

Email signature for @philips.com

Brand identity guide, November 2013

PHILIPS

Introduction

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More information

www.ourbrand.philips.com

Helpdesk

brand.helpdesk@philips.com

As we do most of our correspondence via email, the email signature has become an important brand identity tool that we must apply consistently. Learn how to apply the elements which can be used in your email footer:

- Personal information (mandatory signature)
- Disclaimers or claims (mandatory for legal and departments submitting confidential information)
- Wordmark (optional)
- Hyperlinks (optional), to social media and inter or intranet pages
- Green notification (optional)

Note: this guide is only for @philips.com email account or address.

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Tip: to return to this overview, click the icon at the top of any page

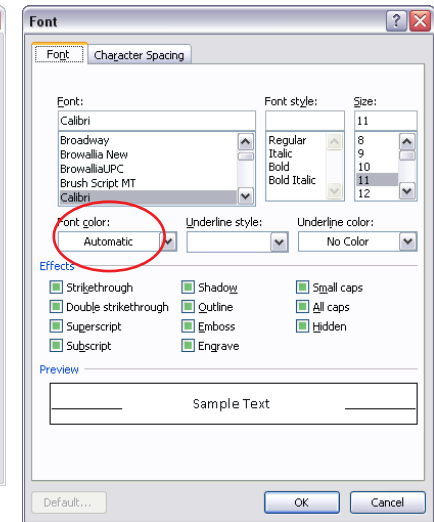
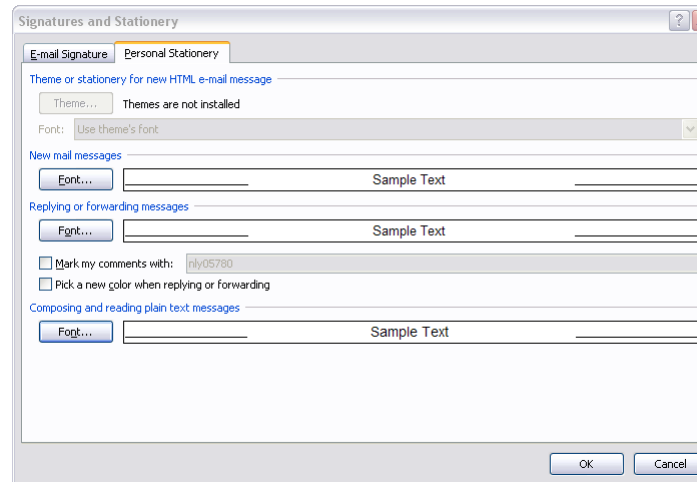
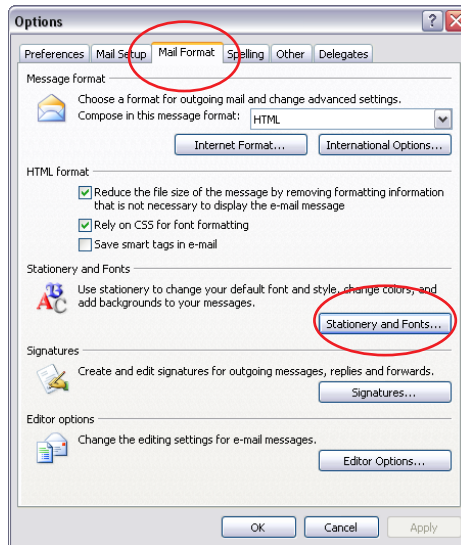
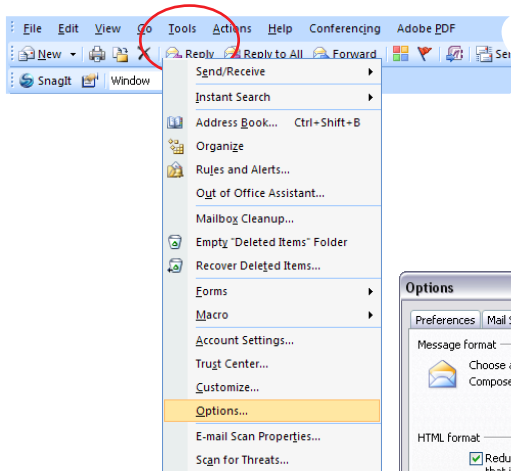
Setting the standard Philips font for your emails MS Outlook 2007



Use the the standard Philips font for stationery – Calibri, 11 point, in the color black (Automatic). As this is not a default setting in Outlook, you can adjust it by taking the following steps in your inbox.

