

ABG Email Signature Template

As a component deliverable of your Corporate Identity project, GSM has provided your Email Signature Block Template below.

Each employee should set up their own email signature within Outlook by following this example and font specification to ensure uniformity.

For ease of set-up, follow these simple steps:

1. In Outlook, go to File / Options / Mail / Signatures
2. Under the Email Signature tab, click New
3. Give your Signature a name (i.e. Mac New Logo)
4. Copy Mac's email signature block below from this document
5. Paste Mac's email signature block into email signature edit window in Outlook
6. Edit all of Mac's info to your own
 - a. For LinkedIn, go to your LinkedIn profile page
 - b. Copy your LinkedIn URL from your profile (will show up in Contact Info tab on your profile)
 - c. Go back to Outlook signature edit window and place your cursor within the LinkedIn hyperlink
 - i. Right click and choose Edit Hyperlink
 - ii. Paste your LinkedIn URL in the Address line
 - iii. Choose OK
7. Under the "Choose default signature" section of the Email Signature Tab in Outlook:
 - a. Email account: ensure your ABG address shows here
 - b. New messages: select your new signature (#3 above)
 - c. Replies/forwards: select your new signature (#3 above)
8. Click OK
9. Send yourself a test message and see how it looks

See next page for Email Signature Block Example

Email Signature Block (Copy/Paste this to Outlook):

Don (Mac) Mackanos
President
Alliance Benefit Group, LLC
Direct | (904) 610-4058
Visit me on [LinkedIn](#)
www.abgnational.com



Example with Font Specifications:

Don (Mac) Mackanos
President
Alliance Benefit Group, LLC
Direct | (904) 610-4058
Visit me on [LinkedIn](#)
www.abgnational.com



Logo Size & Color Legend:

Logo size should be:

- Height, Absolute = 0.9"
- Width, Absolute = 1.86"
- See below for resizing instructions if needed

Helvetica Bold 10pt; Custom Color = R 0; G 37; B 19

Helvetica 10pt; Custom Color = R 51; G 49; B 50

Notes:

- 1.) There is one 5pt Helvetica line break below web address.

Resizing The Logo:

1. Right click on the logo
2. Select Size and Position
3. The Layout dialog box will present, click on the Size tab (should already be opened)
4. Under the Scale section, verify that "Lock aspect ratio" is checked
5. Under the Height section, click the "Absolute" radio button and then enter 0.9"
6. Verify that under the Width section is shows "Absolute" and 1.86"
 - a. Edit Width to 1.86" if it is not already
7. Click OK