

HGSB WCBA - Email signature and business card guidelines.

One of the many effective communication touch points is consistent use of brand and naming elements. An email signature is an excellent medium to create a unified brand message and further extend all “touch points” of brand identity.

In brief, the following guidelines will help in determining when it is appropriate to use “Hough Graduate School of Business” (HGSB) on business cards and email signatures.

Faculty – should not use HGSB unless they are a director of a graduate program.

Staff – should only use HGSB if they work for a graduate program in an administrative capacity or if they work in the Dean’s office.

If you have specific questions regarding how to set up a professional email signature please contact Ben Simons and he can assist you. Otherwise copy and paste one the templates below into your Outlook or other email program and personalize it with your info.

Be sure to copy the lines above and below the signature to accommodate certain plain text email technology.

Faculty –

Faculty Name

Title

Title line 2 (Optional)

Department or Title line 3 (Optional)

DEPARTMENT NAME

Warrington College of Business Administration, University of Florida

000 Stuzin Hall, PO Box XXXXXX, Gainesville, FL 32611

352-273-XXXX, Fax 352-392-0301

www.cba.ufl.edu

Graduate administrator, directors, and staff –

Admin or Staff Name

Title

Program (Named or Un-named)

HOUGH GRADUATE SCHOOL of BUSINESS

Warrington College of Business Administration, University of Florida

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Specific examples:

Faculty –

S. Selcuk Erenguc

PricewaterhouseCoopers Professor

Associate Dean and Director

HOUGH GRADUATE SCHOOL of BUSINESS

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249 Stuzin Hall, PO Box 11764, Gainesville, FL 32611

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www.cba.ufl.edu/academics

Wayne R. Archer

Wachovia Fellow, Professor

Director

BERGSTROM CENTER FOR REAL ESTATE STUDIES

Department of Finance Insurance & Real Estate

Warrington College of Business Administration, University of Florida

000 Stuzin Hall, PO Box XXXXXX, Gainesville, FL 32611

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Staff –

Pamela L. DeMichele, MS

Director of Admissions and Student Services

Nathan S. Collier Master of Science in Real Estate Program

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301E Stuzin Hall, PO Box 117168, Gainesville, FL 32611

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www.cba.ufl.edu/fire/programs/msre/

Or

Shawn Lee

Secretary

DEPARTMENT OF INFORMATION SYSTEMS

AND OPERATIONS MANAGEMENT

Warrington College of Business Administration, University of Florida

351 Stuzin Hall, PO Box 117169, Gainesville, FL 32611

352-292-9600, Fax 352-392-5438

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