



Email Signature Standards Policy

Purpose

The purpose of the Email Signature Standards Policy is to create a unified, professional appearance for all email communication. Email is an essential component of our day-to-day operations and how we reach our co-workers, vendors, residents, and other potential business partners.

Scope

The policy applies to all individuals with @M2REGroup.com or @M2REGroup.net email.

Images and Logos

Except for the approved M2 Property Group and Property logos, use of images (other logos or social media icons) within the email signature are not permitted. Please use the email signature template (see below).

Quotes

The use of quotes, inscriptions, mottos, credos, or other individual statements in an email signature is inappropriate in a professional setting and should not be used in any communications on behalf of M2 Property Group.

Fonts

Due to the accepted use of smartphones and tablets, individuals are reading email on a variety of devices, all with different screen sizes. To ensure that email is readable on all devices, it is recommended that individuals use Tahoma or Arial with a font size of 10. No borders or backgrounds are to be used. No decorative or script font are to be used. Color: Property teams should use black and M2 Home Office team should use blue (as shown in the template)

Credentials

The use of your earned credentials should be placed to the right of your name in your signature. Avoid using periods when abbreviating your certifications or degrees and separate the credentials with commas. If you have multiple credentials, the following guidelines should be used; Academic degrees appear first before certifications and other accomplishments. If you have multiple degrees, list them from highest to lowest. For instance, you could write MSN, BS, AS. Provide any professional licenses after degrees, then list your certifications in the order in which you received them. Include any professional associations or affiliations at the end of your signature.

Procedure

To ensure consistency of the company image and maintain graphic standards in emails sent to both internal and external recipients, email signature lines are to be restricted to the following:

Name > Required

Title > Required

Property Name > Required

Physical Address > Required

City, State, Zip > Required

Phone > Required

Fax > Required; *If applicable*

E-mail > Required

Link to property > Required

Email Signature Templates

PROPERTY TEMPLATE

Property email signature template and instructions (see below).

Jane Smith
Manager

PROPERTY LOGO

Property Name | Street Address | City, State, Zip Code
Office: 123.456.7689|Fax: 123.456.7689
jane.smith@M2REGroup.com | www.SITE.com

M2 HOME OFFICE TEMPLATE

M2 Property Group email signature template and instructions (see below).

Jane Smith
Manager



M2 Property Group, LLC | 4950 Madison St. PO Box 89 | Skokie, IL 60077
Office: 123.456.7689|Cell: 123.456.7689|Fax: 123.456.7689
jane.smith@M2REGroup.com | www.m2regroup.com

INSTRUCTIONS

1. Select and "Copy" the approved M2 Property Group Email Signature from the Template above
2. Click on "File" in Microsoft Outlook.
3. Click "Options".
4. Click "Mail".
5. Click "Signatures".
6. Select the "Email Signature".
7. In the "Signature to edit" box, select the "Standard signature", if one exists, delete.
8. In the "Edit Signature" box, Paste the approved M2 Property Group Email Signature from the above Template.
9. Replace the place holder name, title, logo and contact information in the Template (Jane Smith, etc.) with the employee's information. Note: the font, size, color, shape, and spacing are all defined within the template and should not be changed.
10. In the "Choose Default Signature" section, select the employee signature for new messages and replies/forwards.
11. Click "OK"

Employee Acknowledgement

I have read and agree to comply with the Email Signature Standards Policy. I understand that violation of this policy may result in disciplinary action.

Please sign and date below as acknowledgement of this policy.

Employee Name (Printed)

Employee Signature

Date

M2 Property Group has the right to change, modify or approve exceptions to this policy at any time with or without notice.