

Verdana, the YMCA's electronic/system font, should be used for both e-mail body copy and signatures. Y-USA recommends the layout to the right for simplicity. Based on guidance from IT experts, the recommended e-mail signature does not include the Y logo or areas of focus graphic files. This is to reduce e-mail file sizes which conserves space. In addition, it is difficult to maintain logo consistency with e-mail signatures and recipients need to have the capability to receive HTML e-mail.

E-mail signatures should not include:

- Color backgrounds or designs
- Font colors that are not part of the Y's color palette
- The areas of focus modified for use as a unique tagline, slogan or signoff
- Quotes
- Any logo, graphic or icon that is not the Y logo

Recommended format for e-mail signature

Firstname Lastname (bold)

Title (bold)

Department (bold)

ANYTOWN YMCA (All-caps)

Address, City ST 00000

(P) 123 456 7890 ext 1234 (C) 123 456 7890 (F) 123 456 7890

(E) firstname.lastname@ymca.net (W) ymca.net

(O) Facebook | Twitter | Other (such as YouTube, FourSquare, Yelp)

The Y: We're for youth development, healthy living and social responsibility.