

## Samples:

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# Email Signature

- Font is Ariel, 11 pt
- Name and title is bolded
- Add department or division after City of El Segundo on second line, if you choose
- Use the streamlined brandmark
- Option to add social media icons

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CITY OF  
**EL SEGUNDO**

# Details

These guidelines will support an integrated, aligned brand look for the City.

- Create your email in Outlook in these easy steps
  - At the top of the Outlook Web App page, click **Options > Mail > Email Signature**.
  - In the Email signature box, type and format your signature.
    - Font size pt 11
    - Arial
    - Brandmark is 200x55 (PD and Fire are exception)
    - Hyperlink your email and the City or department website
    - Logos for departments are saved in S:\Communications and Economic Development\Email Signatures\For Email Signatures
    - Departments or divisions can add their department/divisions after City of El Segundo, should they choose/helpful  
If you use both Outlook Web App and Outlook and want a signature in both, you need to create a signature in each.
- If you are adding an additional logo (for example, adding a logo to a national program your department supports) please make sure it's same size or smaller than City of El Segundo and that it's removed from your signature as soon as the event or month is over)
- Click **Save** or press **CTRL+S**.
- If you need help, please contact the Information Technology Services Department for support regarding email signature in Outlook
- Please contact Martha Guzman-Hurtado about questions having to do w design, font, or info in the signature

Thank you!