



Department of Shared Administrative Services
Office of State Technology

Standard Title: Email Signature Standard

Standard Version: 1.1

Effective Date: 8/27/2025

1. Purpose

The purpose of this standard is to establish a uniform appearance and content for email signatures used in all executive branch department communications within state government. Email signature blocks serve as an essential component of official government correspondence. They convey professionalism, enhance clarity, and ensure consistency across all state departments.

2. Scope

This email signature standard applies to all employees and contractors of state government executive branch departments who utilize official state email accounts for both internal and external communications.

3. Standard

3.1 Email Signature Template



John Doe

Official OPM Title

Department | Division | Program

e: john.doe@arkansas.gov

t: [501-682-4357](tel:501-682-4357)

<https://sas.arkansas.gov/>



3.2 Email Signature Elements and Formatting

Element	Text Example	Formatting Details
Full Name	John Doe	Bold, Black text
Professional Credentials	John Doe, Ph.D., CPA	Bold, Black text; credentials must be on the approved list and relevant to the employee's current role (see section 3.3)
Position	Official OPM Title	Regular (not bold), Gray (RGB 89, 89, 89)
Department	Department	Regular, Gray
Separator		Regular, Gray
Division	Division	Regular, Gray
Program (if applicable)	Program	Regular, Black text; not bold
Email line	e: John.Doe@arkansas.gov	Regular, Black text; not bold
Phone line	t: 501-555-9999	Regular, Black text; not bold To protect employees' privacy in the event of a Freedom of Information Act request, the use of personal cell phone numbers is strongly discouraged.
Department Website Address	https://sas.arkansas.gov/	Regular, Black text; not bold

3.2.1 Font and Color Standards

- **Font:** Book Antiqua
- **Size:** 11 pt
- **Black:** RGB (0, 0, 0)
- **Gray:** RGB (89, 89, 89)

3.2.2 General Layout Guidelines

- No extra spacing between lines
- Left-aligned
- Do **not** include:
 - Quotes or slogans



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- Personal images or GIFs
- Background themes or stationery
- Italics or underlining
- Department-approved **logos** and **confidentiality notices** may be appended, as directed by department Secretary

3.3 Email Signature Approved Credentials

Professional credentials must be active, relevant to current role, and selected from the [approved credential list](#).

3.4 Email Signature Office 365

Option 1: Outlook or Outlook (Classic)

1. Open Outlook.
2. Click File in the top left corner.
3. Select Options from the menu.
4. In the Outlook Options window, select Mail from the left-hand pane.
5. Click the “Signatures...” button (found next to “Create or modify signatures for messages”).
6. In the Email Signatures window:
 - Click New, name your signature (e.g., “Official State Signature”).
 - Paste or type your approved signature content into the editor box. Use Book Antiqua, 11 pt font.
 - Format as needed using the toolbar.
 - Insert your department-approved logo if required (click the image icon).
7. Under “Choose default signature”, select the new signature as your default for both “New messages” and “Replies/forwards”.
8. Click OK to save, and OK again to exit Outlook Options.

Option 2: Outlook (New)

1. Open the New Outlook.
2. Click the gear icon (⚙ Settings) in the upper right corner.
3. At the bottom of the Settings panel, click View all Outlook settings.
4. In the left menu, go to Mail > Compose and reply.
5. Under the Email signature section:
 - Paste or type your approved signature content into the editor.
 - Ensure font is set to Book Antiqua, 11 pt.
 - Insert your department seal using the image tool, if required.
6. Under “Select default signature”, select the new signature as your default for both “New messages” and “Replies/forwards”.
7. Click Save at the bottom of the screen.

Employees should contact their department’s IT support if they have any questions or problems creating their signature.



4. Enforcement

Enforcement will be managed through standard IT governance channels and department leadership.

5. Related Documentation

[Email Signature Policy](#)

6. Revision History

Date	Description of Change	Reviewer
8/14/2025	Initial Standard	Jay Harton State Chief Information Officer
8/27/2025	Addition of Department Website Address	Jay Harton State Chief Information Officer