**Standardized Email Signature Guidelines (Canada) – NFP, an Aon company**

An email signature is a block of contact information text that automatically appears at the end of an email. NFP has a standardized email signature format that all employees must follow to maintain consistent branding efforts.

**Laptop or Desktop**

To create your signature and to ensure it appears when you send, reply or forward an email, follow these steps:

1. Open Microsoft Outlook
2. Select the “File” tab
3. Scroll down and select “Options” in bottom-left corner of window
4. Select the “Mail” tab
5. Select “Signatures” on the middle-right of window
6. Create a new signature by selecting “New” (You can also remove an existing signature by highlighting the signature and selecting “Delete.”)
7. Under “Type a name for this signature” input: “(Your Name) - new”
8. Hit “OK”
9. Copy and paste the correct signature from below
10. Edit the text to reflect your personal information
11. Under “Choose default signature” select the signature you just created: “(Your Name) - new” for new messages and replies/forwards
12. Hit “OK,” which will take you back to the “Mail” page
13. Hit “OK”

**Tips**

* When you type your email address in, it may change to blue font. If it does, make sure you highlight your email address and change it to black font.
* Your title should be spelled out and not abbreviated (e.g., use Vice President instead of VP).
* Be consistent with your business card. Use the same contact information – title, business line, address, etc. – that appears on your business card.
* The Business Line field designates your specific business segment, core competency or department.
* Email signatures are subject to legal and compliance review.

**Note:** Fonts and colors are very specific. Please copy and paste the format to ensure the colors and fonts are accurate. If needed, the specifics are listed below, including RGB values for accolade or award signature additions.

* **Font:**
	+ NAME: Arial size 11
	+ ALL OTHER CONTACT INFO: Arial size 9
	+ DISCLOSURE: Arial size 8 and italics
	+ ACCOLADE or AWARD\*: Arial size 11 and bold
* **Text Color RGBs:**
	+ NAME: r/79 g/146 b/55
	+ ALL OTHER CONTACT INFO: r/0 g/0 b/0
	+ DISCLOSURE: r/133 g/143 b/152
	+ ACCOLADE or AWARD\*: r/221 g/81 b/67

*\*Including images such as logos, banners or icons in your email signature can slow or break down the transmission and loading speed of emails. To ensure a clean, professional, accessible email delivery, graphics are not permitted in email signatures. This includes social media icons, external awards such as Best Places to Work, webinar/event banners and any other graphics that were previously permitted in email signatures.*

**Important: Quebec-Regulated Job Titles**

All employees working in Quebec, regardless of language spoken, must adhere to this email signature format. The Quebec government mandates that the job title in your signature must match your job title at NFP. In addition, **the business line must match your AMF certificate and licensing**.

Example:

**Prénom et nom**

Gestionnaire clientèle **|** *Client Manager*

Courtier en assurance de dommages des particuliers **|** *Personal Lines**Damage Insurance Broker*

**Quebec Title Examples (Your official NFP position title):**

* Gestionnaire clientèle **|** *Client Manager*
* Assistante clientèle, Assurance des entreprises **|** *Client Assistant, Commercial Insurance*
* Directeur clientèle / Directrice clientèle **|** *Client Director*
* Assistante clientèle**|** *Client Assistant*
* Directeur principal clientèle / Directrice principale clientèle **|** *Client Executive*

**Quebec Business Line Examples (Must match your AMF certificate and licensing):**

* Courtier en assurance de dommages | *Damage Insurance Broker*
* Courtier en assurance de dommages des entreprises | *Commercial* *Lines Damage Insurance Broker*
* Courtier en assurance de dommages des particuliers | *Personal* *Lines Damage Insurance Broker*

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**Copy and paste the below, including the disclosure language, then edit the text with your personal info.**

**Note: The first disclosure, “Insurance services provided by…,” and the second disclosure, “This email is confidential…,” are mandatory for all employees in Canada. The last disclosure, “Electronic mail requests…,” is optional to include if it applies to your business.**

***French text must come before English in this format.***

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**Standard Email Signature**

**Prénom et nom**

Pronoms | *Pronouns* (Optional – [learn more here](https://webfiles2.nfp.com/webfiles/public/2020/DI/DI_Pronouns_Email-Signature-Template.pdf))

Titre |*Title*

Secteur d’activité | *Business Line*

NFP, une société de Aon | *NFP, an Aon company*

500-4115 Rue Sherbrooke Ouest., Westmount, QC H3Z 1K9

T: 000 000-0000 | F: 000 000-0000 | name@nfp.ca | NFP.ca

*Les services d’assurance sont fournis par NFP Canada Corp. NFP Canada Corp. est une entité établie par la fusion ou le regroupement de NFP Canada Corp. et, entre autres, Rhodes & Williams Limited et S.M. Hill Insurance Brokers Ltd. NFP est une marque déposée de NFP Corp. NFP est le nom commercial enregistré utilisé par NFP Canada Corp. dans chacune des provinces et chacun des territoires du Canada, lorsque cela est autorisé.*

*Insurance services provided by NFP Canada Corp. NFP Canada Corp. is an entity established through the legal amalgamation and/or combination of NFP Canada Corp. and, among others, Rhodes & Williams Limited and S.M. Hill Insurance Brokers Ltd. NFP® is a registered trademark of NFP Corp. NFP is the registered business name used by NFP Canada Corp. in each of the provinces and territories of Canada, where permitted.*

Ce courriel est confidentiel. Si vous n'êtes pas le destinataire prévu, veuillez en informer l'expéditeur par retour de courriel et supprimer ce message de votre boîte aux lettres sans le lire ni le copier, ni ses pièces jointes.

This email is confidential. If you are not the intended recipient, please notify the sender by return email and delete this message from your mailbox without reading or copying it or any attachments.

Les demandes par courrier électronique ne sont PAS EXÉCUTOIRES. Veuillez noter que les modifications, ajouts ou suppressions de couverture ne peuvent être entérinés tant qu’ils n’ont pas été confirmés verbalement ou électroniquement par un courtier agréé ou une courtière agréée de NFP.

Electronic mail requests are NOT BINDING. Please note that coverage changes, additions, or deletions cannot be bound until or unless they have been confirmed verbally or electronically by an NFP licensed broker.

**Mobile Devices**

Open your Outlook application and tap on Inbox > Settings Gear (bottom left) > Signature

Copy and paste this placeholder text and then update your information accordingly:

Prénom et Nom
Pronoms | *Pronouns* (Optional – [learn more here](https://webfiles2.nfp.com/webfiles/public/2020/DI/DI_Pronouns_Email-Signature-Template.pdf))

Titre | *Title*
Secteur d’activité | *Business Line*

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