
CORPORATE
EMAIL SIGNATURE



Email Signatures

Appropriate treatment of the corporate email signature is necessary in order to maintain consistency company-wide.

1. The information should always appear in the order and manner demonstrated. Employees should include all information listed (with the exception of those noted as optional).

Type specifications

Name: Arial Bold 10/12 pt

Group Name: Arial Regular 8/10 pt

Bank Name: Arial Regular 8/10 pt

Title and All Contact Info: Arial Regular 8/10 pt

Paragraph Spacing: 4pt paragraph space between groups of information

Type style: All information should be left aligned. Always completely spell out Street, Avenue, Drive or PO Box number; if PO Box, no periods; capital B on "Box". State should be 2 initial abbreviation, no periods between. Email to appear all lowercase.

Branded Environmental Messaging

2. There are environmental messages designed in a branded fashion available for optional use. These may only appear as they are designed and should be placed at 100%. They should not be scaled up or down in size or disproportionately.

Do's and Don'ts

- Do use branded fonts.
- Do place branded messaging only after colleague information - as demonstrated below.
- Do not use additional, non-branded fonts.
- Do not add 'wallpaper' or any other background designs to emails.
- Do not add additional logos, personalized comments, quotes, slogans or messages to ends of emails.
- Do not add/use scanned signatures.
- Do not include links to other companies or organizations.

1. **Employee Name**

Employee Title
Group Name
Bank Name (i.e. Citizens Bank or Charter One)

Street Address
Mailstop
City, ST 01234

Telephone: XXXX XXX XXXX
Mobile: XXXX XXX XXXX (OPTIONAL)
Facsimile: XXXX XXX XXXX (OPTIONAL)
employeename@companywebsite.com
www.companyname.com (OPTIONAL)

2. **Less paper is good**

for the environment.

1. **Employee Name**

Employee Title
Group Name
Bank Name (i.e. Citizens Bank or Charter One)

Street Address
Mailstop
City, ST 01234

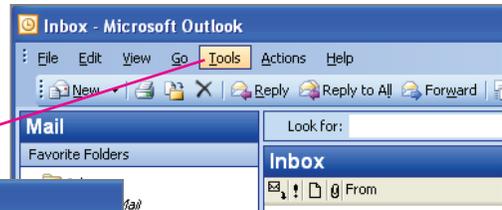
Telephone: XXXX XXX XXXX
Mobile: XXXX XXX XXXX (OPTIONAL)
Facsimile: XXXX XXX XXXX (OPTIONAL)
employeename@companywebsite.com
www.companyname.com (OPTIONAL)

2. **Please consider the environment**

before printing this e-mail.

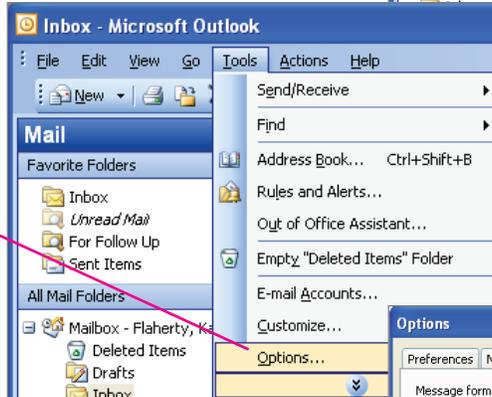
STEP 1

With no emails open, select **'TOOLS'** from your menu bar.



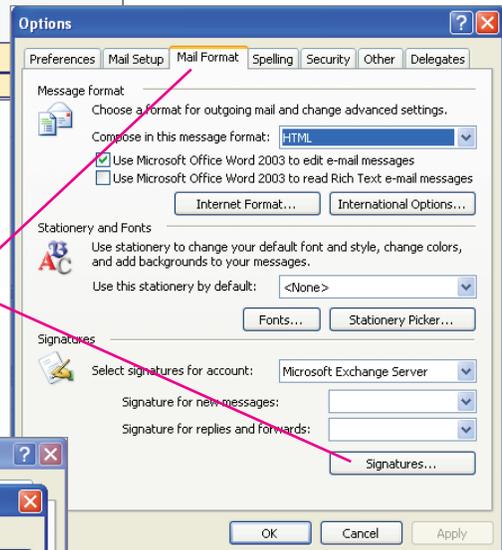
STEP 2

Go down and select **'OPTIONS'**.



