# Email Signature & Stationery SOP

As an organization, we want to ensure brand consistency, which includes using uniform email signatures. Below are guidelines for updating your signature and email settings.

### Email Signature Template

Please use the following format as a model for your email signature.

**First Last Name, Post-nominal initials**

**Position Title**

**Foundation for Food & Agriculture Research**

401 9th St NW, Ste. 630 | Washington, DC 20004

c: 123.456.7890

e: [name@FoundationFAR.org](mailto:name@FoundationFAR.org)

[Web](https://foundationfar.org/) | [Newsletter](https://foundationfar.org/home/newsletter-sign-up/) | [Impact](https://foundationfar.org/impact/)

Pronouns:

*This message and any attachments are confidential and intended solely for the addressees. If you receive this message in error, please delete it and immediately notify the sender. If the reader of this message is not the intended recipient, you are hereby notified that any unauthorized use, copying or dissemination is prohibited.*

**Name, Position & Organization Title**

Consistent with the Brand Guide, please use either Cambria or Verdana font for your name, position title and organization. The text should be set to size 11, bolded, using black font; the font should be blue in reply emails.

**Contact Information & Links**

Please use either Cambria or Verdana for the FFAR address, phone number, email, links to web, newsletter, insights and pronouns. The text should be set to size 10 in black font; the font should be blue in reply emails. The font you select for your name, position and title should be the same as that used for the contact information and links, only the size and bolding settings change.

**Phone Number**

As we are planning to telework for the next several months, please include your cell phone instead of your office phone for the time being.

**Links**

In addition to your email address, we would like you to include links to the following places:

Web – links to the FFAR Website at [www.foundationfar.org](http://www.foundationfar.org)

Newsletter – links to the newsletter signup at <https://foundationfar.org/home/newsletter-sign-up/>

Impact – link to the insights (our blog) and breakthroughs (results) <https://foundationfar.org/impact/>

As a nod to the brand, you can include vertical lines separating these words that are the FFAR Seafoam green. Below are instructions for how to add the exact color; never try to match or guestimate the FFAR green.

**Logos, Images, Quotes & Legal Disclaimers**

Avoid including any logos or images in your signature. Including images or logos increases the chance of a spam blockers flagging your email. Also, many email programs show images and logos as attachments. As recipient cannot tell if the attachment is a logo or a harmful virus, it could make recipients wary of opening your email.

Along the same lines, refrain from including philosophical statements or quotations in professional email. We do not want to alienate anyone who many not agree.

Our attorneys have instructed to include the following legal disclaimer on our emails:

*This message and any attachments are confidential and intended solely for the addressees. If you receive this message in error, please delete it and immediately notify the sender. If the reader of this message is not the intended recipient, you are hereby notified that any unauthorized use, copying or dissemination is prohibited.*

**Pronouns**

While your name may indicate your preferred genders, that is not the case for everyone. Adding gender pronouns in your email promotes inclusivity, destigmatizes non-binary genders and signals to external stakeholders that we values diversity and inclusion. Including pronouns in your signature is highly encouraged, but not required.

**Ampersand Use**

As you may recall from the [grammar guide](https://foundationforfoodandagricultur.box.com/s/amrn4lpbazguu5efss9i77coucqeh1os), we are using ampersand instead of writing out the word “and” in our full organization name, which should always be written Foundation for Food & Agriculture Research. Additionally, if your position title includes the word “and,” please replace it with an ampersand. For example, Communications & Legislative Affairs Officer.

### How to Add or Edit Your Signature

**New Emails Signature**

1. In Outlook, click on “File,” and select “Options”
2. A new window should open. On the left side, select “mail” from the menu.
3. On the right side of the mail screen, click the button for “signatures.”
4. If you have signatures listed in the upper left corner of the E-mail Signature tab, select the signature your wish to edit and it will appear below. Otherwise, select “New.” You will want to create two signatures, one for new emails and one for replies/forwarded emails.
5. If you are creating a new signature, Outlook will prompt you to label it. Make sure you can distinguish between which signature is for new email and which signature is for replies.
6. Create a signature for new emails according to the template above. The easiest option is to copy the template above into the Outlook signature window and edit it accordingly.
7. To make the vertical lines between the links FFAR green, highlight the line with your curser, click on the downward arrow next to the font color, select “More Colors” from the pop-up menu. At the bottom of the menu, there is an option called “Hex.” In the Hex box, replace whatever numbers are there with #4CBD98 and then press “ok.” Make sure the links remain the universal blue that indicates a link. If you do not see the Hex box, use the “RGB” color code 76/189/152.
8. Save your signature.
9. On the right side of the signature box, there is an option called “Choose default signature.” For New Message, select the signature your created for new emails.

**Reply/Forward Email Signature**

1. Repeat steps 5 through 9 for email replies. Some folks like a pared down signature for replies. At a minimum, reply signatures should include your name, position, the organization title and email address. Additional information is optional.
2. Please make the text in replies/forward emails blue. Be sure to use the correct blue in the signature text. Highlight the text with your curser, click on the downward arrow next to the font color, select “More Colors” from the pop-up menu. At the bottom of the menu, there is an option called “Hex.” In the Hex box, replace the existing numbers with #1F4E79 and then press “ok.” Make sure the links remain the universal blue that indicates a link. If you do not see the Hex box, use “RGB” color code 31/78/121.
3. On the right side of the signature box, there is an option called “Choose default signature.” For Replies/Forwards, select the signature your created for such emails.

Sample Reply/Forward Email Signature:

**Jane Doe, Ph.D.**

Communication & Legislative Affairs Position

Foundation for Food & Agriculture Research

e: jdoe@FoundationFAR.org

Exit and test by sending an email to ensure the signature has been saved.

**Please update the email signatures on** [**any other FFAR email addresses**](https://foundationforfoodandagricultur.box.com/s/ixxyhxif6g6jy2t9hfs24rbb29ul8hnc) **you manage or monitor.**

### Email Body Text

Please use either Cambria font, size 11 or Verdana font, size 10 or 11 for the body of your emails. The text in the body of your email does not need to be the same as that used in your signature; however, the body text must be the same in both emails and replies.

To set your text preferences:

1. In Outlook, click on “File,” and select “Options.”
2. A new window should open. On the left side, select “mail” from the menu.
3. On the right side of the mail screen, click the button for “signatures.” A new window will open with two tabs at the top. Select the tab labeled “Personal Stationery.”
4. Under “New mail message,” click on the “Font” button. A new menu will open. Select either Cambria font, size 11 or Verdana font, size 10 or 11 for your emails. The color should be black. Select “ok” to save your preferences.
5. Under “Replying or forwarding message,” click on the “Font” button. A new menu will open. Select either Cambria font, size 11 or Verdana font, size 10 or 11 for your emails. Use the same font as in the new email messages. Select “ok” to save your preferences. It is recommended that you use a blue font when replying or forwarding emails. To change the font color to blue, click on the downward arrow next to the font color, select “More Colors”. In the Hex box, replace the existing numbers with #1F4E79 and then press “ok.” If you do not see the Hex box, use “RGB” color code 31/78/121.
6. Under “Composing and reading plain text messages,” click on the “Font” button. A new menu will open. Select either Cambria font, size 11 or Verdana font, size 10 or 11 for your emails. Use the same font as in the new email messages. Select “ok” to save your preferences.
7. Press “ok” on the lower right corner to save your stationery preferences.

When communicating on FFAR’s behalf, remain professional and ensure your emails are free of grammatical errors.