Make Calibri, 11 pt default

1. Click 'Tools' in the top bar and choose 'Options...' in the pull-down menu
2. In the Option menu go to the 'Mail Format' tab
3. Click 'Stationery and Fonts'
3. Click on Fonts under 'New mail messages' and change it to Calibri, 11 pt, 'Automatic' color
4. Do the same for 'Replying or forwarding messages'.



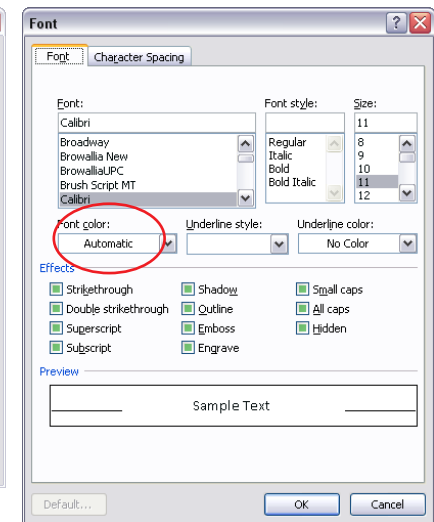
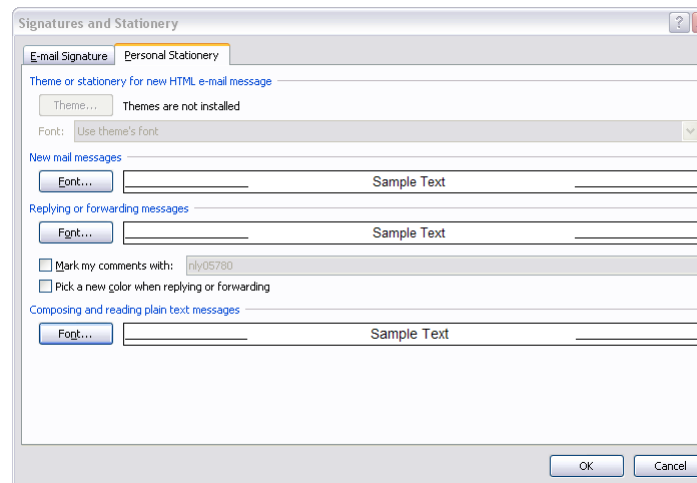
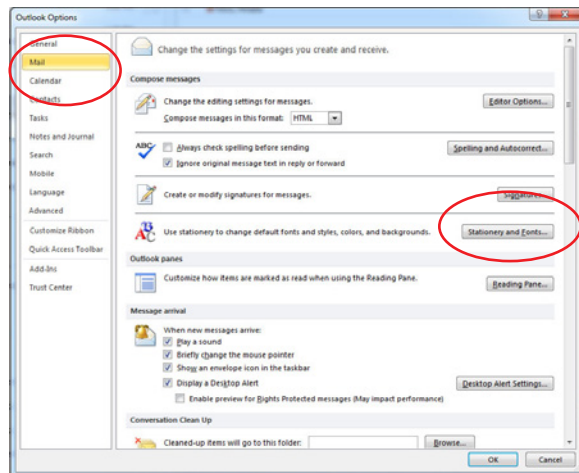
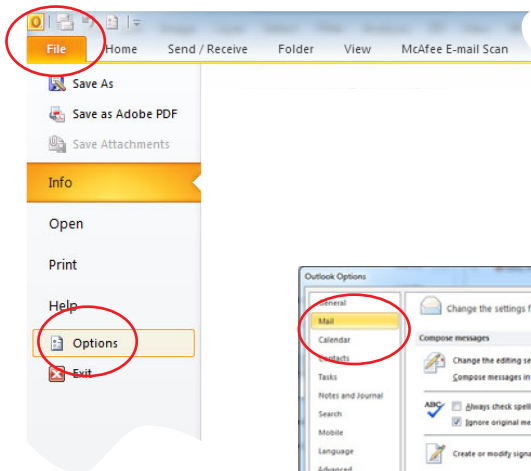
Setting the standard Philips font for your emails MS Outlook 2010