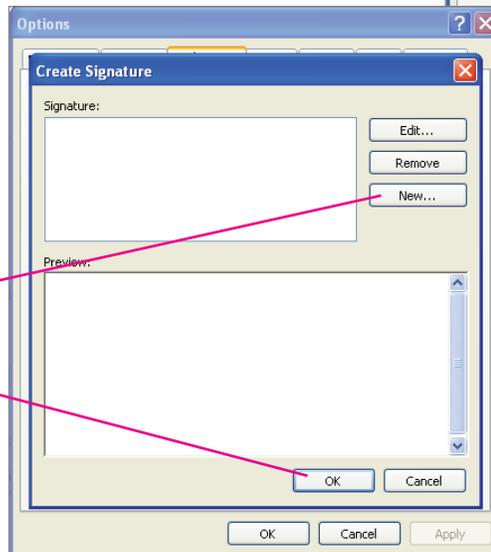
STEP 3

When the Options menu opens, select the 3rd tab **'MAIL FORMAT'** and then go down and click **'SIGNATURES'**.



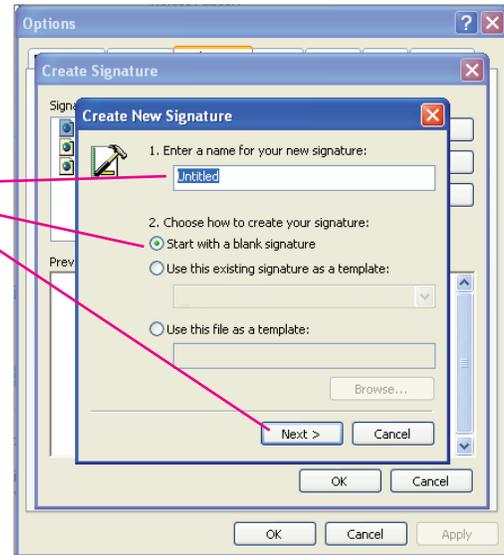
STEP 4

The **'Create Signature'** window will pop up, select **'NEW'** to create a new signature and hit **'OK'**.



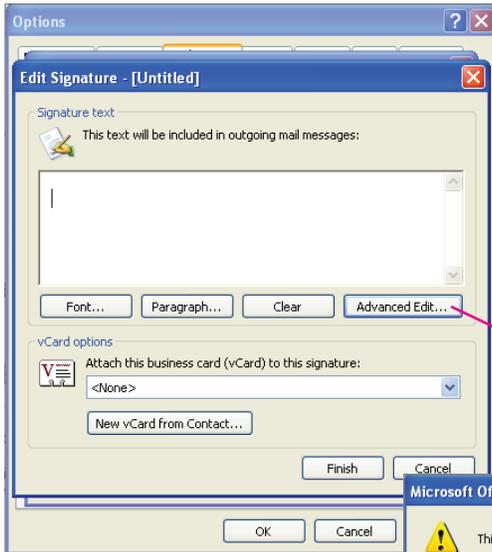
STEP 5

When the 'Create New Signature' window appears, **ENTER A NAME** for your signature on Step 1, then select **'START WITH A BLANK SIGNATURE'** on Step 2, and hit **'NEXT'**.



STEP 6

When the 'Edit Signature' window will appear, select **'ADVANCED EDIT'**.



STEP 7

A notice will come up to alert you that you will be leaving Outlook, say **'YES'**.



STEP 8

When you say 'YES' to the above, Microsoft Word will automatically launch. In the blank document, type your contact information as you see. Please follow the instructions explicitly.

1. CONTACT INFO

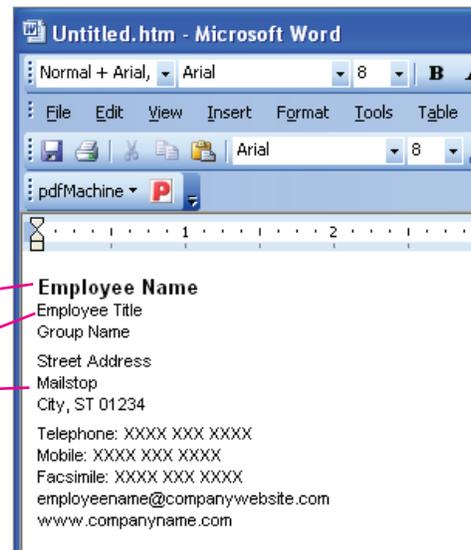
The information should always appear in the order and manner demonstrated. Employees should include all information listed (Mobile being the exception upon possession).

