

Email Signature Guidelines

**How to change your email signature**

**Overview**

A consistent email signature professionally conveys our brand and your contact information.

* The email signature including **format, font, size and colour** is to be used as outlined below with no change or additional elements
* Please don’t include extra graphics, text, links, colours or alterations to fonts (including size, italics, bold or underline)
* Remember to include your specific area code starting with a ‘+’ symbol. For example, +44 for UK
* The instructions for how to update your signature are on the following page. **Please read carefully**.
* For example, when you copy and paste you will need to ‘keep source formatting’

**Email signature template**

|  |  |
| --- | --- |
| **<Name>**  <Position>,  <Division Name>, Link Group  <Street address>, <City> <Postcode>  **T** +XX X XXXX XXXX **M** +XX XXX XXX XXX <email>@linkgroup.co.uk  Follow us: [**LinkedIn**](https://www.linkedin.com/company/link-group-lnk) | **Font:** Arial  **Size:** 10pt  **Grey colour:** 70% Black (R90 G91 B94)  **Orange colour:** R242 G103 B41 (Name and URL)  **Your name and URL:** Bold |

**Sample email signature**

***(to copy and modify)***

|  |  |
| --- | --- |
| **Matt Bythell**  Director of Marketing  Corporate Markets, Link Group  65 Gresham St, London EC2V 7NQ  **T** +44 (0)207 123 5678 **M** +44 (0)777 777777 matt.bythell@linkgroup.com  Follow us: [**LinkedIn**](https://www.linkedin.com/company/link-group-lnk) | |
|  |

**Creating a signature in Outlook**

|  |  |
| --- | --- |
| 1. Open a new email. |  |
| 1. From the “Insert” tab, select the “**Signature**” button, then Signatures. |  |
| 1. On the Email Signature tab, click “**New**”. | marketing:1. New File Structure:Link Group Corporate:_Brand Elements:LNK796 Email Signature instructions:1. Artwork:z_support:hi_res:Iphone Screen grabs:Signature & Stationery pt4 new.jpg |
| 1. Type a name for the signature (eg Signature), and then click **OK**. | marketing:1. New File Structure:Link Group Corporate:_Brand Elements:LNK796 Email Signature instructions:1. Artwork:z_support:hi_res:Iphone Screen grabs:new.jpg |
| 1. Copy the signature template or closest signature example from this document. 2. In the “**Edit Signature**” box, right click and select “Paste Options: “**Keep Source Formatting**”. This will paste the signature template retaining the formatting required. | marketing:1. New File Structure:Link Group Corporate:_Brand Elements:LNK796 Email Signature instructions:1. Artwork:z_support:hi_res:Iphone Screen grabs:Signature & Stationery new paste.jpg |
| 1. Update your details, ensuring you keep the original formatting. | marketing:1. New File Structure:Link Group Corporate:_Brand Elements:LNK796 Email Signature instructions:1. Artwork:z_support:hi_res:Iphone Screen grabs:Signature & Stationery new.jpg |
| 1. In the “**New messages**” and “**Replies/forwards**” drop down, select the signature that you want to include. Then click “**OK**”. | marketing:1. New File Structure:Link Group Corporate:_Brand Elements:LNK796 Email Signature instructions:1. Artwork:z_support:hi_res:Iphone Screen grabs:Signature & Stationery new 1.jpg |
| 1. Create a new email and check your signature appears automatically and is correct |  |

**Note:** the signature that you just created will appear in new emails you create from now on.

If you have any feedback or questions about this document please contact our marketing team.

Your signature should look like this:

|  |  |
| --- | --- |
| **<Name>**  <Position>,  <Division Name>, Link Group  <Street address>, <City> <State> <Postcode>  **T** +XX X XXXX XXXX **M** +XX XXX XXX XXX <email>@linkgroup.co.uk  Follow us: [**LinkedIn**](https://www.linkedin.com/company/link-group-lnk) |  |