Division of External Relations

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Preferred Business Card

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For Faculty or Staff Use:
Tom Tiger
Title | Optional Secondary Title
Department Title if needed
The University of Memphis
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For Faculty Use ONLY:
Tom Tiger
Faculty Member, Name of College
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Memphis, TN 38152
901.678.2234 | memphis.edu

For Lambuth Use Only:
Tom Tiger
Title | Lambuth Campus
The University of Memphis
123 Lambuth Boulevard
Jackson, TN 38301
731.425.1234 | memphis.edu/lambuth

For Athletic Use ONLY:
Tom Tiger
Insert Title Here | Optional Secondary Title
The University of Memphis Athletics
123 Athletics Building
Memphis, TN 38152
901.678.1234 | gotigersgo.com
Guidelines for Use

- The signatures are provided for use by all faculty and staff.
- Official signatures are not for student use.
- Content within the signature can be edited, but no additions (e.g., "Think before you print") can be made. The template cannot be altered.
- You can choose to include a cell or fax number instead of a website, or an email address instead of a mailing address, for example. A title can extend to two lines, but the text to the right of the logo (between the lines) must be limited to the 4 lines as shown.
- Digital versions of handwritten signatures can be added to the top of signature card.
- Requests for exceptions to the signature card can be submitted to the Vice President of External Relations.
Social Media Icons

• The icons shown currently link to the UofM's social media. If you would like to change these to represent your department or college platforms, please contact nelloyd@memphis.edu and include your social media links. A custom signature will be created for you.
• Additional buttons are available for YouTube, LinkedIn, etc. Action buttons such as Apply Now, Buy Tickets, Make a Gift, etc. can be created upon request.
• Icons must retain the same shape and blue color.
• Including social media icons is optional.
• The icons should link to University, College or Departmental accounts only.
Guidelines for Composing an Email

To ensure a consistent brand image, please follow these guidelines when creating an email:

• The email background should be white
• Type should be Calibri font, black text and between 12-16 point font size
• Additional text within the signature area is prohibited

For additional support, contact nelloyd@memphis.edu or 901.678.5016.

Visit memphis.edu/emailssignatures
Templates

- Several templates on the website to help build marketing materials and for employee announcements
- Install free Adobe programs to edit, some templates are editable PDFs for easier editing
- Letterhead, name tags, email templates and branded PowerPoint slides all available
- Questions regarding templates, email [logo@memphis.edu](mailto:logo@memphis.edu)
Announcement Templates
Invitation and Program Templates

Retirement Reception

Honoree Name
Title of Honoree

DAY OF EVENT, DATE HERE
TIME OF EVENT
ROOM NUMBER | BUILDING NAME

HONOREE BIO

PROGRAM | TIME

PRESIDENT

SPECIAL PRESENTATION

HONOREE TITLE

CLOSING REMARKS
Website Development
University Magazine Redesign
College Magazine Redesign
College Magazine Redesign
College Viewbooks
Lambuth Branding

nationally distinguished.

LOCALLY YOURS.

Serving the Greater West Tennessee Area and beyond

THE MOST COMPREHENSIVE FOUR-YEAR PUBLIC UNIVERSITY IN JACKSON

With all the power of a major research university behind it, UofM Lambuth brings visionary learning to West Tennessee.

At Lambuth's 600-acre campus, you'll experience a small faculty-to-student ratio, getting your feet wet early with experts in your field of study, and extending contacts to last throughout your career. You'll be part of Tiger Nation and share all the advantages of a larger metropolitan university, along with the benefits of a close-knit residential college environment of Lambuth.

no boundaries to EXCELLENCE
Marketing Miscellaneous

- All media inquiries or sightings on campus should be directed to the Marketing and Communication department. Contact Jamel Major at cjmajor@memphis.edu or call 678-1756.
- The Event Consortium has been created for use by departments planning University events. Contact Pam Cash at pcash@memphis.edu or call 678-2793.
- Periodic meetings are held by the Social Media Forum. If you would like to attend these meetings, contact Maddie Griffith at mcgrffth@memphis.edu or call 678-2387.
SHOW YOUR TRUE BLUE COLORS

WEAR TIGER BLUE ON FRIDAYS!

Dr. Brennan Berg (BA ’05, MS ’07), Assistant Professor of Sport and Leisure Management, says, “There’s only 1 color for me: Tiger Blue.”