

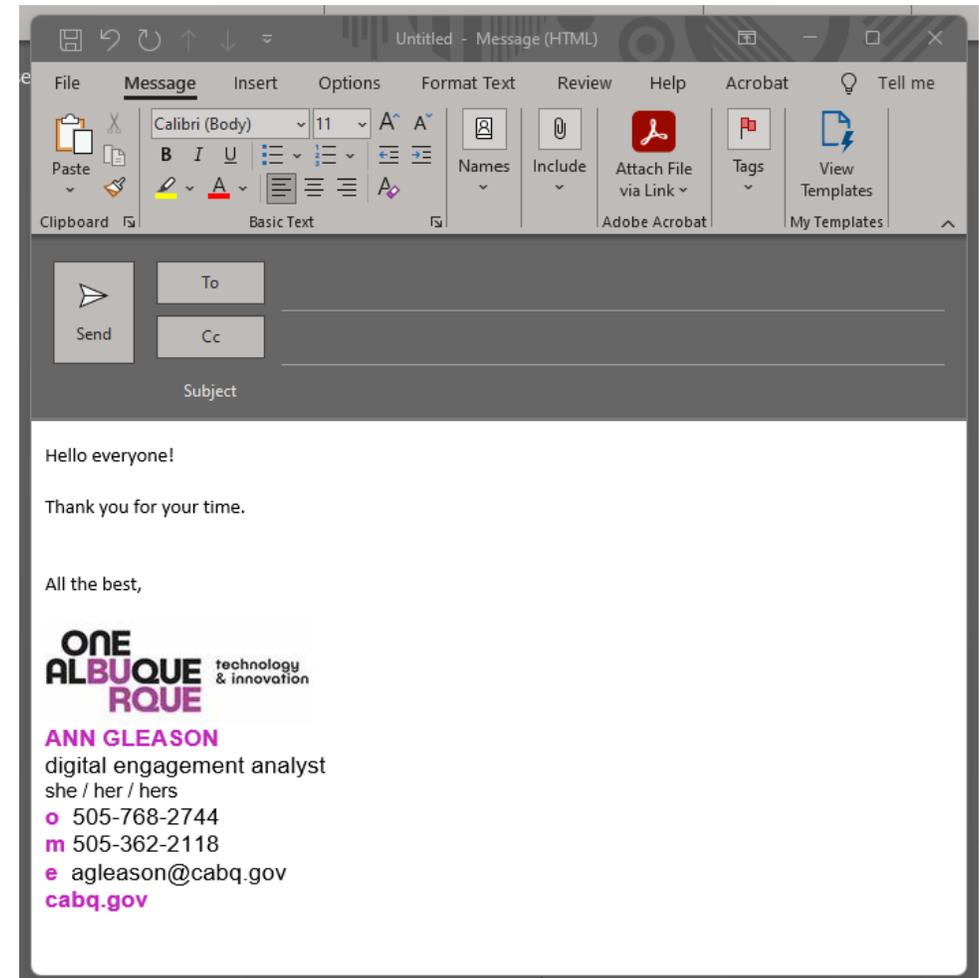
Email Signature Guide

ONE ALBUQUERQUE BRANDING

Introduction

The best way to preserve branding is to be consistent! And the best way to be consistent is to use your branding at every opportunity. One of the easiest ways for us to do this is to make sure our email signature block is consistent and up to date. Through the years since the implementation of the One Albuquerque branding, our signatures have naturally drifted as folks have updated them and added things like pronoun lines that were missing from the original guide.

This update serves to fold in changes that were incorporated ad-hoc and provide easy to copy/paste templates for consistency and quick implementation.



Overview



Fonts/Sizes/etc.

Note that this is all an FYI. The copy/paste Word doc has this formatting implemented.



Your department logo, available in the Word doc for copy/paste and consistent sizing. Do not attempt to use any other version.

Arial Bold Caps / dept color / 13 pt

→ **FIRST LAST**

← Your name in First Last order. Please use all caps.

Arial Regular Lower Case / black / 13 pt

→ your title here

← Your title in all lower case.

Arial Regular Lower Case / black / 11 pt

→ she / her / hers

← Your pronouns separated by “/”. If you speak another language, feel free to use the last option in that language. Example: ella for Spanish.

