IDENTITY:

Email SignatureS

The purpose of these guidelines for email signatures is to ensure consistency in email signature design and layout across all AMA employees. The email signature is an item used each day and an important part of the new brand identity for AMA, Inc. Email is our most common form of day-to-day communication and therefore one of the most visible ways we communicate with our audiences and each other. Following professional standards for email signatures helps AMA present a consistent, on-brand message while providing relevant information to help others communicate with us.

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THE CORRECT EMAIL SIGNATURE

Please see below for all the guiding principles.

**Jane Doe, PhD**

AMA Title

Analytical Mechanics Associates

t.   757.000.0000

m. 757.000.0000

e.  j.doe@ama-inc.com

w.  www.ama-inc.com

a.   21 Enterprise Parkway, Suite 300, Hampton, VA 23666

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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*Note – the line above will paste into Microsoft Outlook flush with the zip code.*

Email Signature Guidelines

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APPROVED

The examples below are approved alternate signatures correct to the instructions and guidelines shown.

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CONTRACT SPECIFIC EMAIL SIGNATURE

This example is for an AMA employee at a client’s site containing all of the required elements of the email signature.

**Jane Doe, PhD**

Contract Project Role

Analytical Mechanics Associates

t.   757.000.0000

m. 757.000.0000

e.  j.doe@ama-inc.com

w.  www.ama-inc.com

a.   21 Enterprise Parkway, Suite 300, Hampton, VA 23666

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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INTEROFFICE EMAIL SIGNATURE

This example is for an AMA employee to use while communicating with fellow AMA employees. It contains all of the required elements of the email signature.

**Jane Doe, PhD**

Analytical Mechanics Associates

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Email Signature Guidelines

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**Images & Logos:** Do not use images (logos or social media icons) within the email signature. Images can come across as attachments and appear chaotic. Many email clients and mobile devices block the appearance of images.

**Quotes:** Refraining from the use of quotes or epigraphs is best practice for professional communications. It is important to avoid the potential confusion of external audiences assuming a particular statement represents AMA's official slogan, ideology, or brand promise.

**Backgrounds:** Watermarked, colored or photographic backgrounds in emails are not permitted as they often make correspondence difficult to read and are not always compatible with other email programs.

**vCards:** While vCards can be a convenient way to share contact information for some (using a .VCF compatible e-mail client), they add bytes and appear as attachments. It might be valuable to use a vCard for an initial correspondence, but sending it every time is redundant.

**Promotional Messages**: AMA or project specific promotional messages must be approved by the AMA brand manager. These promotional messages must be submitted with proposed text and/or graphic representation, as well as a plan for distribution and expiration of the promotion. Each addition must meet visual and editorial brand guidelines and have a hard expiration date before being considered. No on-going additions will be considered.

GUIDELINES

Specifications

* Font and size:
  + Name – Bold, Arial 9 point
  + Title & Location - Arial 9 point
  + Phone, Email, Website & Address – Arial 8.5 point
  + Disclaimer – Arial 8 point
* You may include information such as:
  + Name
  + Degree(s) and/or professional designation (optional)
  + Title
  + Department or Project Assignment/Location
  + Analytical Mechanics Associates (location and full address)
  + Phone number (Use the format 000.000.0000 ext. #####)
  + A cell phone or fax number (if necessary. Use the format 000.000.0000)
* Email address and website may be hyperlinked, but must be AMA Gray (RGB: 126/134/140)
* Do not abbreviate your role at AMA.
* The confidentiality clause is required to be included at the bottom of the signature

Need Assistance?

Please contact the AMA Helpdesk at [helpdesk@ama-inc.com](mailto:helpdesk@ama-inc.com) for questions about installing your signature into your email exchange program. For general formatting questions, please contact AMA Media at [media@ama-inc.com](mailto:media@ama-inc.com)

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