



Email Signatures

TOOLKIT

SEPTEMBER 1, 2016

Contents

Introduction.....	3
Options and Requirements.....	4
HTML or Rich Text Specifications	6
Plain Text Specifications	7
Create an Email Signature in Outlook	8

Questions?

Visit sww.sas.com/sasbrand. Contact sas.brand@sas.com.

Introduction

As in all communications from SAS, it is important to present a consistent and professional visual identity in customer-facing business email communications.

Email signatures are not required, but if you choose to use one, you should follow the corporate standard.

Options and Requirements

File format options

There are three text format options for email signatures created in Outlook: HTML, Plain Text (ASCII), and Rich Text (which may not be supported by all email editors).

Plain Text is the safest option because every recipient's email editor can read it. However, this choice does not support any special formatting, like bold text and color characters, for example. You cannot include graphics. And, Plain Text severely limits your choice of typefaces.

For most emails, we recommend HTML format, which is the default format in Outlook. HTML does allow you to apply special formatting and colors; you can choose any typeface available on your operating system; and you can choose to include graphics.

Components of an email signature

Regardless of the file format you choose, certain elements should *always* appear in your email signature, and others *may* appear, but are optional:

Required elements

- Separator line (two dashes) indicating the beginning of your signature
- Your first and last name
- Your title or functional area
- Your department or division name
- The SAS URL (www.sas.com/country)
- Our company tagline: SAS® ... THE POWER TO KNOW®

Optional elements

- Your telephone number
- Your mobile cellular number
- Your local SAS office name
- Your office mailing address
- Your email address
- Your social media address(es)
- Promotional text message (subject to approval by your country marketing manager)
- Promotional graphic or logo - Use graphics with caution. They may significantly increase message file size, which can burden email server systems. And some servers may block email with graphics, treat them as spam, or your recipient may have all incoming mail configured to Plain Text. Your recipient may never even see the graphic you insert into your signature.
- Legal disclaimer - Use is optional depending on the content of your message or your country requirements. The disclaimer may be translated into your local language; however, you should not alter the wording without the consent of your legal representative. (The disclaimer is not necessary for internal messages.)

Inappropriate elements

- Colors not included in our corporate color palette
- Logos, graphics, or pictures, other than those approved to promote SAS events (like SAS Global Forum) or special advertising initiatives approved by our Chief Marketing Officer
- Quotes or taglines, other than those approved by corporate executives
- Decorative fonts, other than those specified by Corporate Creative

Using graphics in email signatures

Graphics are advertisements

If you choose to include a graphic in your email signature to promote an upcoming event or a noteworthy product, it functions as an email advertisement.

Event promotions

Be sure to keep your promotional advertisements current and relative. Do not promote an event that has already happened, or one that is inappropriate for your audience.

Product advertisements

SAS sells many products and solutions, but in most cases, email signatures are not the right place to advertise them. If we attempt to promote multiple SAS products in email signatures, we risk confusing the market about what we do.

There are exceptions. Our Chief Marketing Officer has approved the promotion of certain high-level, notable SAS technologies for email advertisements. The SAS® Viya™ platform and SAS® Visual Analytics are examples.

Pick one

In most cases, we recommend including only one graphic advertisement per email. When you associate several graphics with the same signature, they compete for your reader's attention. And inadvertently, you may dilute the impact of all of them.

In addition to weakening your message, when you include multiple graphics, you place extra burden on email servers. Even when you keep the size of your graphics very small, the amount of server space they require adds up, especially if your email generates replies and forwards.

Social media icons

You can include social media icon links in your email signature. You should be the author of the social content you link to; and the content should be business-related and relevant

to your audience. And it is important to be aware of the total sum size of all images you use; avoid cluttering server space with unnecessarily large emails. Visit the Social Media Resource Portal (sww.sas.com/social) to download the icons you need.

Choose the right email signature

Create choices in Outlook

You can create multiple email signatures in Outlook. Then you can set a default signature, and choose from other preformatted signatures as appropriate. You determine the right signature for your intended recipients.

For internal emails to your SAS colleagues, consider a signature that does not contain graphic ads. Signatures that are text-only are usually small in size; consequently, they occupy less space on email servers and require less paper when they are printed.

