Email Guidelines

BEFORE YOU BEGIN
Keep in mind:
• What you want to say in your email and how you want to organize it.
• Whether the email will cover one or multiple topics
• When the email will be sent out. If an email is about an event, for example, recipients will likely forget about the event if the email is sent out more than 10 days in advance. We suggest sending out an email 10 days before an event.

THE PROCESS
1. Subject Lines — Make them short and to the point. Keep in mind that many email programs have character limits on how many characters are displayed in a subject line.

   For example: An email on class registration should be titled “Urgent: Register for Classes by Tuesday” NOT “An Email From Your Adviser” or “Class Registration.”

2. Length — Many Internet servers truncate emails that are too lengthy, displaying none of the email but rather just an error message that says, “Email clipped.” Also, the longer an email is, the less likely recipients are to read it.

BRANDING
1. Fonts — Please use a Kogod or University-approved fonts whenever creating emails. This includes: Garamond or Arial.
2. Colors — Whenever possible, please use AU colors. Try not to use more than two different colors in an email.
3. Logo — Include a Kogod logo or the AU mark somewhere in the email, if possible.

TEXT GUIDELINES
• Bullets are better. Bullets help break up large blocks of text and make an email easier to read.
• Keep paragraphs and sentences short. No one likes to read a wall of text.
• Make sure URLs to external website look tidy. If the URL is very long, always create a hyperlink instead of pasting the URL into the body of the email. When displaying any Kogod-related URL, please use the custom or short URL (e.g. kogod.american.edu/career). Do not include the “www” in display/typed out URLs, since that is implied.
Get to the point. This is not the place for roundabout, highly academic, or excessively formal writing. For example, if the email is promoting an event, we strongly suggest you limit your text to:

- Event title
- Date
- Time
- Location
- Contact information or RSVP
- Sponsoring organization
- A two- to four-sentence (max) description of the event

IMAGES

- Keep copyright restrictions in mind when choosing an image. You can use photos from the KSB photo library, the stock image folder, or Flickr's Creative Commons (flickr.com/creativecommons).
- Pay attention to what photos other departments are using in their materials so the same photo isn’t used over and over by different departments.
- Please do not use clipart in any form.
- Be creative. Pick engaging photos. You don’t have to make just the obvious, or easy, choice.

QUESTIONS?
Please contact Laura Caruso at caruso@american.edu or Jackie Sauter at sauter@american.edu if you have any style questions.