



Email signatures

Why they're important to you and our brand



Agenda

1. What is an email signature?
2. Why is your email signature important?
3. A review of our corporate fonts
4. Guidelines and restrictions
5. Let's test your knowledge!
6. Craft your own

What is an email signature?

Let's review the basics

An email signature is a block of text at the end of an email that typically includes the sender's contact information, including:

- Name
- Job title
- Company name
- Phone number
- Email address
- Company website

Why is your email signature important?

Why is an email signature important?

- Professionalism
- Contact information
- Branding
- Marketing and promotion
- Convenience

A review of our fonts

What font should I use?

- Arial

Arial Regular

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

Arial Bold

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

- Passenger Sans
- Telegraf

Learn more on our “Typography” page at tidalhealth.org/team-hub

Guidelines and restrictions

What should I avoid when crafting my signature?

- Clipart, images and headshots
- Inspirational quotes and personal slogans
- Our TidalHealth logo

What elements should I include?

- First name
- Last name
- Title
- Entity Name (TidalHealth, TidalHealth Peninsula Regional, TidalHealth Nanticoke)
 - NOTE: TidalHealth Medical Partners is not a public-facing name
- Phone number
- Address
- Organization's web address (tidalhealth.org)

Best practices

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Let's test your knowledge!

Example No. 1

Emily Smith

Director

Patient Care Services

TidalHealth Peninsula Regional

Office 410-543-7039

Fax 410-912-6118

“Taking care of business - and your health!”

Example No. 2

Scooby Doo

Manager

Tidal health Primary Care

O 410-543-7039

F 410-912-6118

Mytidalhealth.org

Example No. 3



Samantha Wells, DO
TidalHealth Medical Partners
O 410-543-7039
F 410-912-6118
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It's time to craft your own!

We can help

Step 1: Go to the Team Hub Brand Center Templates Downloads page

Step 2: Click "Template Downloads"



[Brand Ambassadors](#)

[Brand Center ^](#)

[Brand Help Desk](#)

[Share Your Story](#)

[Wellness v](#)

Brand Center

Welcome to the TidalHealth Brand Center. We invite you to learn about our brand, download templates, order materials and promotional items, request videos and more!

[Brand Center](#)

[Brand Strategy >](#)

[Brand Voice >](#)

[Colors >](#)

[Logo >](#)

[Order Materials >](#)

[Photography >](#)

[PowerPoint >](#)

[Photo Downloads >](#)

[Template Downloads >](#)

[Typography >](#)



i BRAND CENTER

At TidalHealth, we are united under one mission: To improve the health of the communities we serve.

We can help

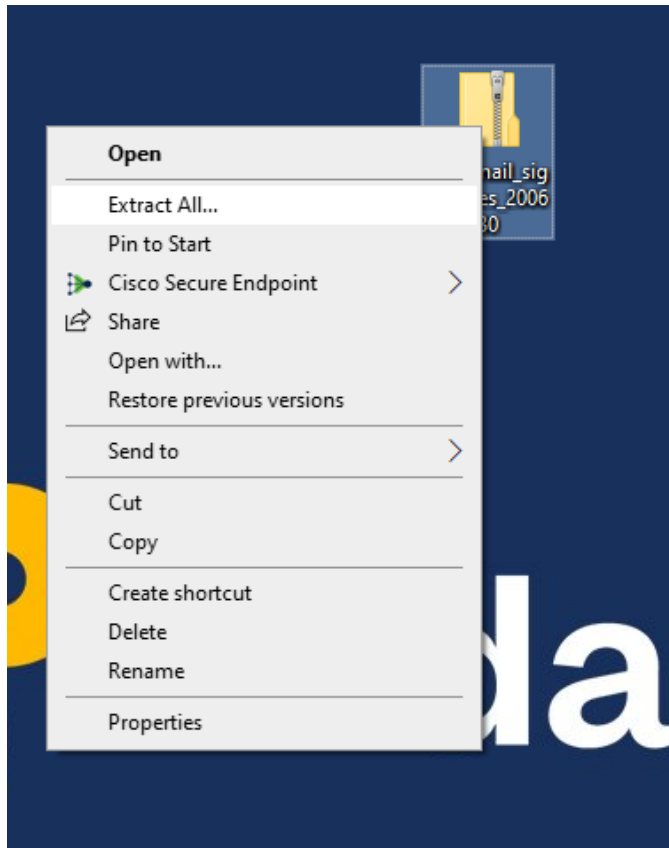
Step 3: Click on the email signature download button. This is a ZIP file, so you'll have to save it somewhere to be able to locate it.

Emails

Name	Color	File Type	File
1 - All user email instructions			Download
All user email	Color	DOCX	Download
Email newsletter	Color	PUB	Download
Email signature		ZIP	Download

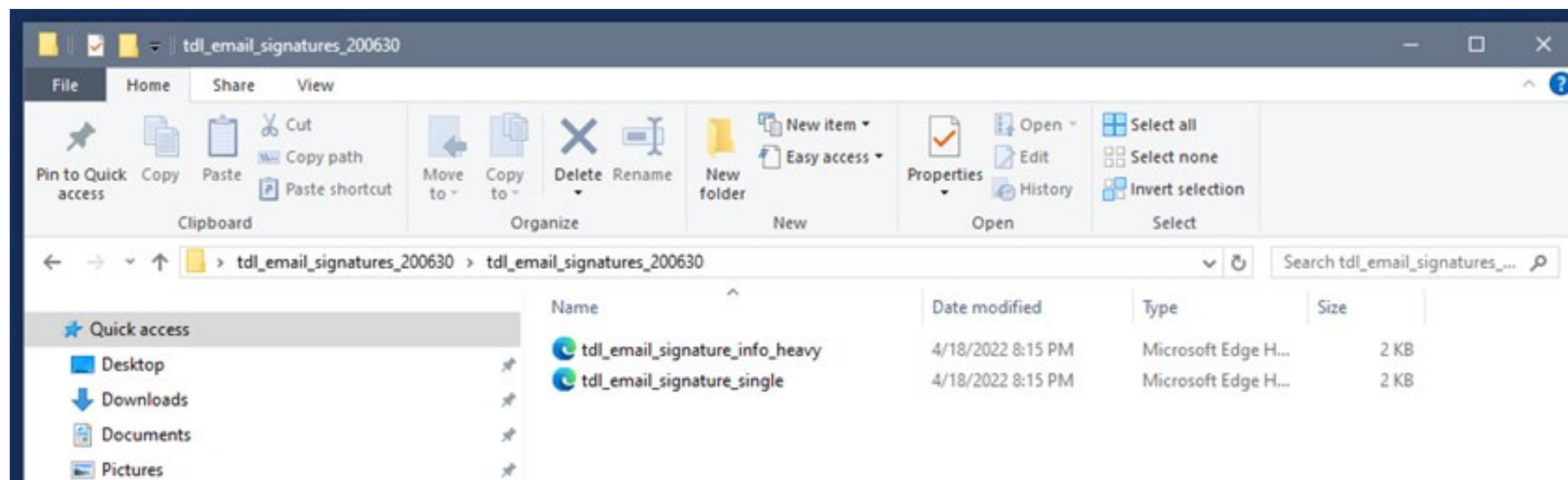
We can help

Step 4: Extract all ...



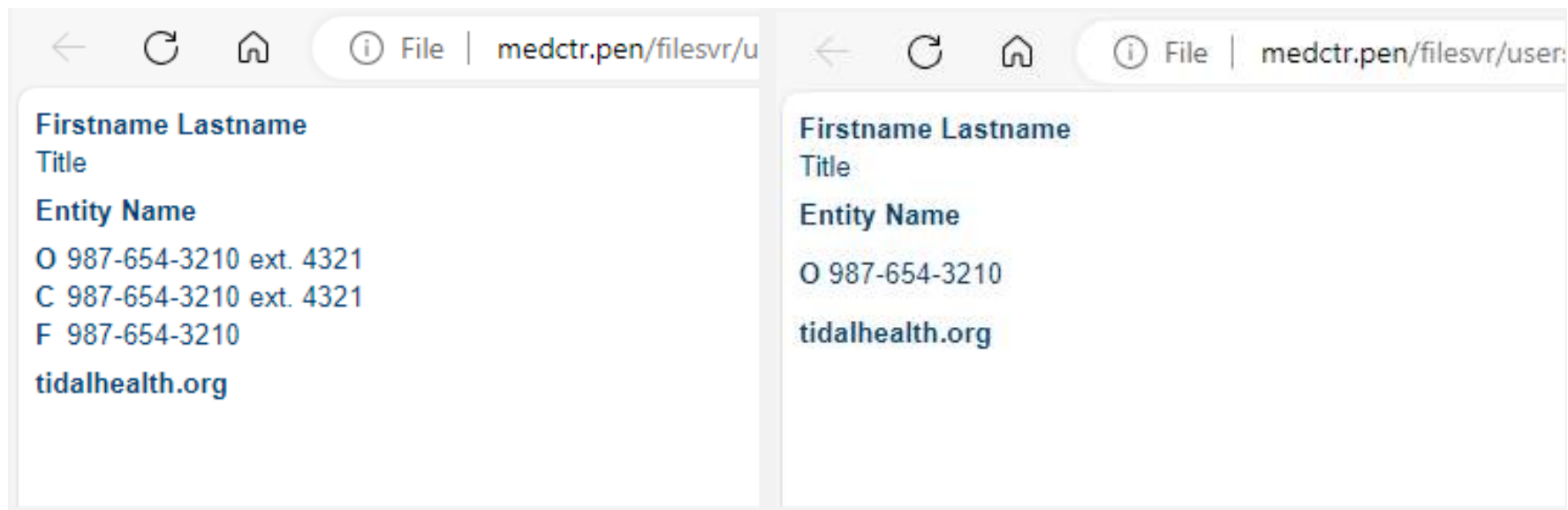
We can help

Step 5: There are two files in this folder: one for multiple numbers and one for a single number



We can help

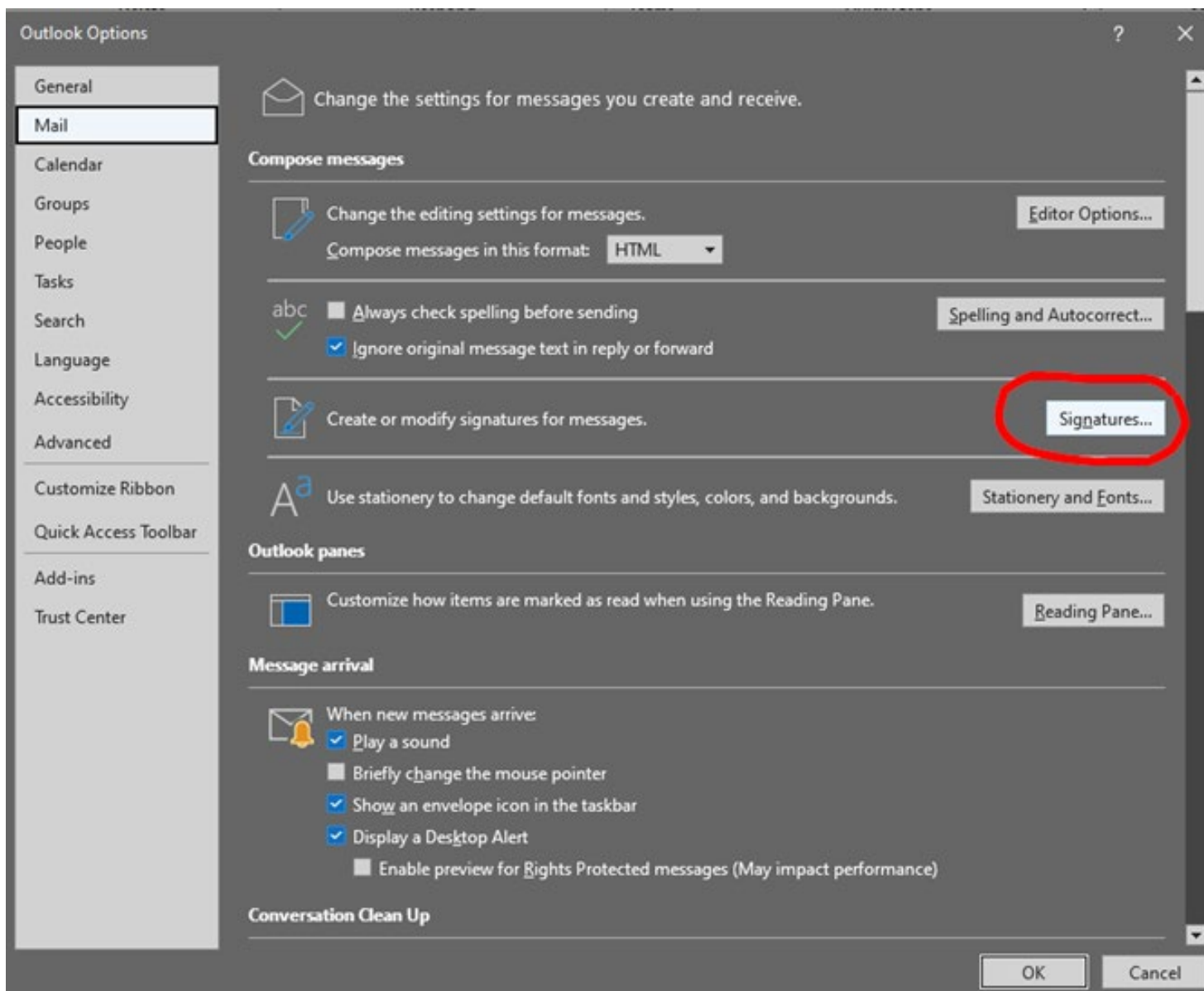
Step 6: The file will open in your browser. Highlight and copy the text.



