Email Signature Guidelines

For Cook Wealth Employees

Follow this format:

- Use Arial a generic system font, since Proxima Nova (the Cook Wealth brand font) will not show up correctly in many email clients.
- Your name should be bolded in CW Dark Blue (**#001E62)**
- The Cook Wealth site should be hyperlinked in CW Light blue (**#009CDE**)
- All other text (title, phone, etc.) should be in CW Gray (**#252A36**)

It should look like this:

Firstname Lastname
Your Job Title Here
cookwealth.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