

Email Signature Guidelines for Employees

Follow this format:

- Use Arial, the closest system alternative to your brand font (Neue Haas Unica).
- Your name should be bolded in CPI Purple — [#303AB2](#)
- Your email address should be hyperlinked in CPI light purple — [#5461C8](#)
- All other text (title, company and phone) should be in CPI black — [#1D252D](#)

It should look like this:

Firstname Lastname

Title, Century Pharmaceuticals

[email@domain.com](#) | (888) 888-8888

We don't recommend including an image file with your logo, because it doesn't always show up accurately. [See this post](#) for a better explanation.

Instructions for creating a standard email signature in your email provider's settings:

- Apple mail [instructions here](#)
- Gmail [instructions here](#)
- Outlook [instructions here](#)
- Thunderbird (Mozilla's email client) [instructions here](#)