Company messages

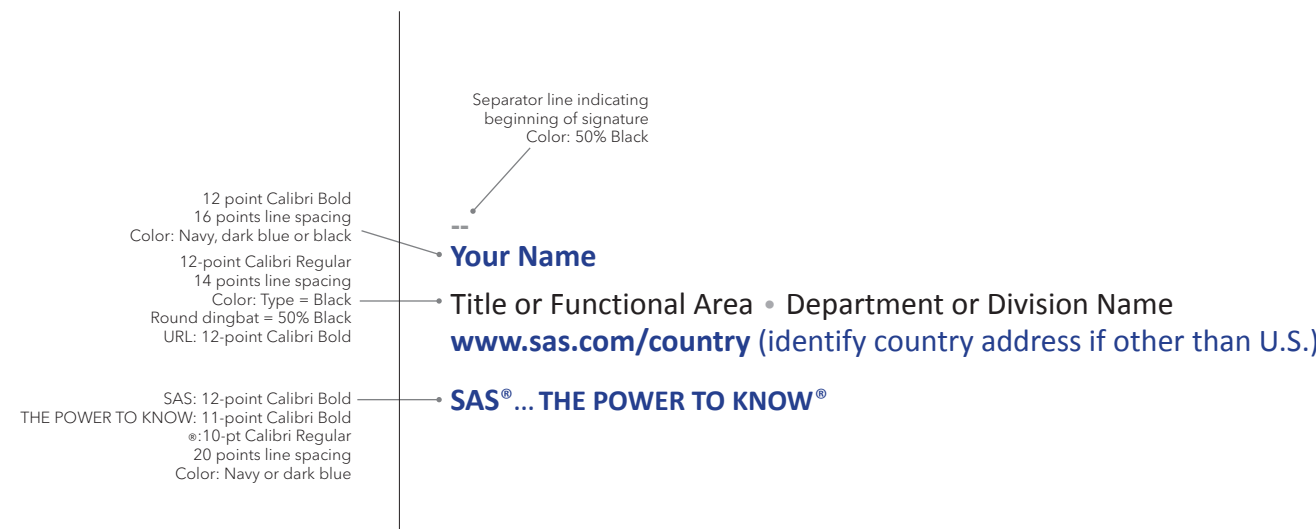
Our company name and tagline are required elements in the standard templates for email signatures. We typically do not include other brand-level company messages, like mission and vision statements for example. Any variance from this practice should be approved by global marketing executive leaders. We want customers who may receive multiple emails from SAS to see consistent messages from one global company.

Custom designs

There are a few events that may qualify for a custom promotional email signature, SAS® Global Forum, for example. Generally, however, you should use the corporate standard for email signatures. You can customize signatures for promotional purposes, as appropriate, by including advertising graphics on a short-term basis.

HTML or Rich Text Specifications

WITH REQUIRED ELEMENTS

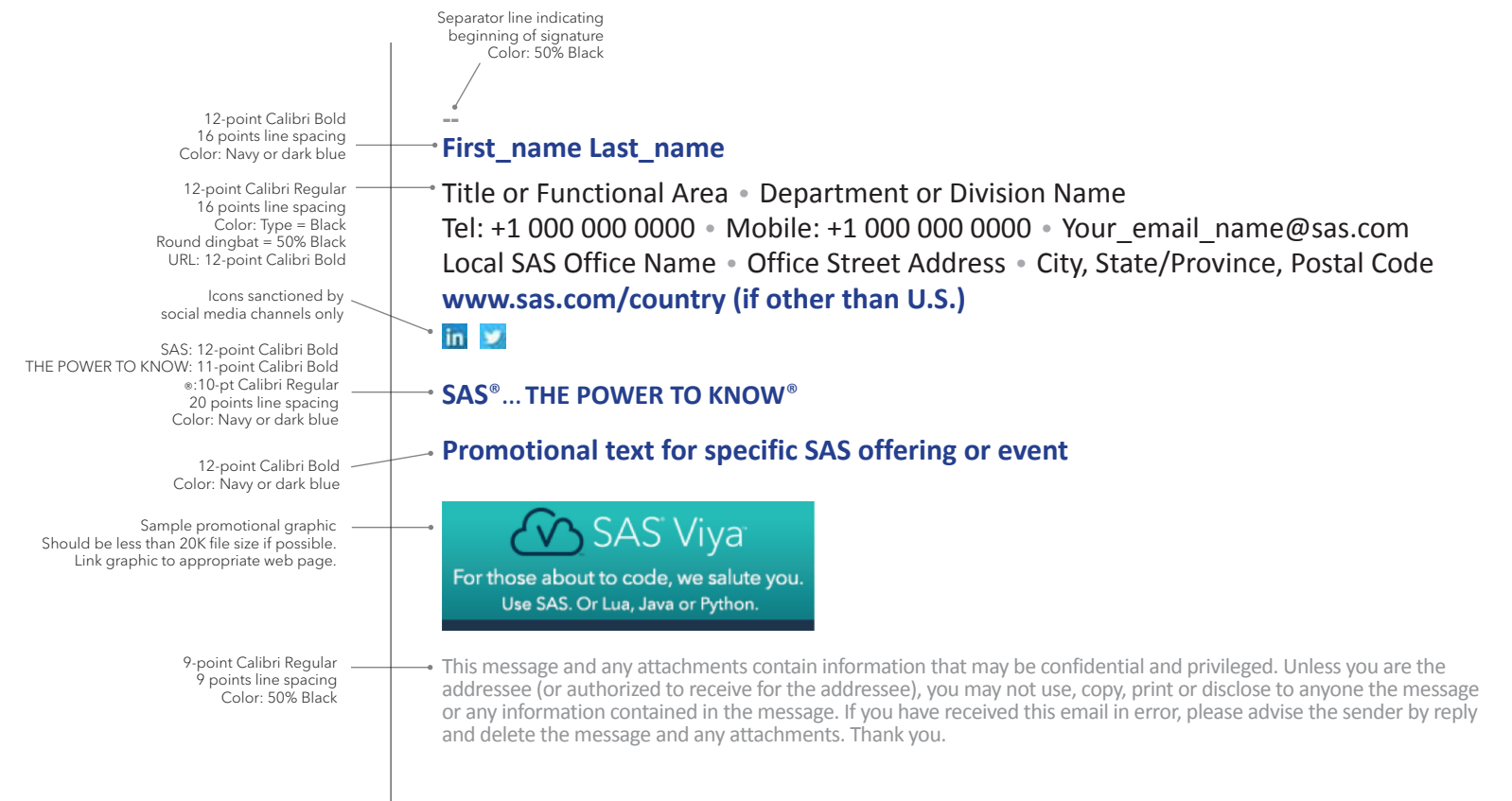


Notes:

Colors and special characters may be lost if recipients' email editors are not configured to display HTML or Rich Text.