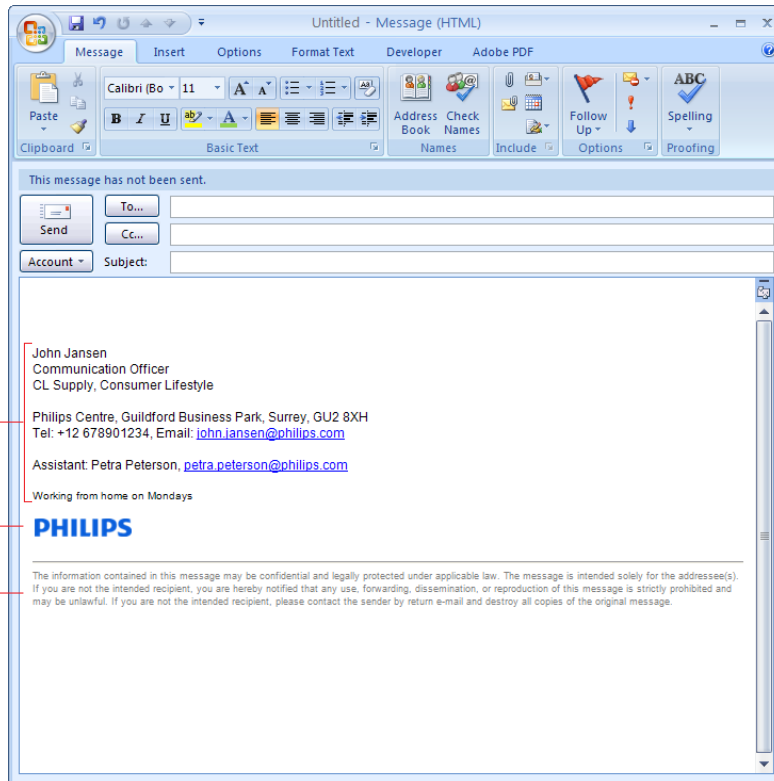
Use the the standard Philips font for stationery – Calibri, 11 point, in the color black (Automatic). As this is not a default setting in Outlook, you can adjust it by taking the following steps in your inbox.

Make Calibri, 11 pt default

1. Click the 'File' tab in the top bar and choose 'Options' in the menu
2. In the Option menu choose 'Mail'
3. Click 'Stationery and Fonts'
3. Click on Fonts under 'New mail messages' and change it to Calibri, 11 pt, 'Automatic' color
4. Do the same for 'Replying or forwarding messages'.



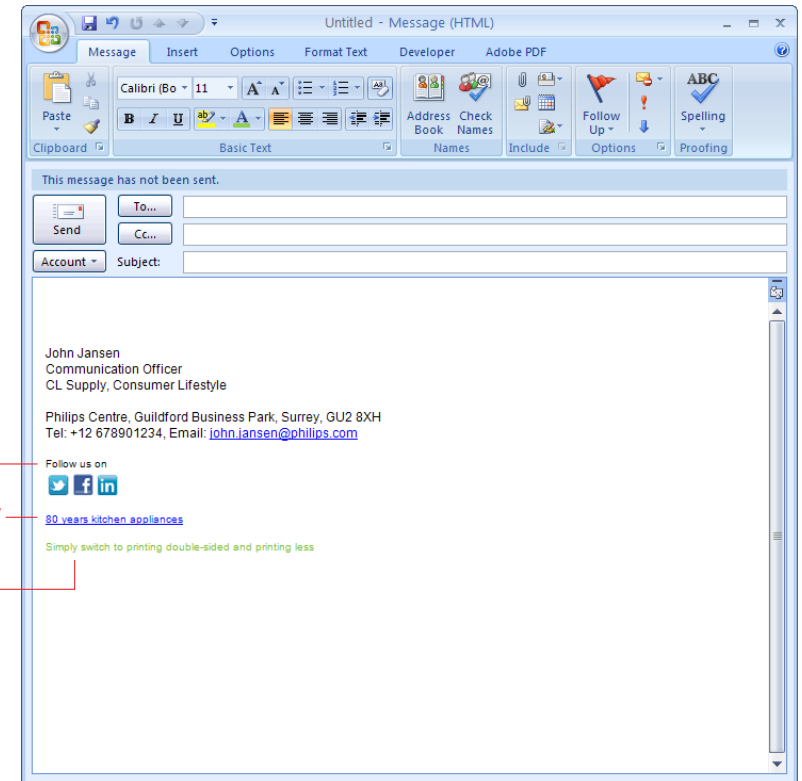
Email signature – examples



Personal information
(mandatory)

