Stanford Medicine Collective Brand email signature template

Our email signature provides the contact information of the sender. Do not use your email signature to showcase honors or additional marketing.

We have outlined general rules to keep our email signatures consistent and clean across our organization. Review the rules before updating your signature.

Rules:

* **Customize your signature with your contact information**
* **Create your email signature with the sole purpose of letting people know how to reach you**
* **Remove any contact lines that do not apply to you**
* **Update your address with your entity location. If you work for two or more entities, default to the entity in your email address.**
* **Do not add additional graphics, badges, or awards**
* **Do not add additional statements, taglines, or quotes**
* **Do not add personal social media links**
* **Do not alter the colors used in the email signature (other than for links as directed below)**

Update your signature

**Instructions for PC Users**

DOWNLOAD

1. In the Outlook desktop app, use the default Outlook theme to ensure consistency and legibility across all devices
2. Choose **File** > **Options** > **Mail** > **Signatures**
3. Choose **New**. Name your new signature "**Approved**" then choose "**OK**."
4. Copy and paste the entire email signature on page 3 into the email signature window in Outlook.
5. Modify the template by entering your contact information. Change the text and remove "**optional**" items that you don't need. Do not change spacing, font size, logo\*, or colors, except email address and URL (see #6).
6. Email address and URLs are updated through the hyperlink dialog. To modify:
	* Select one email address or URL at a time.
	* Choose the applicable button above the body content section that opens the "**Edit Hyperlink**" dialog.
	* Email address: Ensure the "**Email Address**" tab is selected and "**mail to:**" precedes your email address (without a space in-between) in the "**Email address**" field.
	* URL: Ensure the "**Existing File or Web Page**" tab is selected and a working URL is entered into the "**Address**" field.
7. When pasting from step 6 above, the email address and URL hyperlink colors may not be honored once the email signature is saved. To ensure consistency and brand recognition please update the color:
	* Select email address and any hyperlinks within message area.
	* Select the text color dropdown (likely set to "Automatic").
	* Select "More Colors..." button.
	* Select "Custom" and enter the HEX value "#007C92" (Lagunita blue). Choose the "Okay" button.
8. Go to "**Choose default signature**" area on the right. Select "**Approved**" signature option in "**New messages**" and "**Replies/forwards**" boxes.
9. Choose "**OK**" to save your new signature.

\*Entity logos are available as separate templates.

**Instructions for Mac Users**

DOWNLOAD

1. On the **Outlook** menu, select **Preferences**.
2. Under **Email**, select **Signatures**.
3. Select (+) to add a new signature.
4. Double-click **Untitled**. Type a name for the new signature you are creating.
5. Copy and paste the entire email signature on the following page into the email signature window in Outlook.
6. Modify the template by entering your contact information. Change the text and remove "**optional**" items that you don't need. Do not change spacing, font size, logo\*, or colors, except email address and URL (see #7).
7. Email address and URLs are updated through the hyperlink dialog. To modify:
	* Ensure the signature ribbon that contains formatting functions is displayed above message area. If it is not, click "**Signature**" above the signature name to activate.
	* Select one email address or URL at a time.
	* Choose the applicable button above the body content section that opens the "**Edit Hyperlink**" dialog.
	* Email address: Ensure the "**Email Address**" tab is selected and "**mail to:**" precedes your email address (without a space in-between) in the "**Email address**" field.
	* URL: Ensure the "**Existing File or Web Page**" tab is selected and a working URL is entered into the "**Address**" field.
8. When pasting from step 6 above, the email address and URL hyperlink colors may not be honored once the email signature is saved. To ensure consistency and brand recognition please update the color:
	* Select email address and any hyperlinks.
	* Select the text color dropdown (likely set to "Automatic").
	* Select "**More Colors...**" button.
	* Select "**Color Sliders**" button at top
	* Select "**RGB Sliders**" within the dropdown
	* Enter the HEX value "**#007C92**" (Lagunita blue). Choose the "**Okay**" button.
9. Go to "**Choose default signature**" area on the right. Select "**Approved**" signature option in "**New messages**" and "**Replies/forwards**" boxes.
10. Choose "**OK**" to save your new signature.

\*Entity logos are available as separate templates.

FIRSTNAME LASTNAME, CREDENTIALS

Pro/Noun/s (optional)

Title(s) – Department

Entity Name • Entity Name

Department (optional)

Address Line 1

Address Line 2 (optional)

City, State ZIP

tel: 123-456-7890

cell: 123-456-7890 (optional)

fax: 123-456-7890 (optional)

youremailaddress@email.sample

yourwebsiteaddress.sample (optional)



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