Email recipients can configure their incoming mail to Plain Text; they may never see your formatted signature.

WITH OPTIONAL ELEMENTS



Notes:

Use only content that adds value to your email signature. In most cases, simpler is better.

Use graphics with caution. They increase file size significantly, and may be blocked by some email servers; many email servers strip graphics by default.

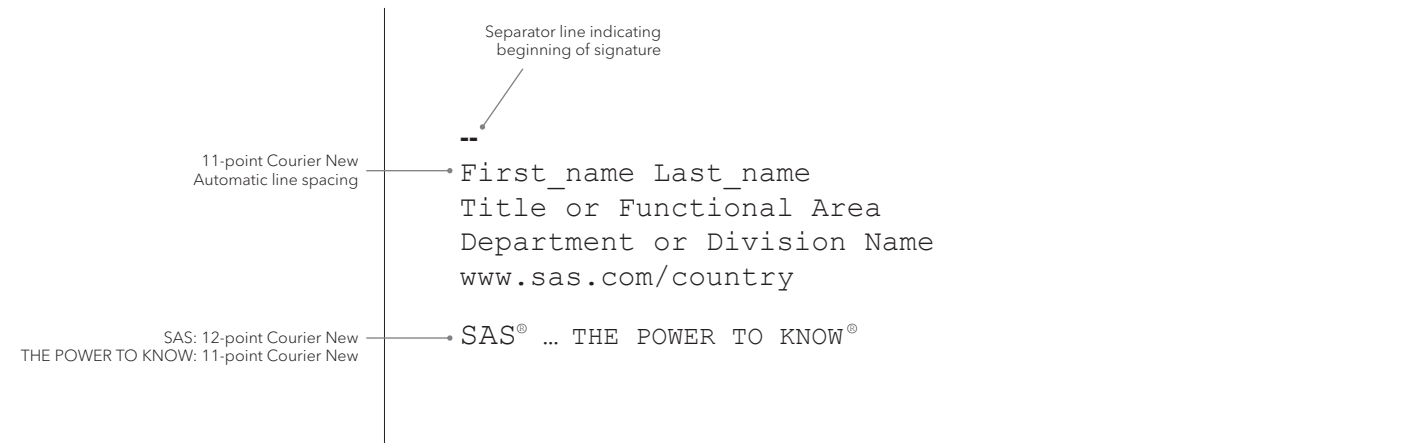
Consider a simpler email signature for mail to your internal SAS colleagues. Graphics occupy space on internal email servers and clutter email Inboxes.

You can use social media icons to link to SAS-related content that relates to your audience.

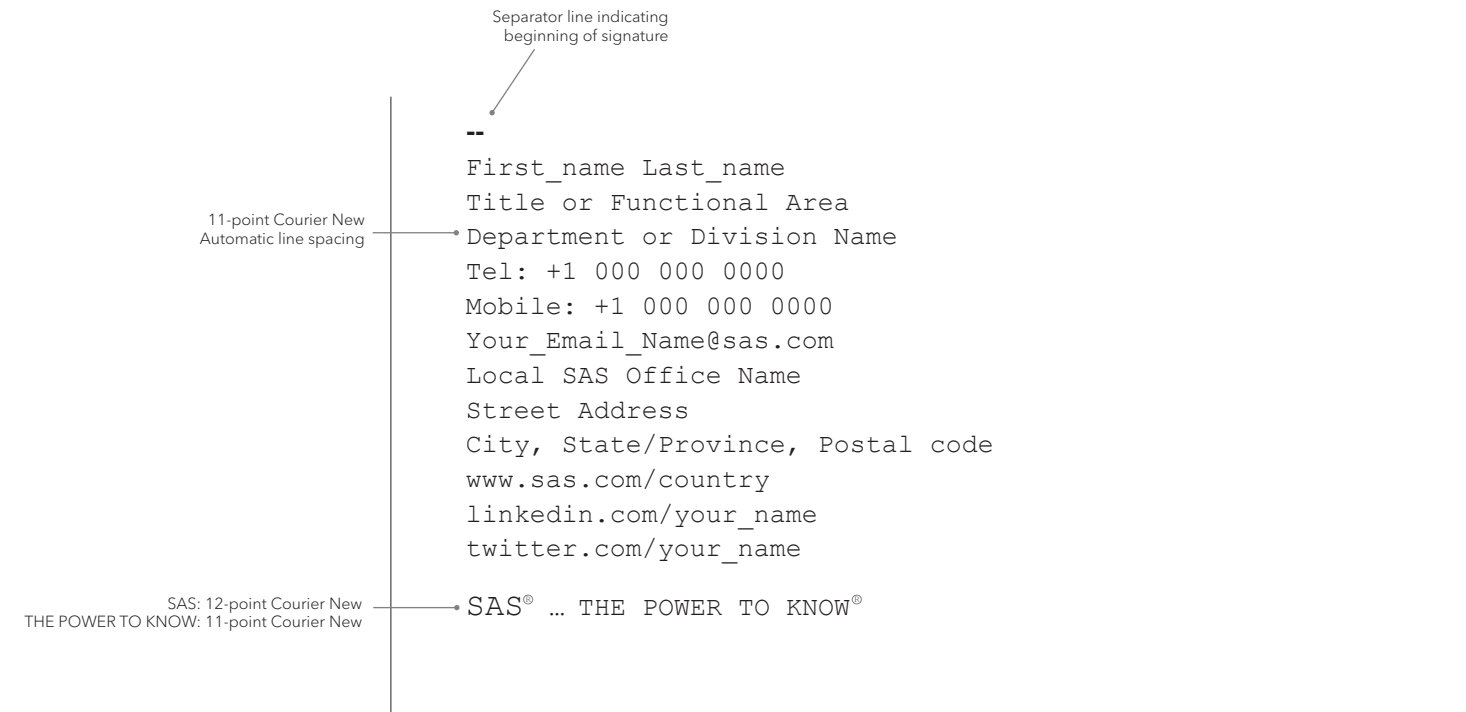
Legal disclaimer is optional, depending on the content of your message or your country requirements. The disclaimer may be translated into your local language; however, you should not alter the wording without the consent of your legal representative. A disclaimer is not necessary for internal messages.

