

## Communication Guidelines

To ensure Purdue IT messages are not mistaken for phishing attempts, please follow the guidelines below.

1. **Official Branding:** Use Purdue IT's official branding, including logos and approved color schemes, to make the communication instantly recognizable.  
<https://marcom.purdue.edu/our-brand/logos-usage/>
2. **Clear Sender Information:** Include verifiable contact information of the IT department, such as a known email address, phone number, and/or official departmental name.
  - Campus-wide email should be sent from the [it-communications@purdue.edu](mailto:it-communications@purdue.edu) email account unless otherwise authorized and should be limited to mass outages/emergencies.
3. **Consistent Language and Tone:** Maintain a professional and consistent language and tone that matches other official communications from the IT department.
  - Refrain from using generic phrases like "Dear Customer" and instead opt for "Dear Purdue Email User" or other specific salutations.
4. **Detailed Subject Lines:** Craft subject lines that are specific and relevant to the content of the message to avoid generic phrases often used in phishing emails.
5. **Links and Attachments:** Avoid including hidden links or attachments unless necessary. If you must, explain why they are included or include the entire URL.