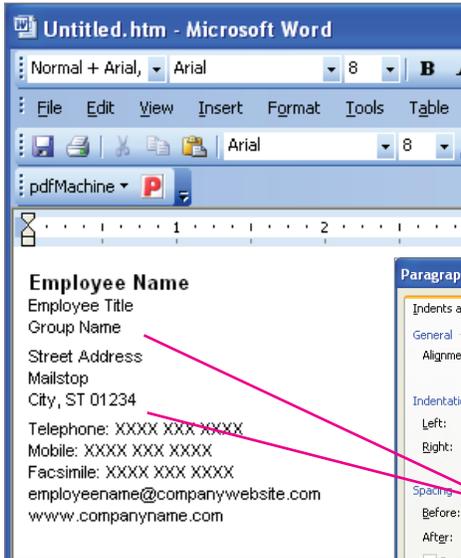
2. TYPE SPECIFICATIONS

Employee Name: Arial Bold 10pt

Title, Group Name and All Contact Info: Arial Regular 8pt

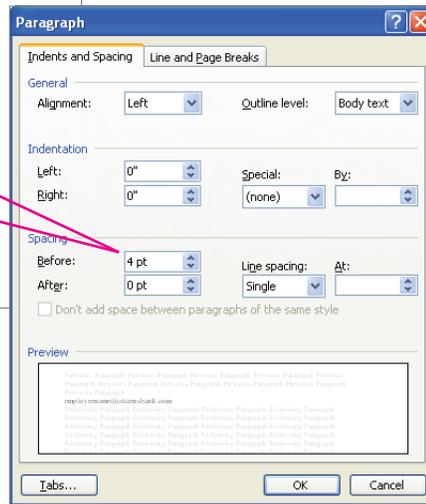
Type style: All information should be left aligned. Always completely spell out Street, Avenue, Drive or PO Box number; if PO Box, no periods; capital B on "Box". State should be 2 initial abbreviation, no periods between. Email to appear all lowercase.





STEP 9

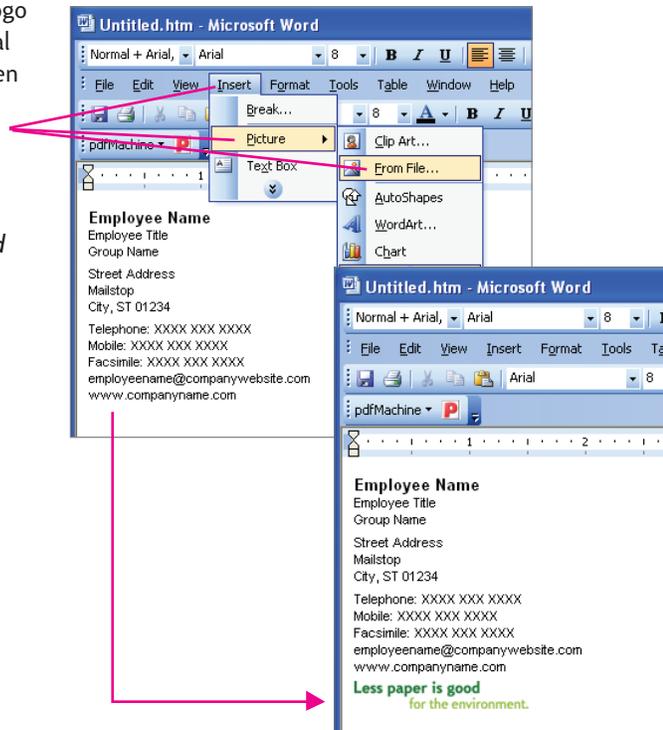
To set the contact information correctly, you must set the paragraph spacing as follows. On both 'Address Line 1' and 'Telephone', double click to select the whole line of type. Then, go up to **'PARAGRAPH'** and type in **'4 pt'** Spacing Before each of those lines to achieve the spacing you see illustrated here. Then hit **'OK'**.



STEP 10

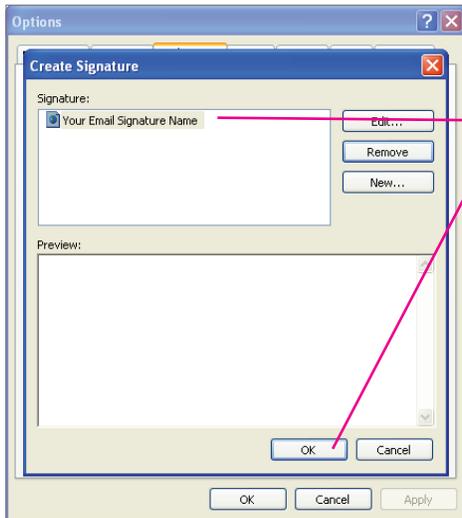
If you have an approved secondary logo lockup to include or an environmental branded message lockup, you will then go to **'INSERT'**, **'PICTURE'**, then **'FROM FILE'**, and navigate to the .png or .jpg file to include.

The logo or environmental branded message lockups **MUST be approved by marketing and should be placed at 100% of the size provided.*



STEP 11

When all is complete, go to **'FILE'** and **'SAVE'**. Then you can close out of the Word document and go back to Outlook.



STEP 12

Back in Outlook, you should see the Name you assigned to your email signature in Step 5 listed. Select the '**SIGNATURE NAME**' and then hit '**OK**'.

STEP 13

This takes you back to the 'Options' window. From here, you just need to make sure that you have selected your email signature name under '**SIGNATURE FOR NEW MESSAGES**' and '**SIGNATURE FOR REPLIES AND FORWARDS**' (if you want your signature on those messages) and hit '**APPLY**' and '**OK**'.