Plain Text Specifications

WITH REQUIRED ELEMENTS



WITH OPTIONAL ELEMENTS



Notes:

Plain Text is the safer choice for email signatures because you can predict how they will display in recipients' email. However, Plain Text does not support colors, you cannot include images, and typeface choices are very limited.

The Courier New typeface is only a suggestion for Plain Text emails. If your system does not have Courier New, other monospace fonts are acceptable.

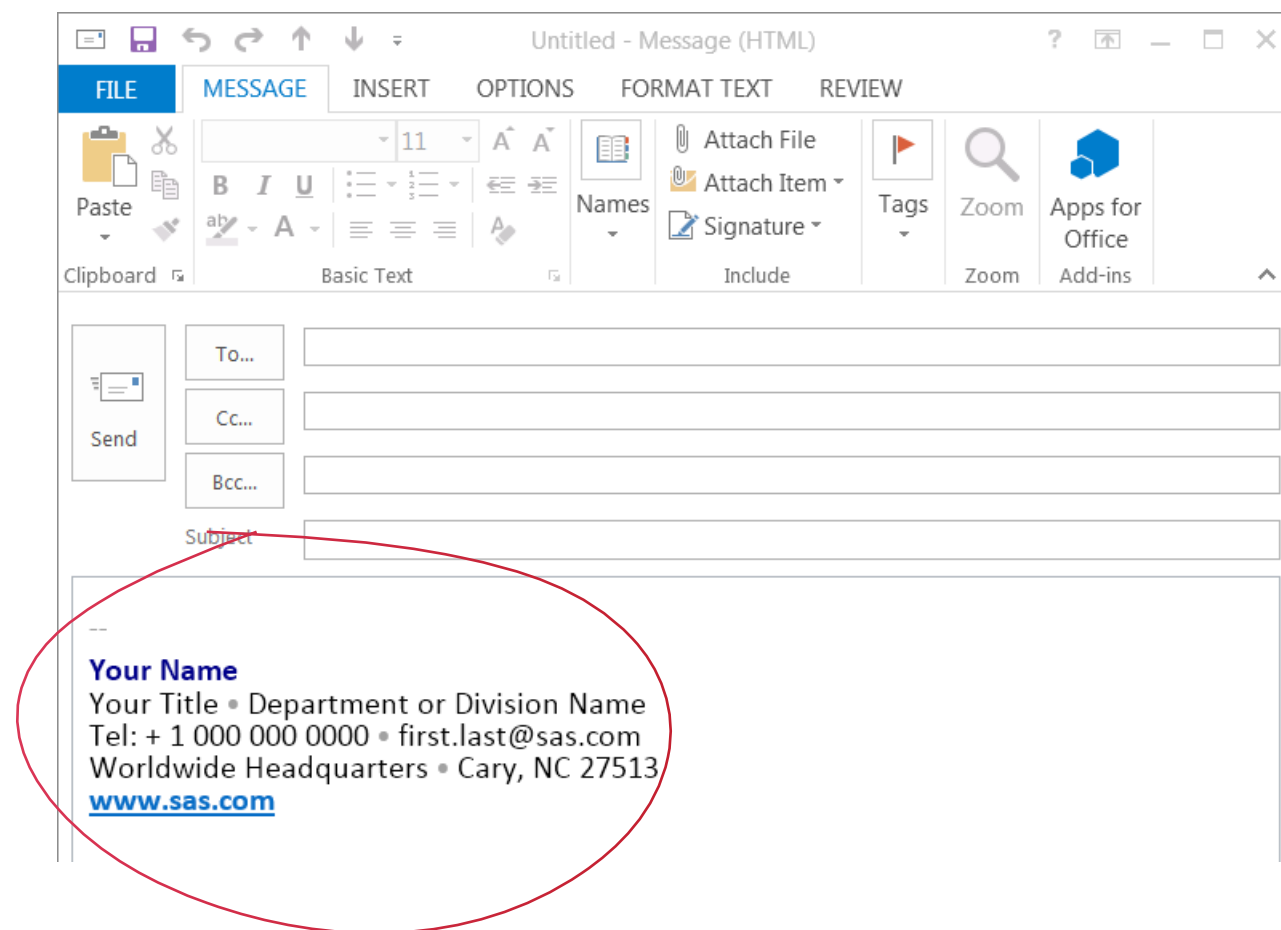
You cannot include social media icons in Plain Text, but you can spell out your social media URLs, as in the example above under Optional Elements.

