 **Branded E-mail Signature**

Roers has a standardized branded email signature which all employees shall use with their Roers email accounts. Please refrain from using different colors, fonts or background formats. Instructions to create your branded email signature are on page #2. Questions can be directed to a marketing team member.

**NEW EMAILS & REPLIES\* (internal and external)**



***Accepted Variations of Email Signatures***

* ‘Phone’ can be direct or office number
* Listing a cell phone number is optional
* Customize address per your nearest Roers office
* You can choose to have a shortened reply signature similar to the cell phone signature.

Please refrain from using other colors or fonts outside of Roers branding on reply.

*Any other variations must be approved by Marketing Contact a Marketing team member for questions on set-up.*

**CELL PHONE SIGNATURE**



**Email Signature Instructions**

**Step 1:** Copy the email signature shown here:

Heidi Knutson **Vice President of Marketing, Communications & Culture**200 45th Street South | Fargo, ND 58103
**phone:** 701.356.1255
**cell phone:** 218.849.0847
**email:**hknutson@roers.com


**Step 2:** Open New Email in Outlook. Select “Insert” from top menu bar.



**Step 3:** Select “Signatures. Select “New” and then type a name for the signature.

**Step 4:** In the “Edit signature” box “paste” the email template you copied in Step 1. Customize the signature with your name, title, office or general office number, cell phone (if applicable) and email. Please verify the fonts, sizes, colors match as the branding details are shown.

Select if you want the signature to appear on new message and replies/forwards. Click “Ok” to save.

**BRANDING**

The specific fonts, sizes and colors for each are listed below. The fonts are Microsoft approved so should be universal on various versions of Outlook. The colors listed below are the specific RGB colors in the color model. To find the colors, if needed, select the More Colors palette in the drop down of the font color menu.

Font: Impact Size: 18

Red: Red:193/Green: 2/Blue:2





Font: Montserrat Size: 11 **Bold**  Gray: RGB – Red:130/Green: 130/Blue:130



Font: Montserrat Size: 11 Black: RGB – Red:193/Green: 2/Blue:2

Font: Montserrat Size: 11 Black: RGB – Red:0/Green: 0/Blue:0

Font: Montserrat Size: 11  **Bold** Black: RGB – Red:0/Green: 0/Blue:0



Graphic size with logo plus core values is 1.25” x 4”
\*you should not have to resize if you copy & paste from above