Letter is Arial Bold dept color, text is Arial Regular black (for all phone numbers and email), always lower case for the o/m/etc. 13 pt

→ o 505-555-5555

← Your available numbers. If the mobile option is not applicable, simply delete this line.

→ m 505-555-5555

→ e firstlast@cabq.gov

← Your email in all lower case.

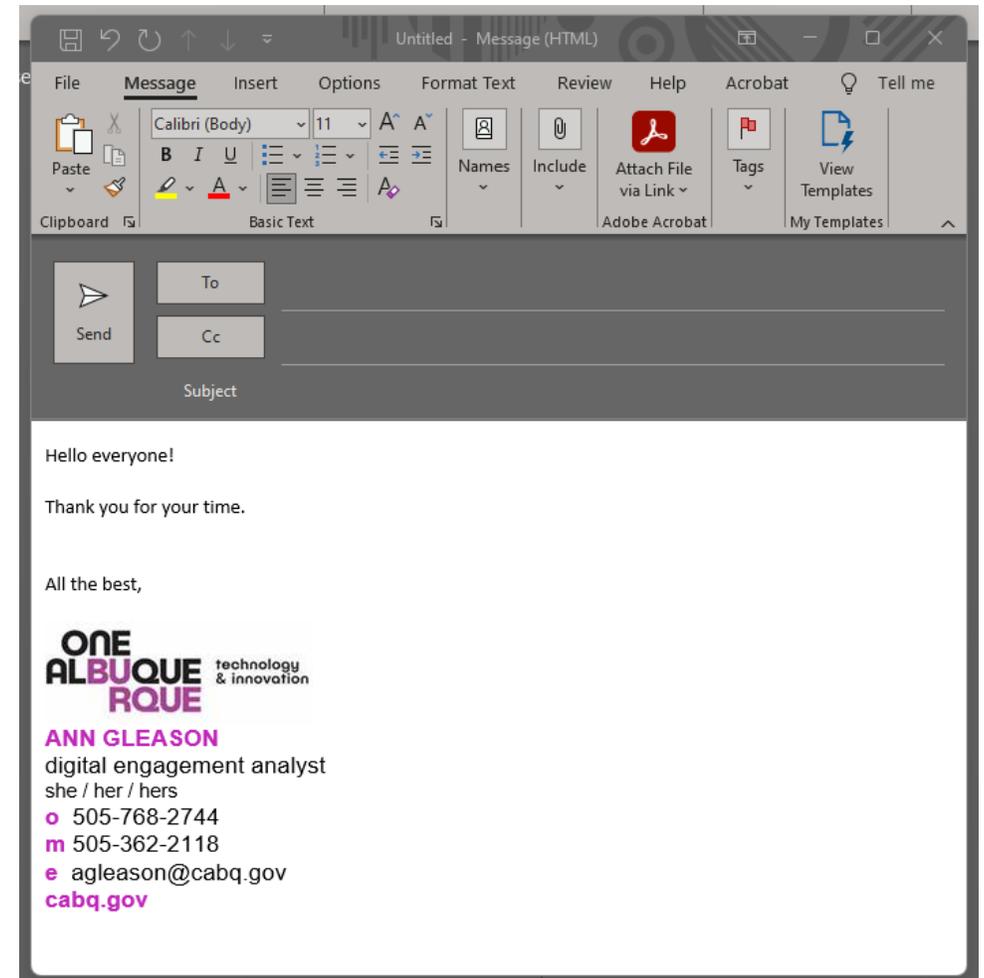
Arial Bold Lower Case/ dept color /13 pt

→ **cabq.gov/pets**

← Your domain. Do not modify this.

Why?