Create an Email Signature in Outlook

Step 1

Open the Outlook email signature file template (.oft file) you want to use. (You can download Outlook templates from the Brand Site [sww.sas.com/sasbrand].)

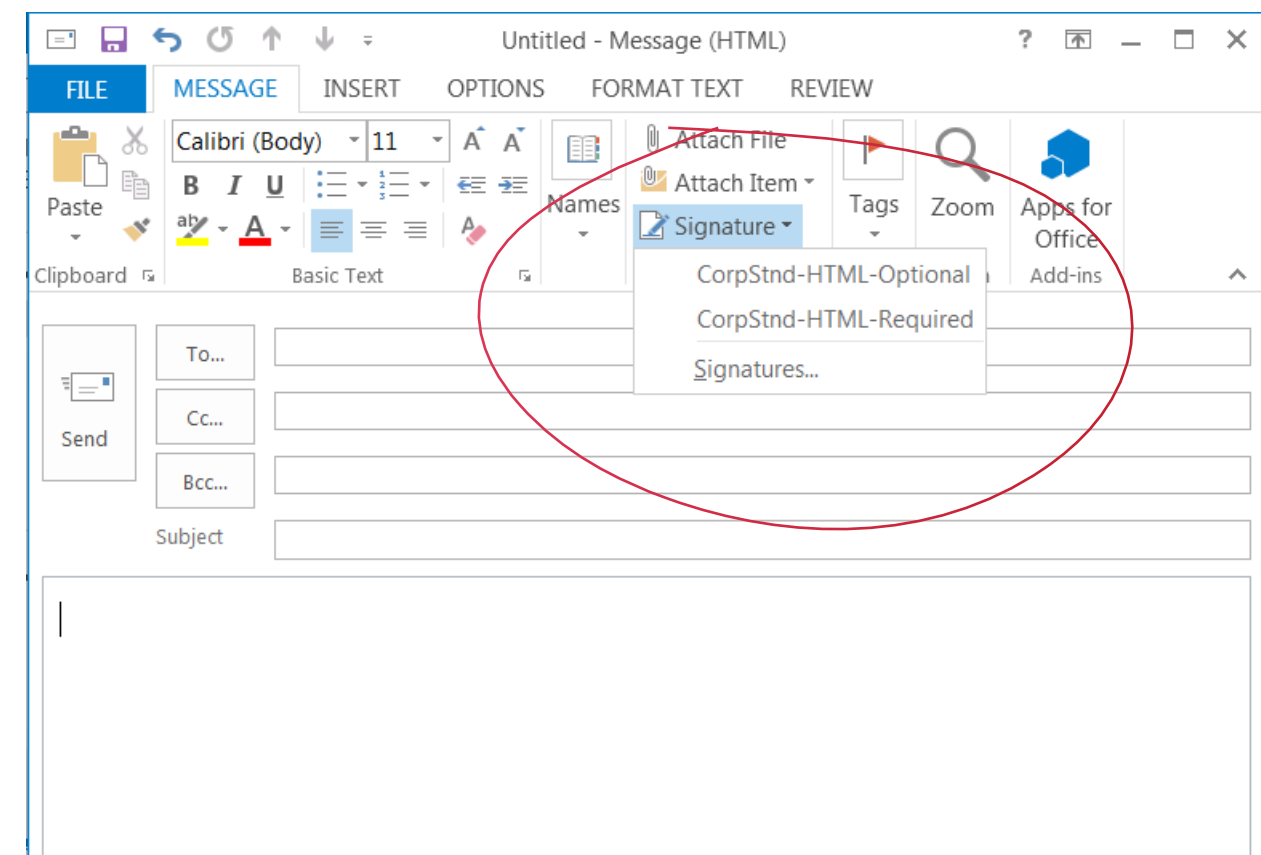
Select and copy all lines in the email signature template.



