Goodwin Living Guidelines for Email Signatures
Updated: June 16, 2023

Every day, Goodwin Living Team Members send thousands of emails. Each email is an opportunity to convey something about our new brand Goodwin Living - in the message itself and in the signature of the message. Most organizations provide guidelines so team members can set up an email signature that follows a shared, standardized format and includes the company logo and messaging. Using a common signature throughout the organization ensures that our emails advance and project our brand in the best possible light.

What follows are guidelines for the Goodwin Living email signature. Please take the time to review these instructions and create your own email signature, or "e-sig" for short. **Here is the basic structure (titled First M. Lastname) and an example (Kathie Miller) of the standard Goodwin Living e-sig:**

FirstName LastName
(preferred pronouns - optional)
Job Title
Location or Service Line
Street Address of location or service line
O: +1.703.XXX.XXXX
C: +1.XXX.XXX.XXXX
F: +1.XXX.XXX.XXXX

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What information should be included in the e-sigs?
- Your full name with or without initials (John L. Smith or John Smith). For reference, the color code used on the text for your name is #0071BA.
- Relevant certifications or credentials (e.g., RN, MSA, LCSW, etc.)
- Optional - preferred pronouns: she, her, hers; he, him, his; they, them, their
- Job title
- Cell number and fax numbers should be included if you use them regularly
- A link to our website and specifically to a section of the website that matches your role

Guidance for Certifications and Role-Specific Tag Lines
Here is an example of an e-sig with certifications added, as well as a different link and tagline that is specific to the role of the individual. Please note that while tag lines may differ, the graphic with the Goodwin Living logo and Top Workplace logo remains the same. This is because Goodwin Living earned the Top Workplace honor and by reinforcing that in our emails we can raise awareness that Goodwin Living is a desirable place to work.

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A great place to begin and advance careers!

Please select from one of the following taglines, based on your role at Goodwin Living:

Visit our blog for our latest news & stories
For all employees

Visit our Life Plan Communities!
For Employees who work in Life Plan Community Sales Office

A great place to begin and advance careers!
For Employees who work in HR

One Life. One Plan. One Call.
For the GLAH Team

[Compassion & Care with Goodwin Hospice](#)
For the Hospice Team

[Advancing Philanthropy as Goodwin Living Reimagines Aging](#)
For the Goodwin Living Foundation Team

[Individualized outpatient nursing and specialty services](#)
For the Goodwin Home Health Team

[Personalized therapy to help you stay strong and vibrant](#)
For the Goodwin Rehabilitation Team

How are e-sigs updated or added to our emails using Outlook desktop app?
- Copy an approved e-sig using the examples provided above
- Open your email using the Outlook desktop app
- Create a new email message
- Choose Signature, then Signatures…
- Click "New" and give the signature a name
- Paste the e-sig in the box at the bottom (Select the "Keep Source Formatting (K)" Paste option)
- Update it with your name, contact information and assigned tagline (See previous section for assigned tagline based on your role at Goodwin Living)
- Create a link to your own phone number:
    - Select the whole phone number
    - Click the hyperlink button, which looks like this
    - Leave "text to display" unchanged, and type tel: in the "Address" field, followed by your full phone number (e.g., [tel:7038241000](tel:7038241000)). There cannot be a space between tel: and the phone number, but you can insert hyphens, parentheses, or spaces in the phone number. Note: If you insert a space, Outlook will automatically replace it with %20 to make the link correct. To test the link, send yourself an email, open the email from a mobile device, and tap on the link in your signature.
- Click OK
- PLEASE NOTE: the GL logo may not show in this screen – but it is there.
- Discard this email draft and go back to your Inbox
- Open a new email – and check to make sure your new e-sig in place and correct.

How are e-sigs added to our emails using Outlook web app?
- Copy an approved e-sig above using one of the examples provided above
- Open your email using the Outlook web app (https://outlook.office.com/mail/)
- Next to your name, go to the upper right settings button, which looks like this
- Search for "email signatures" in the search bar and select it.
- Paste the e-sig in the email signature box (Select the "Keep Source Formatting (K)" Paste option)

- Update it with your name, contact information and assigned tagline. (See previous section for assigned tagline based on your role at Goodwin Living) Make sure you name the signature in the box provided.

- To add links, select the text and click the hyperlink button
- Create a link to your own phone number:
    - Select the whole phone number
    - Click the hyperlink button
    - Leave "text to display" unchanged, and type tel: in the "Address" field, followed by your full phone number (e.g., tel:7038241000). There cannot be a space between tel: and the phone number, but you can insert hyphens, parentheses, or spaces in the phone number. Note: If you insert a space, Outlook will automatically replace it with %20 to make the link correct. To test the link, send yourself an email, open the email from a mobile device, and tap on the link in your signature.
- PLEASE NOTE: Outlook web app does not support in-line images, so you will be unable to use the logo
- In the "Message Format" settings, select the "always show bcc" and "always show from" options, select "HTML" as the compose messages format and select "Palatino Linotype" as the font.
- Save your new e-sig
- Scroll back up to "Select Default Signature" and select the name of your signature in the "for new messages" and for "replies/menu" and then save your e-sig once more.
- Go back to your Inbox
- Open a new email – and check to make sure your new e-sig in place.

For help setting up your email signature, please contact the IT Help Desk.

Have other questions or feedback?
Please contact these Marketing & Communications team members:

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