**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 all 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.*

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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.**

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**Standard Email Signature**

**Name**

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

Title  
Business Line

NFP, an Aon company  
Address 1 | Suite | City, Province Postal Code  
T: 000.000.0000 | F: 000.000.0000 | name@nfp.ca | [NFP.ca](https://nfp.ca/)

*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.*

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.

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

Type in your information in the format below:

Name  
Pronouns (Optional – [learn more here](http://webfiles2.nfp.com/webfiles/public/2020/DI/DI_Pronouns_Email-Signature-Template.pdf))  
Title  
Business Line

NFP, an Aon company  
Address 1 | Suite | City, Province Postal Code  
T: 000.000.0000 | F: 000.000.0000 | name@nfp.ca | [NFP.ca](https://nfp.ca/)

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