Step 2

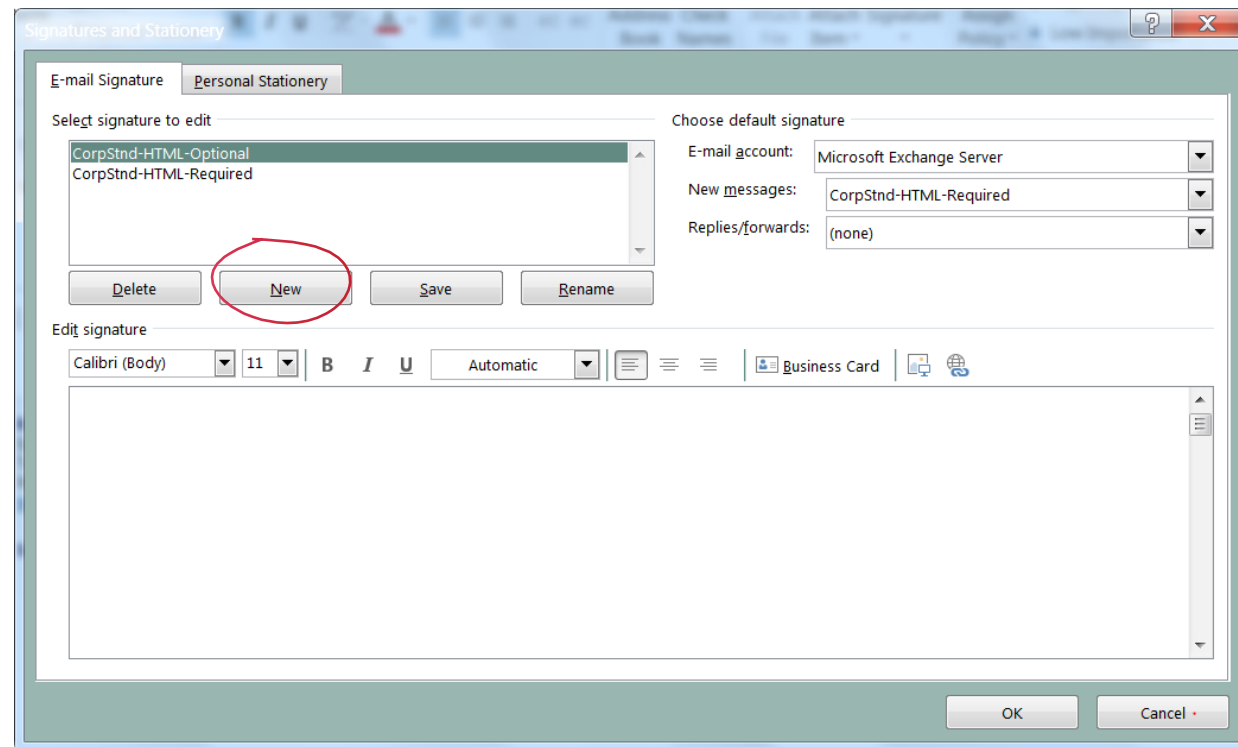
Open a new email in Outlook.

Under the Message tab, select Signature. Then choose Signatures from the pop-out menu.



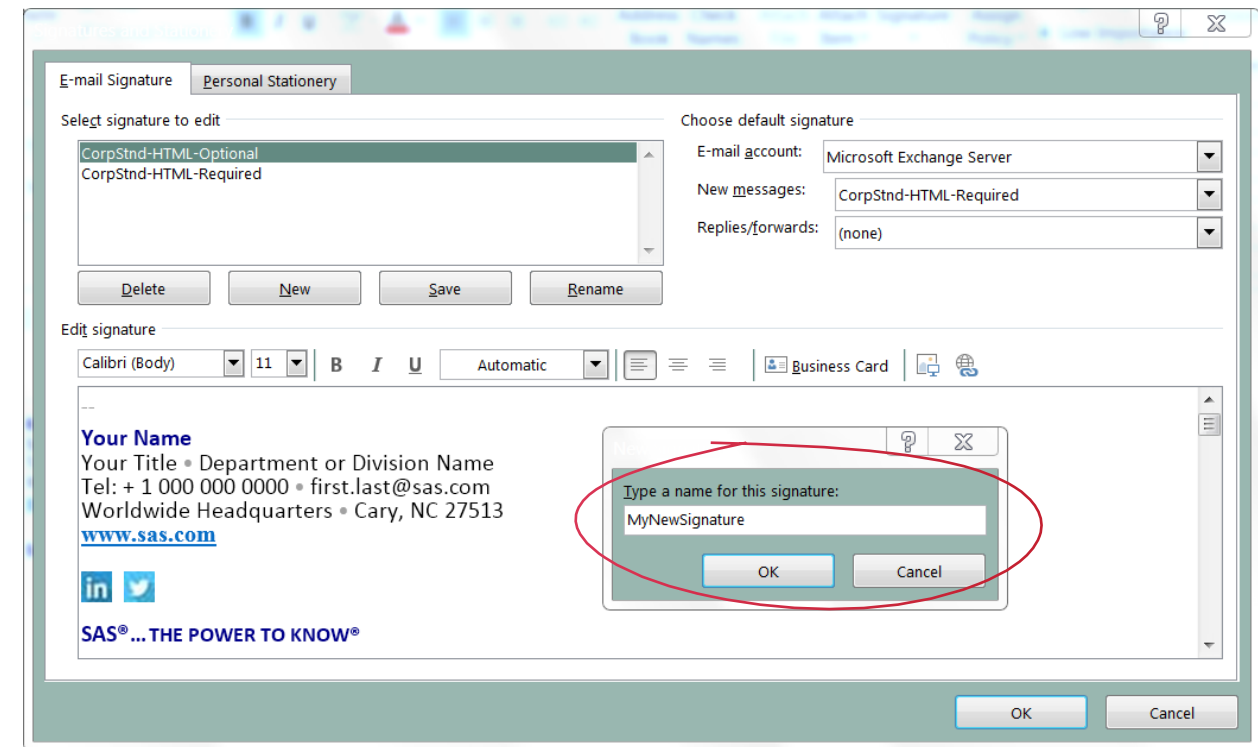
Step 3

In the Signatures set-up window, select New.



