

## E-mail Signatures: Put your best foot forward

Technology offers many avenues for creativity and e-mail is no exception. Too much creativity in an e-mail signature block, however, may hinder the sender's goal of presenting a professional image. Other factors include the following:

### Example:

#### Jill Jones

Signature Block Specialist  
Professional Standards Division  
503-321-4567  
503-321-7654 fax  
<http://oregon.gov/DAS>  
Data Classification: Level 1 - Published

- Recipients of an e-mail may have vision impairment. Using colored or cursive text or very small fonts may make it difficult for a customer or co-worker to read messages or signature blocks.
- Acronyms also may hinder the effectiveness of an e-mail. Avoid acronyms — build your signature block with brand new co-workers or customers in mind. In most cases, spell out words.
- Bandwidth is another factor. E-mails that contain stationery backgrounds, flying text or logos take up roughly three times more space (bandwidth) on the state network and they cost more to archive. Multiply this by tens of e-mails per day and thousands of employees, and it's easy to see that bandwidth matters.

## Standards for Signature Blocks

Graphics, logos, icons, stationery, flying text	Do not insert graphics, logos, stationery backgrounds, or any type of icon (including icons for social media or job certifications); do not use flying or animated text, or fonts such as Wingdings that display an image (samples: ☎ 🏠 📧)
Name	Use a non-cursive font in bold; color is OK, but use dark colors such as black, navy, deep gray, deep purple, brown or evergreen
Job title and post-nominal titles	Maximum one line; list your job title, but not every role you fulfill; limit post-nominal letters or titles to three and only those that pertain to your immediate position.
Section, division, agency	Maximum three lines; you are not required to list all levels of the organization; use discretion and limit acronyms; "DAS" is allowed.
Address	Generally, omit your address unless required by your role; it appears on the DAS website.
Phone numbers	Use this format: 503-378-4481, ext. 123; do not use periods in place of hyphens; abbreviate the word extension to "ext." <i>This represents a change to the DAS Style Guide (March 2010).</i> Cell phone and pager: Include only if required by your role.
Fax	Unless this is a key tool for your position, omit; it should appear on your website.
E-mail address	Omit
Web URL	<a href="http://oregon.gov/DAS">http://oregon.gov/DAS</a> ; customize the link to reflect your division or work unit such as /DAS/FAC, or /DAS/SCD/SFMS; <i>never</i> use <a href="http://www.das.state.or.us">www.das.state.or.us</a> ; OK to add <i>Visit our website</i> , or <i>Visit us on the Web</i> , or <i>Visit us online at...</i>
Quotes, sayings and advertisements	Omit quotes, sayings and advertisements, including environmental reminders, unless your division administrator authorizes a division-wide statement.
Confidentiality statement	Optional (based on your role); insert one line between the bottom of your signature block and the first line of the confidentiality statement; OK to reduce the size of the font by 2-3 points.
Information asset classification	Insert the appropriate data classification at the very bottom of the signature block using this format: Data Classification: Level 1 - Published (For more on asset classification, read the policy: <a href="http://oregon.gov/DAS/OP/docs/policy/internal/107-01-180.pdf">http://oregon.gov/DAS/OP/docs/policy/internal/107-01-180.pdf</a> )
Spell check	Examples of commonly misspelled words: e-mail, help desk, hot line, online, website.
Font	Select an easy-to-read font such as Arial, Tahoma or Verdana; use a moderate size such as 10 – 11 points; too small makes it difficult to read; too large makes it appear you are shouting; if unsure, ask your supervisor for advice.
Links to non-DAS websites	Omit unless your division administrator approves.