Why Do Email Signatures Matter?

Aries branded email signature serves as a powerful tool to further establish Aries' identity while marketing the brand to external stakeholders. It is crucial that all Aries staff use the correct email signature to ensure proper representation of the company and brand.

Brand Recognition

Email signatures help establish and maintain proper brand recognition. It is important that everyone, regardless of their title or department, represent Aries in a consistent way to create a recognizable brand and experience for external stakeholders.

Brand and Consistency

When there is consistency, each email an employee sends further works to brand Aries and reinforce its identity.

Professionalism

Inconsistencies, broken or misused links, and varying designs, colors, and fonts misrepresent Aries and our brand. Email signatures that vary from person to person across the same organization come off sloppy and misrepresent the company and brand.

Aries' New Email Signature

Alexander Graham Bell I Director of Inventing Telephones
Aries Systems Corporation I www.ariessys.com
50 High Street, Suite 21 I North Andover, MA I 01845 I USA

Main: +1 (978) 975-7570
Cell: +1 (555) 555-5555

How to Update your Email Signature

For MAC Users:
On the Outlook menu, click Preferences. Under Email, click Signatures. Under Signature name, click the signature you want to change. Under Signature in the right pane, Copy the signature into the Edit signature box (be sure to update with your information).

When you're done, select Save > OK.

For PC users:
Click File > Options > Mail > Signatures. Click the signature you want to edit, and then copy the signature into the Edit signature box (be sure to update with your information).

When you're done, select Save > OK.

Note:

If you encounter any issues with the formatting or sizing of your signature while using the word document linked above, please reach out to a member of the Marketing Team.