

City of Tumwater Brand Guide 2024

Email Signatures

An email signature is your digital business card. It is important to present your email signature in a professional and unified manner when working with the external public, just as you would with a traditional printed business card. Citywide standards for email signatures ensure that recipients recognize the City brand and identity.

Therefore, beginning in 2024, an email with the City logo will be an option for email signatures -- as a means to help employees identify their messages with the City and its good work. We are also updating our fonts to match the standard font in Outlook to ensure consistency.

Use of the City logo will be most beneficial as a branding device for those who have a lot of daily contact with the public by email. For those who primarily email internally, use of the logo is optional and not necessary. Using the logo in “out of office” auto replies while you are away from work is not recommended given limitations inherent in Outlook. It doesn’t work in out of office responses.

Below are examples of the City email signature both with -- and without, the logo.

Signature with City logo



First and Last Name (Credential and/or pronouns according to preference)

Position Title

City of Tumwater (Department optional)

555 Israel Road SW | Tumwater, WA 98501 (Or department building address)

O 360-252-5423 | M 360-688-4528

email@ci.tumwater.wa.us | www.ci.tumwater.wa.us

Signature without City logo

First and Last Name (Credential and/or pronouns according to preference)

Position Title

City of Tumwater (Department optional)

555 Israel Road SW | Tumwater, WA 98501 (Or department building address)

O 360-252-5423 | M 360-688-4528

email@ci.tumwater.wa.us | www.ci.tumwater.wa.us

Format

- Font: Aptos (Outlook default)
- Color: Black
- Format: Bold for name and position only
- Size: 12 pt. for name and position, 10 pt. for remainder

- Phone numbers should include hyphens, not parenthesis.

Motivational Quotes, Inspirational Sayings, and Personal Quotes

Please do not include these in City email signatures.

Social Media Accounts

City social media accounts may be included in email signatures. To list social media accounts, write out the website name and hyperlink the URL. This should be placed beneath the City website at the very bottom of the signature. [Facebook](#) | [YouTube](#) | [X](#) | [LinkedIn](#) | [Sign Up](#)

Statements and Disclaimers

City email signatures should not include legal disclaimers. This includes statements regarding confidentiality, liability, public records, unintended recipient, and virus transmission. Certain departments may require disclaimers, and this should be cleared with the department director.

Resources

[Create or update a signature in Outlook](#)

Feel free to copy and paste the sample signature in this document into Outlook before editing.

Please contact the Communications Office if you have any questions.