Step 4

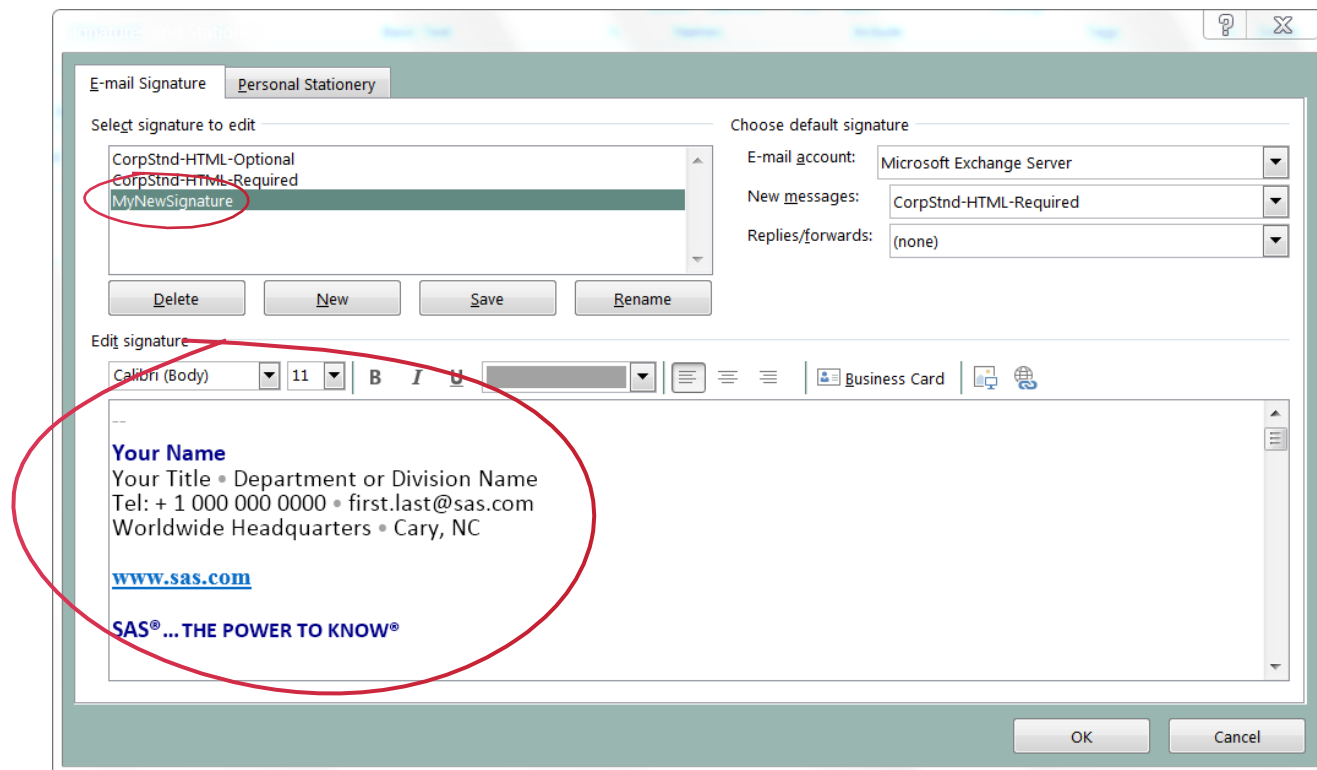
Give your new signature a name.



Step 5

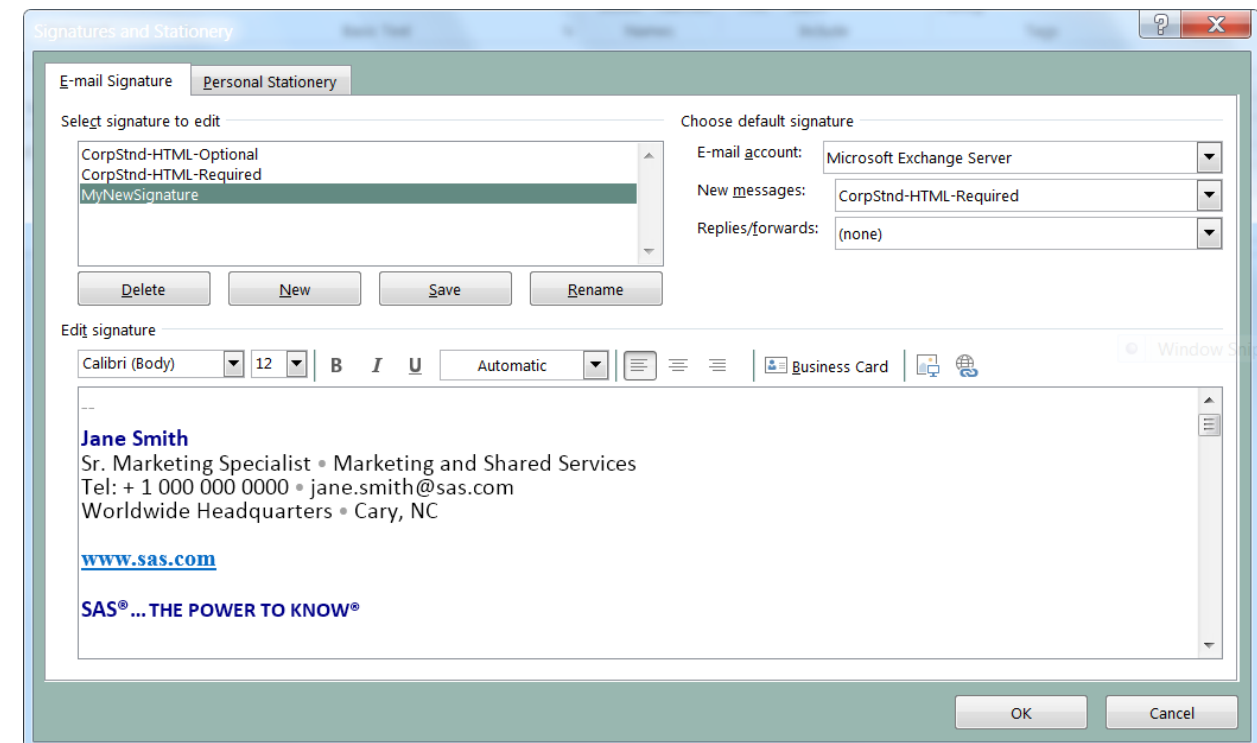
Notice that the name of your new signature now appears in the list of available signatures to edit.

