



## Email Signature Guidance

CHIEF MARKETING OFFICE, January 2021

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The preferred formats for email signatures are as follows:

**Option 1**      **Firstname Lastname**, Certifications (Optional Pronouns) | Title  
Vermont Agency or Department  
State Bldg, 123 Street St | Montpelier, VT 05000  
802-828-0000 office | 802-000-0000 cell | 802-828-0000 fax  
[website.vermont.gov](http://website.vermont.gov)

(Optional Call to Action) Find Vermont job opportunities at: [thinkvermont.com](http://thinkvermont.com)

**Option 2**      **Firstname Lastname**, Certifications (Optional Pronouns) | Title  
Division or Program  
Vermont Department  
State Bldg, 123 Street St | Montpelier, VT 05000  
802-828-0000 office | 802-000-0000 cell | 802-828-0000 fax  
[website.vermont.gov](http://website.vermont.gov)

(Optional Call to Action) Find Vermont job opportunities at: [thinkvermont.com](http://thinkvermont.com)

### Optional content:

- Pronouns can be included at the discretion of the user and should be placed within parenthesis after the user's name and any certifications.
- A "Call to action" line for social media, newsletter signup, directions, seasonal messages, etc. This line length must stay under 72 characters, with spaces, should be text only, and should not be placed within parenthesis.

### Details to note:

- The font for the signature is Palatino, 9-point type for size, in black.
- The default message body font in Microsoft Outlook is Calibri (Body), at 11-point size, and should be left as is. It creates separation between the message and the signature.
- Bold your name. Other than your name, do not use bold, italic or caps. Do not stylize your name in a different font (i.e., do not use a script font or change the color).
- Use either your Department or your Agency name, not both. If you opt to include your Division or Program name, include the Vermont Department on the following line. Use "Vermont" in your Department or Agency name, and spell it out (i.e., Vermont, not VT). Refer to the options above.
- No logos, social media icons or other images; this includes the State of Vermont logo. **State branding is not an appropriate element in your signature block.** (Images often come through as attachments to the email or are blocked entirely.) The standardized format of your signature identifies you as a representative of Vermont state government. Social media "handles" in text are acceptable.
- If you have only one phone number, remove "office" or "cell".
- Only include a fax number if you receive documents regularly via fax. (Most offices now use email.)
- Use dashes in your phone numbers rather than parentheses or periods.
- In your address, abbreviate "Bldg", "St", "Dr", etc., with no punctuation. This keeps the character count down and ensures the address line will not break or wrap in the middle. Ideal max character count per line is 72 characters, with spaces.
- If you use the optional "call to action" line, separate it from your other info by a line space.
- Remember to set the same signature from your phone, tablet and in the web-based version of Outlook (i.e., Replace "Sent from my iPhone" with your official signature).