

## Using Signature Blocks to Reinforce Your Image



Before selecting elements for your signature block or designing its layout, you should consider the purposes and audiences for your email account. Such information can help you decide what information to include or exclude to promote an image or brand that's consistent with the other materials you distribute or otherwise present to these audiences.

<b>Email Account:</b>
<b>Purpose(s)</b> of messages sent through this account include...
<b>Primary Audience(s)</b> of messages from this account include...
<b>Secondary Audience(s)</b> of messages from this account include...
<b>Characteristics and values</b> about your company or yourself you would like to promote or sustain to the audiences of this email account include...

In light of this information, use the following list of signature block elements to identify mandatory and optional components that could help you promote the characteristics and values you note above.

## Signature Block Elements

- ❑ **Signature Cut Line** (a.k.a. sig dash, sig delineator, sig marker).
- ❑ **Name.** Formal, professional name and, perhaps, familiar name or pronunciation guide.
- ❑ **Titles, Degree Initials, and Certification References.** Any references should be relevant to the forums, audiences, and conversations linked to this email account.
- ❑ **Address(es).** Internet-based addresses, bricks-and-mortar addresses, address of registration, or any combination thereof; for safety, home addresses should remain confidential.
- ❑ **Phone Number(s).** If more than one, identify each number.
- ❑ **Fax Number.** If included, identify it as a fax number.
- ❑ **Social Media Account Address(es).**
- ❑ **Company logo.** If included, maintain recipient-friendly dimensions and file size. Hosting the image on a server and linking to it in the signature's HTML can also help recipients access and see the image as intended.
- ❑ **Legal disclaimers and disclosures.** If included, content and phrasing should comply with company, industry, or regional guidelines and laws.
- ❑ **Quotes and slogans.**
- ❑ **Green IT Statement.**
- ❑ **Auto signatures.** Rather than advertise other companies and services, you should change this information to a signature line, or delete the signature element altogether.

## Sample Signature Blocks

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“Concision in style, precision in thought, decision in life.” –Victor Hugo

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## Your Turn

Considering information on the previous pages, draft a single default possible signature block or, if more appropriate, multiple signature blocks, that could reinforce your image to target audiences. In finalizing options, consider that signature blocks in simple, conventional type in a standard/default color will transmit most easily and consistently to recipients regardless of the device or email service provider they are using. Signature blocks of 1–4 lines also have most favorable response from email recipients.

<b>Main or Default Signature</b>
Line 1:
Line 2 (optional):
Line 3 (optional):
Line 4 (optional):
Image: Yes? No?
Other considerations/requirements:

<b>Alternative Signature, Version 1</b>
Line 1:
Line 2 (optional):
Line 3 (optional):
Line 4 (optional):
Image: Yes? No?
Other considerations/requirements:

<b>Alternative Signature, Version 2</b>
Line 1:
Line 2 (optional):
Line 3 (optional):
Line 4 (optional):
Image: Yes? No?
Other considerations/requirements:

<b>Alternative Signature, Version 3</b>
Line 1:
Line 2 (optional):
Line 3 (optional):
Line 4 (optional):
Image: Yes? No?
Other considerations/requirements:

Once you create your signature block, you should send it to yourself and a few others to learn how different email clients “read” your file and make adjustments as necessary.