We can help

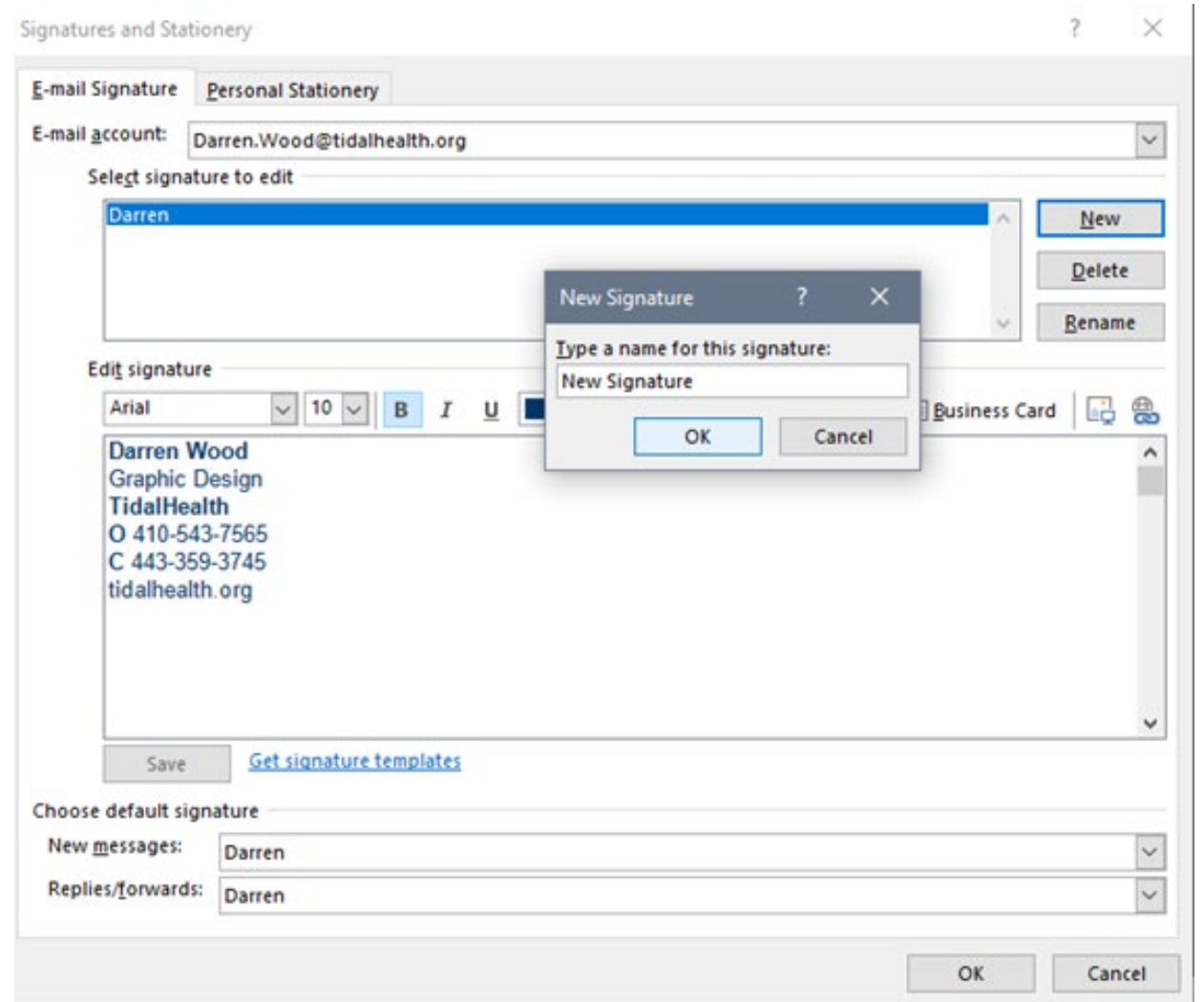
Step 7: In Outlook, go to Options under File.

Step 8: Click on Signatures under Mail.



We can help

Step 9: Click new to create a new signature. Name it. Paste what you copied from your browser (Step 6). Save. Make sure you set your default signature using this new signature.





If you have questions, please email
brandcenter@tidalhealth.org

Thank you

