

McLennan Community College Email Signature Standards

Why Email Signatures Matter

A professional email signature ensures that every message sent from McLennan Community College reflects our shared commitment to excellence, integrity, and consistency. Using a standardized signature helps recipients quickly identify who you are, reinforces MCC's brand identity, and promotes clear and accessible communication across all departments.

Your email signature represents both you and the College—it's often the final impression left with students, colleagues, and community partners. A simple, consistent format projects professionalism and strengthens recognition of MCC.

For visual learners, you can also visit the following links for detailed instructions:

- [MCC Email Signature Setup](#)
- [Classic Outlook: Outlook Desktop Setup Guide](#)
- [Outlook Web: Outlook Web Setup Guide](#)

Email Signature Guidelines

To maintain consistency, accessibility, and professionalism, please follow these standards when setting up your MCC email signature:

- Keep your signature concise and professional.
- Use black text in a standard, readable font such as Arial or Times New Roman (11–12 pt).
- Avoid custom backgrounds, decorative fonts, or colored text.
- Include the official MCC email logo, available in the **[Brand Assets folder](#)** or **[SharePoint](#)**.
- Ensure the text remains professional and readable even if images are blocked.
- If you add social media links, use full web addresses (not icons or graphics).
- Refrain from using quotes, slogans, or personal images, they can appear unprofessional and distract from MCC's brand.

Required Information

Each signature should include the following:

- Full name
- Job title or position
- Department or office name
- McLennan Community College
- Office phone number
- www.mclennan.edu

Optional Information

You may also include:

- Mailing address
- Department or program website
- Fax or cell number (if appropriate)
- MCC or departmental social media link

Good Examples

Long version:

John Smith
Director of Marketing & Communications
McLennan Community College
1400 College Drive, Admin. 310
Waco, TX 76708
(254) 299-8640 (Office)
(254) 855-0000 (Cell)
www.mclennan.edu



Short version:

John Smith
Director of Marketing & Communications
McLennan Community College
(254) 299-8640 (Office)
www.mclennan.edu



Shorter version for replying:

John Smith
Director of Marketing & Communications
(254) 299-8640 (Office)



How to Add Your MCC Email Signature

A consistent email signature helps represent McLennan Community College professionally and ensures our communication reflects the College's brand. Follow these simple steps to create and add your MCC email signature in Outlook.

Step 1: Download the MCC Email Signature Files

There are two ways to access the official MCC email signature files and related resources. Choose whichever method is most convenient for you. Both options provide the same official files—you only need to use one method.

- Brand Assets Folder
 - Go to <https://spaces.hightail.com/space/CkMI5trxXT>.
 - Click on "Brand Standards," then "Email standards."
 - Download the "MCC Email Signature" graphic to your device.

- Share Point
 - Go to www.mclennan.edu.
 - At the top right corner, click "I Am A" → "Faculty & Staff."
 - Select "SharePoint."
 - Log in using your MCC username and password.
 - On the left-hand side, click "Picture Libraries."
 - Open the "Public Files" folder.
 - Open the "MCC Branding & Standards" folder.
 - Open the "Email Signature Graphic & Email Standards" folder.
 - Download the following files to your computer:
 - Full MCC Email Standards
 - MCC Email Signature Graphic; the logo image. (You can also find other MCC logos in the "All Logos" folder.)

Step 2: Create Your Email Signature in Outlook

- Open Microsoft Outlook on your computer.
- Click "New Email" in the top left corner.
- In the toolbar, click "Signature," then select "Signatures..." from the dropdown menu.
- In the window that appears, click "New" and give your signature a name (for example: "MCC Signature").
- In the large text box, type your contact information. Follow the MCC format:
 - Your Name
 - Your Title
 - Department or Office Name
 - McLennan Community College
 - 254.299.XXXX
 - www.mclennan.edu

Step 3: Insert the MCC Logo

- Place your cursor where you want the logo to appear (usually below your text).
- Click the Insert Picture icon (a small image icon next to the business card symbol).
- Locate the logo file you downloaded earlier and click Insert.
- Adjust the logo size if needed:
 - Double-click the image to open “Format Picture.”
 - Select the “Size” tab and confirm it’s around 1.6" high x 4" wide.
 - Make sure “Lock aspect ratio” is checked to keep it proportional.
 - Avoid resizing by dragging the corners — this can distort the logo.

Step 4: Set as Your Default Signature

- Under “Choose default signature,” select your new MCC signature for both new messages and Replies/forwards.
- Click OK to save.

Links in Email Signatures

To maintain a clean, accessible, and professional appearance, email signatures should include no more than one hyperlink.

- The link must direct to an official MCC webpage or MCC-managed social media account.
- The link may be:
 - The main MCC website (www.mclennan.edu), or
 - A relevant MCC page (e.g., transcripts, advising, department webpage).
- If a department-specific MCC link is included, it may replace the main MCC website link rather than be added in addition to it.

To improve readability and accessibility, links should be presented as **short calls to action** instead of displaying full URLs. Examples include:

- [Request transcripts](#)
- [Visit our department page](#)
- [Get more information](#)

Each call to action should be hyperlinked to the appropriate MCC webpage or social media account.

Email signatures are intended to be informative and supportive, not promotional. MarCom reserves the right to request changes to links that conflict with MCC branding, accessibility standards, or signature guidelines. If you are unsure whether a link is appropriate, MarCom is happy to review and provide guidance.

Images and Graphics in Email Signatures

Email signatures should remain clean, accessible, and focused on essential contact information. To support readability, consistency, and accessibility for all audiences, the use of images in email signatures should be limited.

Guidelines:

- The MCC or department logo is the only image permitted in an email signature and is optional.
- Additional images, such as accreditation badges, awards, rankings, decorative graphics, or promotional icons, should not be included.
- Email signatures should avoid visual elements that add clutter, increase length, or distract from the message.

Rationale:

- Multiple or decorative images can create accessibility challenges for screen readers and users with limited bandwidth.
- Overly visual signatures reduce clarity and consistency across campus communications.
- Accreditations and awards are better highlighted on official MCC webpages, marketing materials, or program-specific communications, where they can be presented with appropriate context.

Keeping email signatures simple ensures a professional, unified appearance and helps recipients quickly identify the sender and relevant contact information, supporting both institutional reputation and the student experience.

Tips for Success

- Keep your signature simple, black text, and easy to read.
- Do not add quotes, photos, or decorative fonts.
- Avoid colored backgrounds—they can make emails hard to read or inaccessible.
- Ensure your signature still looks professional even if the logo image doesn't load.