Operations Manual

Governed By: Marketing/Communications	**Effective Date:** 01/01/2013
Procedure: #6 - Email Formatting	**Updated Last:** 04/04/2013
Purpose: To ensure a consistent look to all agency emails	
Refer to Policy #:	

Summary:

Please adhere to the following guidelines regarding email formatting and personalization:

- Email text should be either black or dark blue (like a standard pen.) No pink, red, purple, etc.
- Please only use one of the following fonts: Lato, Calibri, Verdana or Arial.
- Please do not use any background patterns or photos embedded as backgrounds. All email backgrounds should remain the default white.
- Please avoid including personal quotes or sayings in the signature line of your email. Only agency-approved information (see email signature procedure) should be included in CEO email signatures.

Program or Site: (program name)	**Effective Date:** (mm/dd/yyyy)
Procedure: (procedure name)	**Updated Last:** (mm/dd/yyyy)
Purpose: (what is the purpose of this procedure?)	

Summary: