



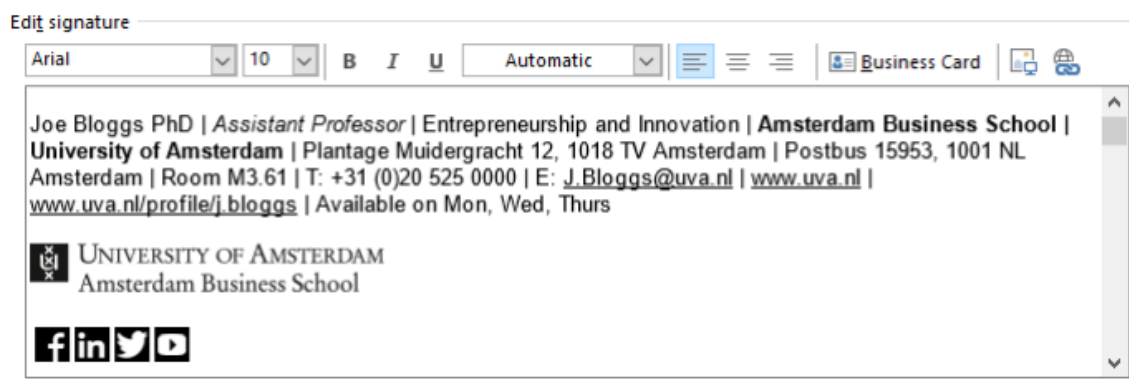
Read me

Social media icons for email signature

This zip-file contains a number of social media icons meant for use in your email signature. A number of mandatory guidelines apply for using social media icons. Follow the instructions in this document.

How to add a social media icon

1. Download the social media set
2. Microsoft Outlook: Go to file > options > email > signature
3. Place the social media icons under the UvA logo with brand marking
4. Place one blank line between the UvA logo with brand marking and the social media icons (see illustration below)



Add hyperlink to social media icon

1. Select a social media icon
2. Click on *Insert hyperlink* (globe with paperclip) to add a URL of the social media account
3. Paste the web address of the account in the pop up screen in the *Address-bar*.



Other corporate style guidelines

Size icons

The social media icons have a fixed mandatory size of van 21×21 pixels.

Maximum of four (4) icons

A maximum of four (or fewer) social media icons may be placed in the email signature.

Link to work-related accounts

The social media icon links must link to a work-related account. Adding social media icons to your email account is not intended for linking to private accounts.

Accounts that can be referred to

LinkedIn ABS: <https://www.linkedin.com/school/university-of-amsterdam-business-school>

LinkedIn ASE: <https://www.linkedin.com/school/university-of-amsterdam-school-of-economics>

Instagram EB: https://www.instagram.com/uva_economics_and_business

TikTok EB: https://www.tiktok.com/@uva_economicsandbusiness

YouTube EB: <https://www.youtube.com/@febuva/>

YouTube ABS: <https://www.youtube.com/@TheAmsterdamBusinessSchool>