City script in their e-mail signatures.

- iv. With City Manager approval, with the initial request routed via email through the Corporate Communications Director, additional badges or icons may be placed to the immediate left of the City of Fayetteville scripted logo, as is done with the Police and Fire departments. Employees can contact the Chief Branding Officer in the Corporate Communications Department if they need assistance in creating a graphic suitable for use in an email signature block.
- c. The following font types and sizes are allowed on City e-mail signatures:
 - i. Times New Roman, 10 point
 - ii. Arial, 10 point
- d. The words “Office,” “Cell,” “E-mail” and “Web” may or may not be included preceding the phone numbers, email address and website listings below the name and title block. Either all or none of the words must be used. For example, if “Office” is listed preceding the office phone number then “E-mail” must precede the employee’s email address and “Web” must precede the website address. Each of those words will be followed by a colon separating the word from the object it describes.
- e. Phone numbers may be depicted using either of these formats: (123) 456-7890 or 123.456.7890.
- f. To correctly format the address line, employees should use the vertical line (|) to separate the street name from the city name, located under the backspace tab on the keyboard.
- g. Zip codes in the address line may use the standard 5-digit zip code format or the Zip+4 code (28301 versus 28301-5537).
- h. The following language must be included at the very bottom of all City e-mail signature blocks, in italicized 10 font and in whichever font is used in the signature block.

All communication not specifically exempted by North Carolina law is a public record and subject to release upon request.
- i. Additional elements that should not be included in e-mail signatures include:
 - i. colored text
 - ii. very large or complicated fonts, images, photography, clip art
 - iii. personal quotes or slogans (political, religious or otherwise)
 - iv. background colors, patterns or images
- j. All City departments may list their department website below the City of Fayetteville website if desired. If that is done, employees will place the word “Web” before the website address (*see example at paragraph IVh*).
- k. Social media links are not permitted on e-mail signatures. All of the City’s social media accounts (Facebook, Twitter, etc.) can be accessed on the City website on our “Social Media Center” webpage (www.FayettevilleNC.gov/socialmediacenter) which lists all of the City of Fayetteville’s social media accounts.
- l. Cellular phone signature blocks will contain, at a minimum, an employee’s name, job title, the words “City of Fayetteville” under the job title and above the phone number. If the employee’s particular cell phone allows for full replication of the above-listed standards, those may be adhered to as well.

Policy # 500	CITY OF FAYETTEVILLE Policy Manual		
	E-mail Signature Policy		
	Effective Date: 01.25.2017	Revised Date: 01.18.2017	Number of Pages: 5

IV. Examples of appropriate e-mail signatures

a. City of Fayetteville E-mail Signature



Douglas J. Hewett, City Manager
 433 Hay Street | Fayetteville, NC 28301-5537
 Office: 910.433.1990
 E-mail: dhewett@ci.fay.nc.us
 Web: www.FayettevilleNC.gov

All communication not specifically exempted by North Carolina law is a public record and subject to release upon request.

b. City of Fayetteville E-mail Signature



Douglas J. Hewett, City Manager
 433 Hay Street | Fayetteville, NC 28301-5537
 (910) 433-1990
dhewett@ci.fay.nc.us
www.FayettevilleNC.gov

All communication not specifically exempted by North Carolina law is a public record and subject to release upon request.

c. City Department E-mail Signature



Kevin V. Arata, Corporate Communications Director
 Corporate Communications Department
 433 Hay Street | Fayetteville, NC 28301-5537
 Office: 910.433.1978
 Cell: 123.456.7890
 E-mail: karata@ci.fay.nc.us
 Web: www.FayettevilleNC.gov

Policy # 500	CITY OF FAYETTEVILLE Policy Manual		
	E-mail Signature Policy		
	Effective Date: 01.25.2017	Revised Date: 01.18.2017	Number of Pages: 5

All communication not specifically exempted by North Carolina law is a public record and subject to release upon request.

d. Fayetteville Police Department E-mail Signature



Anthony Kelly, Interim Chief of Police
 Fayetteville Police Department
 467 Hay Street | Fayetteville, NC 28301
 Office: 910.433.1898
 E-mail: akelly@ci.fay.nc.us
 Web: www.FayettevilleNC.gov
 Recruiting: www.FayPD.com

All communication not specifically exempted by North Carolina law is a public record and subject to release upon request.

e. Fayetteville Fire/Emergency Management E-mail Signature



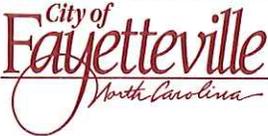
Ben Major, Fire Chief
 Fire/Emergency Management Department
 433 Hay Street | Fayetteville, NC 28301
 (910) 433-1429
bmajor@ci.fay.nc.us
www.FayettevilleNC.gov/fire

All communication not specifically exempted by North Carolina law is a public record and subject to release upon request.

f. Fayetteville-Cumberland Parks & Recreation E-mail Signature



Michael Gibson, Parks and Recreation Director
 Fayetteville-Cumberland Parks and Recreation Department
 121 Lamon Street | Fayetteville, NC 28301
 Office: 910.433.1557
 E-mail: mgibson@ci.fay.nc.us
 Web: www.FayettevilleNC.gov

Policy # 500	CITY OF FAYETTEVILLE Policy Manual		
	E-mail Signature Policy		
	Effective Date: 01.25.2017	Revised Date: 01.18.2017	Number of Pages: 5

Web: www.fcpr.us

All communication not specifically exempted by North Carolina law is a public record and subject to release upon request.

g. Fayetteville-Cumberland Parks & Recreation E-mail Signature



Michael Gibson, Parks and Recreation Director
 Fayetteville-Cumberland Parks and Recreation Department
 121 Lamon Street | Fayetteville, NC 28301
 910.433.1557
mgibson@ci.fay.nc.us
www.FayettevilleNC.gov
www.fcpr.us

All communication not specifically exempted by North Carolina law is a public record and subject to release upon request.

h. Engineering and Infrastructure

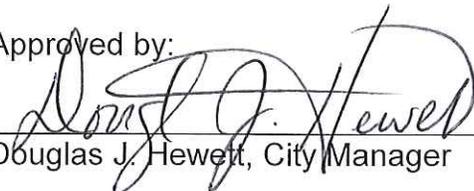


Rob Stone, PE – Engineering and Infrastructure Director
 Engineering and Infrastructure Department
 433 Hay Street | Fayetteville, NC 28301-5537
 Office: 910.433.1691
 E-mail: rstone@ci.fay.nc.us
 Web: www.FayettevilleNC.gov
 Web: www.fayettevillenc.gov/government/city-departments/engineering-infrastructure

All communication not specifically exempted by North Carolina law is a public record and subject to release upon request.

Initiating Department: Corporate Communications

Approved by:


 Douglas J. Hewett, City Manager

Date 01/25/17