Custom Internet Limited
Training Services

Electronic Mail

Setting up Signatures

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Electronic Mail Signatures

Signatures are a way of adding a standard footer to the end of an email. This can contain a variety of information, but is most usually used to add an address, telephone number etc..

If you are using email in the course of your business, then it is important that certain information is always given, and signatures are an ideal way of doing this.

Some things that you might include

- Your full name / business name

- Telephone number

- Postal address

- A business 'message'

- Some kind of legal disclaimer

In addition to the above, the following information is required by law if you are a Limited Company.

- The company registration number

- The address of the registered office and trading address (if different).

- VAT number (if applicable)

How to set it up (Outlook 2013)

On the main menu, select 'File -> Options' and then choose 'Mail'
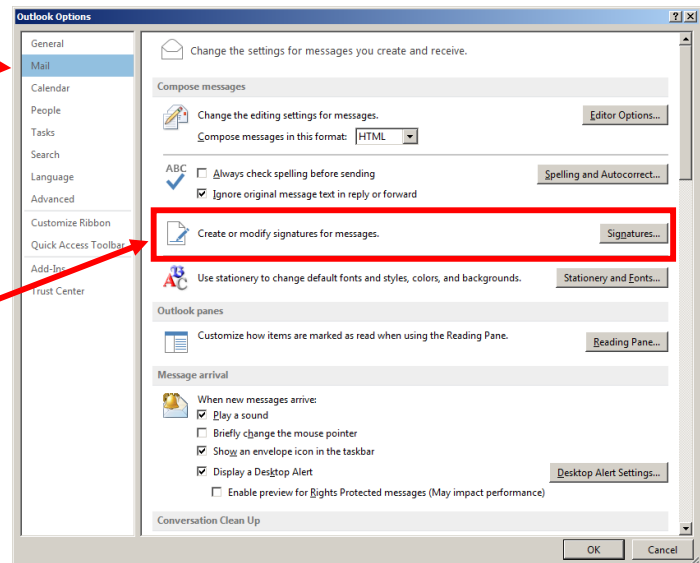
Next go to the section 'Create or modify signatures for messages.

Next, click on the 'Signatures…' button, and the dialogue shown on the right will appear ..

You can now edit an existing signature, remove an obsolete one, or create a new one. Simply click the appropriate button and follow the instructions.
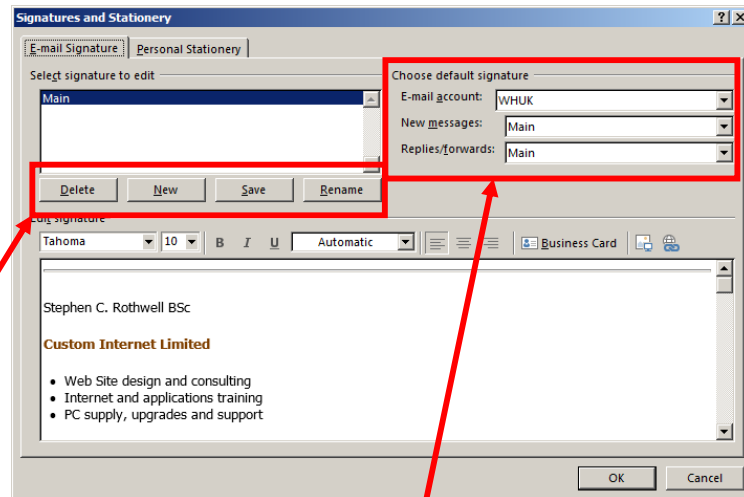
Once you have created or modified your signatures, you can specify when each will be used on the mail accounts that you have configured. Note that your choices here are default settings and can be altered on a 'per-message' basis if you wish.

Using Signatures in email

Once set up, signatures can be simply left to work for you and should normally need no further attention.

There may however be occasions when you want a different one from the default setting, or possibly none at all. The signature is simply planted in the text of the message and may be freely edited or removed. Alternatively, you can right mouse click in the signature area and select a different one.

A few general points

For business use, it is important that everybody in your business uses the same format of signature and that all the standard information is included.

Don't go 'over the top' – keep it simple.

As email will often form part of a first impression for your recipients, do give its design the same level of care as you would for your web site or literature. Support and build

your brand by being consistent with your other published material. Don't forget to check how it looks for mobile and tablet users.

Try not to include lots of external links – especially to large generic listing sites. These will be more likely to attract the attention of spam filters and so affect deliverability.

If you are including any legal statements, copyright information or disclaimers, be sure to have the wording checked by a solicitor.

If you would like more general information on email usage and etiquette, please ask for a copy of our Email Guide.

About Custom Internet Limited

Custom Internet Limited is a web site design and IT Services company based in East Dorset. As well as web site design, promotion and maintenance, we offer a range of computer training and other services.

Full details are on our Web Site at www.custom-internet.co.uk/

The Custom Internet Web Site also contains a variety of resources relating to personal computers and the internet. Go to www.custom-internet.co.uk/support/.