

Email Signature & Stationery SOP

FFAR strives to ensure [brand](#) consistency, including uniform email signatures. Below are guidelines implementing FFAR-branded signature and email settings.

When communicating on FFAR's behalf, remain professional and ensure your emails are free of grammatical errors. Further, include proper email signatures on any other FFAR email addresses you manage or monitor.

New Email Signature Template

Please use the following format for new email signatures.

First and Last Name, Post-nominal initials
Position Title
Foundation for Food & Agriculture Research
401 9th St NW, Ste. 730 | Washington, DC 20004
p: 123.456.7890
c: 123.456.7890
e: name@FoundationFAR.org
[Web](#) | [Newsletter](#) | [Impact](#)

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.

[Learn more about FFAR's impact.](#)

Name, Position & Organization Title

Use either Cambria or Verdana font, size 11, for your name, position title and organization. This text is bolded and black.



Ampersands & Positions Titles

FFAR uses an ampersand instead of writing out the word “and” in titles and headings. If your position title includes the word “and,” replace it with an ampersand. For example, Communications & Legislative Affairs Officer.

Contact Information & Links

Use either Cambria or Verdana font, size 10, in black for FFAR’s address, phone number, email, links and pronouns. Used the same font for the contact information and links as you selected for your name, position and title; only the size and bolding settings change.

Phone Number

You can choose to include either a cell phone number (personal or FFAR provided) and/or your FFAR office number, which is forwarded to your cell phone. Use “p:” before an office phone number and “c:” before a cell phone number.

Links

In addition to your email address, include links to the following places:

Web – links to the FFAR Website at www.foundationfar.org

Newsletter – links to the newsletter signup at

<https://foundationfar.org/home/newsletter-sign-up/>

Impact – link to the Impact page <https://foundationfar.org/impact/>

As a nod to the brand, the vertical lines separating these words are the FFAR Seafoam green. Below are instructions for adding the exact color; never try to match the FFAR colors.

Legal Disclaimers

Staff must include the legal disclaimer, included in the template above, in new email signatures. This disclaimer absolves you of liability should an email you initiate be sent incorrectly or forwarded on. The disclaimer should be in the same font and size as the rest of your email signature and is italicized. Do not include this disclaimer in reply email signatures. There is a line space between pronouns and the disclaimer.

Logos, Images & Quotes

Do not include logos or images in signatures; this increases the chance of emails getting caught in spam filters. Many email programs show images and logos as attachments. If recipients cannot tell if an attachment is a logo or a virus, recipients may not open your email. Do not include philosophical statements or quotations in professional emails.

Adding or Editing Signatures

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. Existing signatures are listed in the upper left corner of the "E-mail Signature" tab. Select the signature you wish to edit or select "New." These instructions are for new email signatures; instructions for replies/forwarded signatures are below.
5. Outlook will prompt you to label signatures. Make sure you can distinguish between your signature for new email and the signature for replies/forward emails.
6. Create a signature for new emails by copying the template from this document and paste it into the Outlook signature window, then edit accordingly.

First and Last Name, Post-nominal initials

Position Title

Foundation for Food & Agriculture Research

401 9th St NW, Ste. 730 | Washington, DC 20004

p: 123.456.7890

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7. To make the vertical lines between links FFAR green, highlight the line with your cursor, click on the downward arrow next to the font color and select "More Colors." At the bottom of the menu, there is an option called "Hex," type the number #4CBD98 in the hex box and then press "ok." Make sure the linked words remain the universal blue indicating a link. You can also 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 you created for new emails.
10. Exit and test by sending an email to ensure the signature has been saved.

Reply/Forward Email Signatures

1. Repeat steps 1 through 5 for email replies/forwards.
2. Create a signature for reply/forward emails according to this template. Copy this signature template from this document and paste it into the Outlook signature window, then edit accordingly. At a minimum, your reply/forward signatures should include your name, post-nominal initials (if applicable), title, organization name and a cell phone number.

Jane Doe, Ph.D.

Communication & Legislative Affairs Position
Foundation for Food & Agriculture Research
c: 123.465.7890

[Learn more about FFAR's impact.](#)

Including any of the additional information from the new email signature is optional. If you include additional information in your reply/forward signature, follow all guidelines for new signatures above and ensure that the text is blue, explained in the next step. Do not include the legal disclaimer in reply/forward emails.

3. Make the text blue by highlight the text with your cursor, 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"; replace the existing numbers in the Hex box with #1F4E79 and press "ok." Alternatively, you can use the "RGB" color code 31/78/121.
4. 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.
5. Exit and test by sending an email to ensure the signature has been saved.

New & Reply/Forward Email Body Text

Use either Cambria font, size 11 or Verdana font, size 10, for the body of your emails. The body text does not need to be the same font as your signature; however, the body text must be the same in both new emails and replies/forwards.

To set your body email 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. 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. Use the same font as in the new email messages. Select "ok" to save your preferences.
6. FFAR uses 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." You can also use the "RGB" color code 31/78/121.
7. 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. Use the same font as in new email messages. Select "ok" to save your preferences.
8. Press "ok" on the lower right corner to save your stationery preferences.

Instructions for Adding Reply/Forward Email Font on Mac Products

1. Select "Preferences" from the Outlook menu.
2. Click on "Fonts".
3. Next to "Reply or Forward", click on "Font".
4. Under "Font Color", select "More Colors" from the dropdown menu.
5. Click on the second icon for RGB sliders to toggle the color code to 31/78/121.
6. Enter the "1F4E79" at the bottom where it says, "Hex Color".



7. Click "Ok" to save your preferences.