Paste the content you copied from the Outlook signature file template. Type over the content to add your contact information.



Step 6

Make any minor adjustments necessary and proofread your new signature carefully. (Sometimes line-spacing changes occur during the copy-and-paste process; compare your formatting with that in the template file.)



Step 7

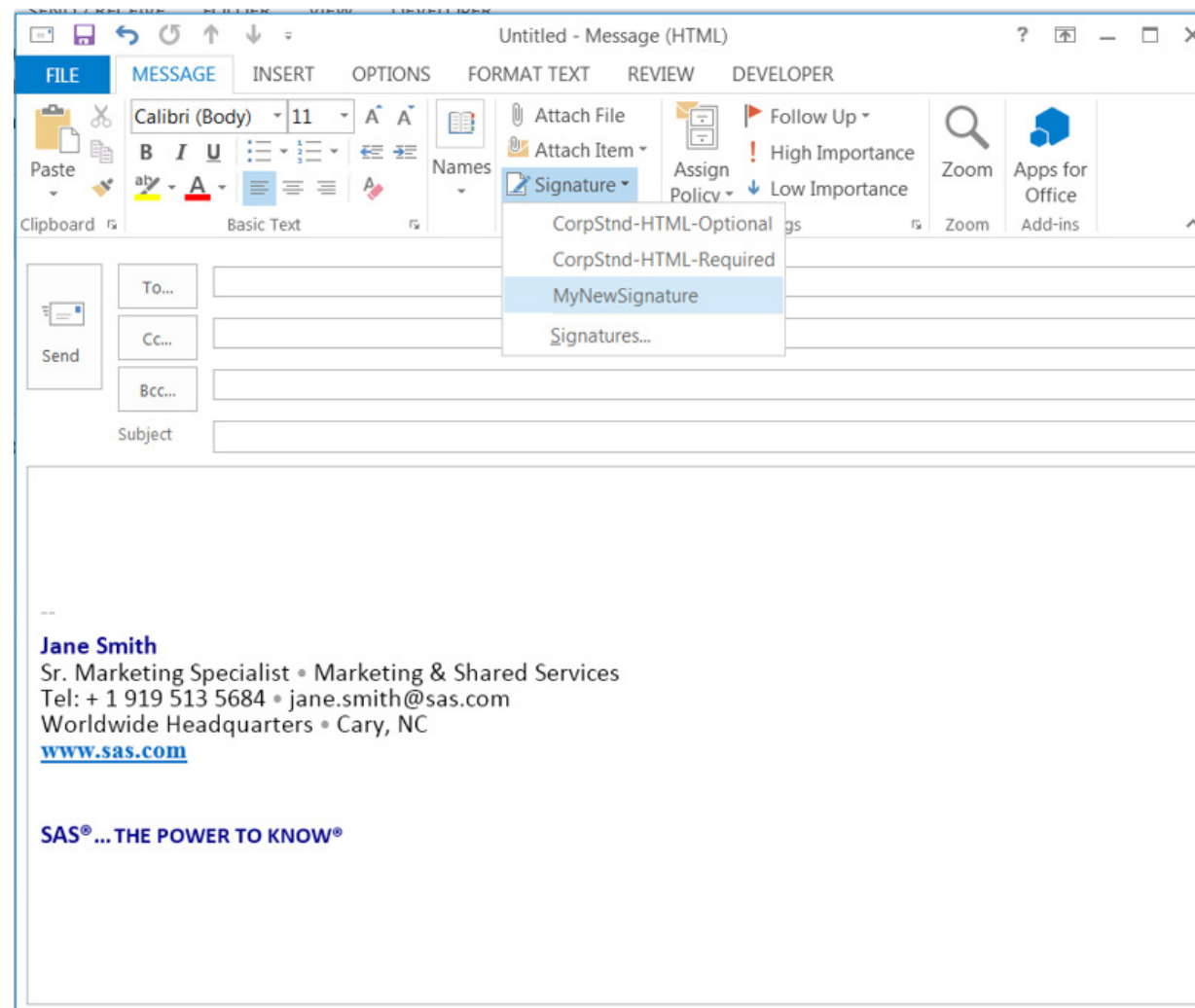
Open a new email.

Click on Signature under the Message tab.

Click on the name of the new file; your new email signature will appear in the body of your email.

Notes:

The preceding instructions apply to creating email signatures in Outlook on the PC platform. If you use a Mac, some details may differ.



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