



Email Signature Guide

Why is an email signature important?

Your email signature is an opportunity to build your brand with every email. It reinforces a professional image for your firm and also adds visual interest to your communications.

It also serves a functional purpose. People often use their emails as their information database, looking for reminders, emails, phone numbers and mailing addresses. Your email signature makes it easy for your customers to find your information, ensuring you never miss an opportunity to connect with your clients.

How do you use the email signature template?

To create your email signature, simply edit any of the 4 email signatures directly within this document. Once you have filled in the email signature template, complete the following steps:

Using HTML Signature

- Navigate to your email client software and select “email signature”
- For help finding your email signature within Outlook, click [here](#).
- Highlight your completed email signature within this document
- Press “Ctrl + C” to copy
- Navigate back to your email client software’s email signature options
- Press “Ctrl + V” to paste the HTML signature

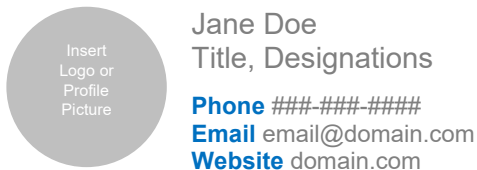
Using Webmail Signature

- Navigate to your webmail and open “email signature” option
- For help finding your email signature within Gmail, click [here](#).
- Highlight your selected email signature
- Press “Ctrl + C” to copy
- Navigate back to your webmail email signature options
- Press “Ctrl + V” to paste the webmail signature

Email Signature Templates

HTML

Style 1



<insert news announcement or call to action>

Guidance:

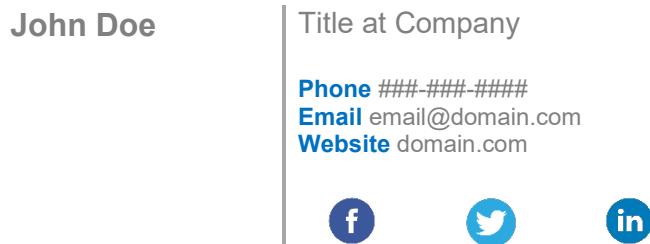
Inserting Profile Picture

- To insert logo or profile picture within the circle, right click the circle, and select "format" shape
- Select "Picture of Text Fill"
- Click "Select Image from File"
- Ensure your picture is square shaped so that it properly fills the circle

Hyperlinking Text

- To hyperlink your news announcement or call to action text, select the text you would like to link
- Under "Existing File or Home Page", insert your website link in the address bar
- Select "OK"

Style 2



Guidance:

Hyperlinking Text

- To hyperlink the social media icons, right click on each image
- Select "Link"
- Under "Existing File or Home Page", insert your social media profile link in the address bar
- Select "OK"

Style 3

Jane Doe

Title, Company Name

Tel ###-###-####
Fax ###-###-####
Mobile ###-###-####

Mailing Address Line 1
Mailing Address Line 2
domain.com

Webmail

John Doe, Designations
Title at **Company Name**

###-###-#### | email@domain.com
domain.com

<Insert news announcement or call to action>

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For QuickBooks brand guidance, please refer to the requirements set forth in the [QuickBooks ProAdvisor Program Member Guide for Brand Use](#).