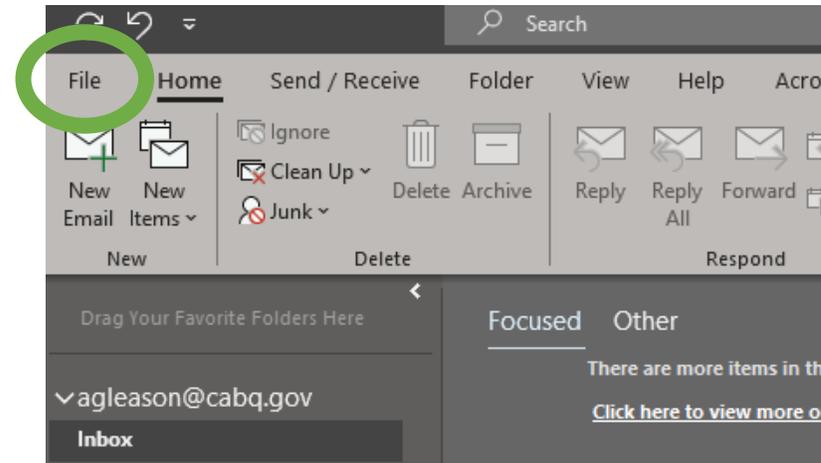
In addition to providing consistency for both internal and external contacts, making sure we include multiple ways to contact us and a reference back to the website ensures that everyone who reaches out has multiple references for future contact needs.



How (Outlook Desktop App)

Once you've copied your signature template from the example Word doc, you're ready to paste it into the Signature section in Outlook.

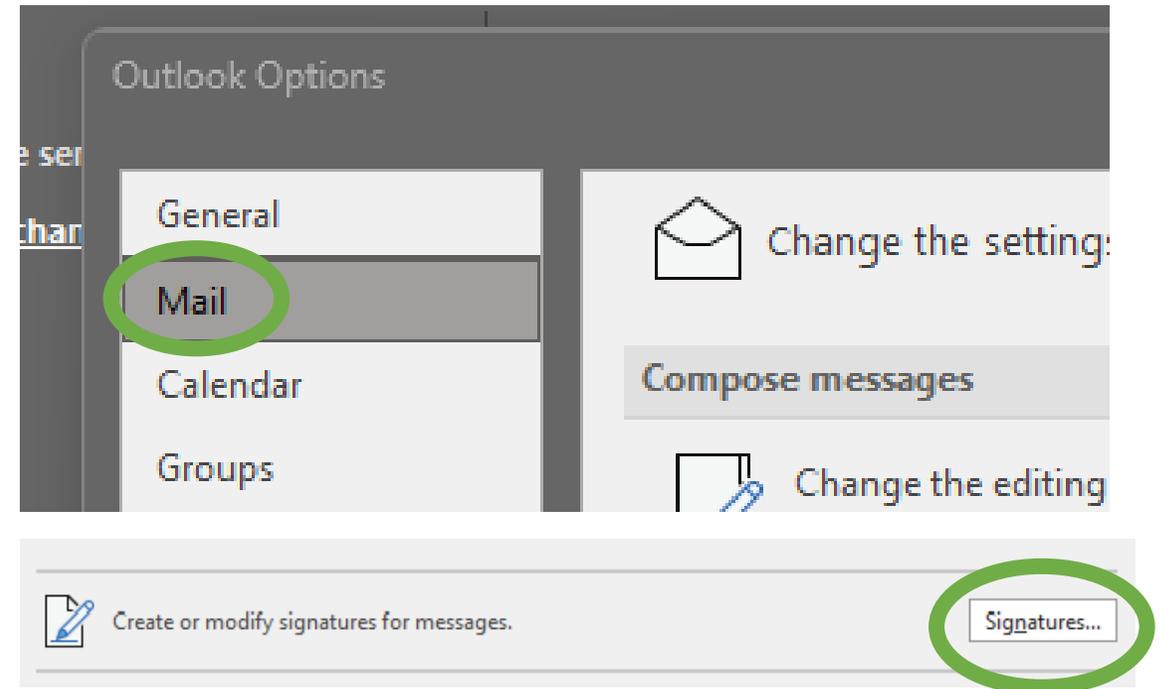
1. Go to *File* in the upper left-hand corner in Outlook.
2. Click *Options* in the lower left-hand corner.



How (Outlook Desktop App)

Once you've copied your signature template from the example Word doc, you're ready to paste it into the Signature section in Outlook.

3. Select *Mail* in the left-hand menu of the new pop-up box.
4. Then select the *Signatures* button (about half way down the *Mail* options pane).



How (Outlook Desktop App)



Once you've copied your signature template from the example Word doc, you're ready to paste it into the Signature section in Outlook.

5. Paste your signature into the bottom Edit Signature box.
6. Save this signature. Give it a name (like Default). Assign it to New Messages and Replies/Forwards (options on the upper right).

