



Email Signature Guidelines

There's a silent power in a well-crafted e-signature that adds to our brand's authority. Just like any large company that's created success through quality products and services, our brand sets us apart from our competitors. We are deploying this as our new signature for everyone at Michigan Blood, and we did it for a couple of reasons:

1. Brand | Your email signature is a powerful marketing tool. It lets others identify our brand (and your emails) consistently.
2. Simplicity | We want people to focus on our email, not the signature. The goal is to give your contacts a simple way to reach you without clutter.

In an effort to continue to build a strong brand for ourselves, everyone should make the following change to their email signature line, effective immediately, to reflect the following structure:

Font: Arial

Font size: 11

Name	Example:
Title	Jim Wilson
Michigan Blood Part of Versiti	President
1036 Fuller NE Grand Rapids	Michigan Blood Part of Versiti
P ###.###.####	1036 Fuller NE Grand Rapids
C ###.###.#### (if applicable)	P 616.233.8633
F ###.###.#### (if applicable)	C 616.581.0546
www.miblood.org	www.miblood.org

Email Signatures Set-up Process: Outlook (full desktop version, not Web app):

- In Outlook, click on the File tab at the top left. In the left menu, on the bottom under Help is an icon for "Options." Click on this.
- In the Options window, click on the second option in the left menu: "Mail."
- Under "Mail" the third option down on the right is "Signatures." Click on this. This window allows you to create a new signature, or edit an existing signature in the future. Name your signature and edit per the guidelines above. You can select if you want it to appear in New Messages, Replies/Forwards or both. Your signature should be included for all OUTGOING e-mails.
- Once you are done, click OK twice. Both windows will close out.