Philips wordmark
(optional)

Claims or disclaimers
(Mandatory for legal and
departments submitting
confidential information)



Links to social media
(optional)

Link to other internet/
intranet pages
(optional)

Green notification
(optional)

Personal information – mandatory



Need to have

- Name
- Job title
- Department
- Sector/Corporate Center
- (Visiting) address
- Telephone number
- Email address

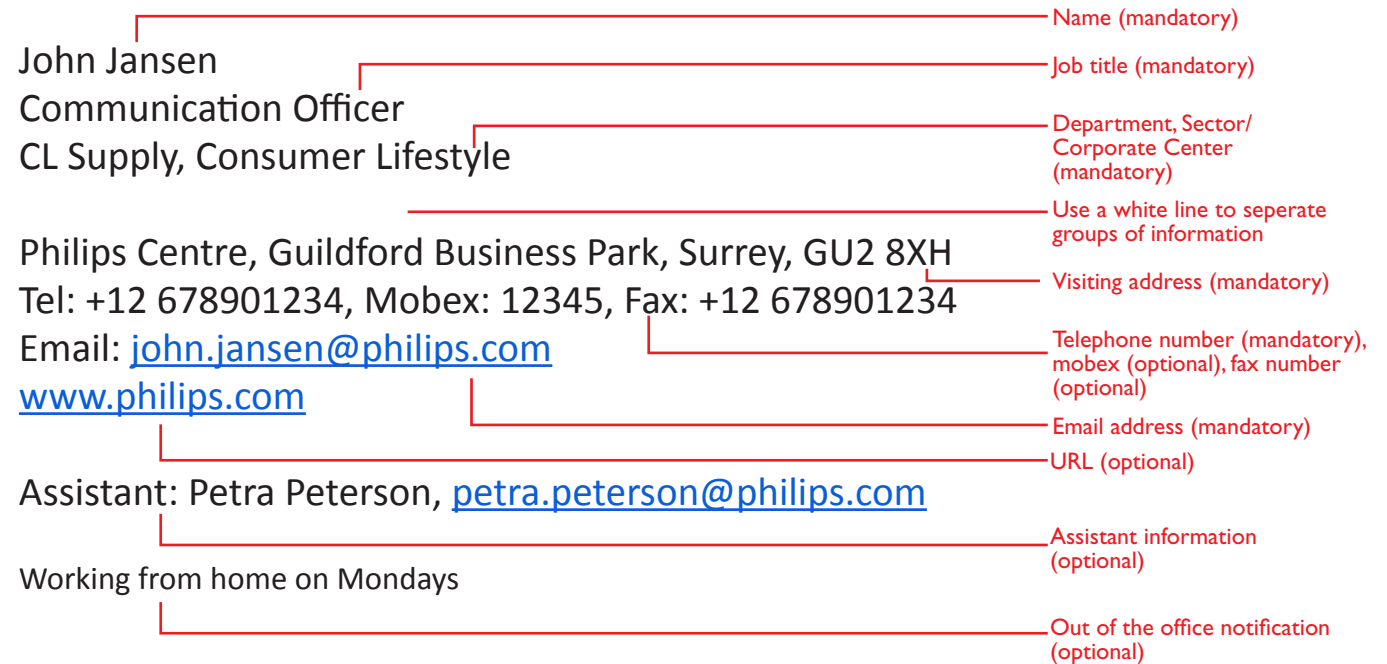
Optional

- Business
- Mobex number
- Fax number
- URL
 - www.philips.com or
 - www.philips.com/[maker's mark]
- Assistant information
- Out of the office notification
 - Use 9 pt for for this information

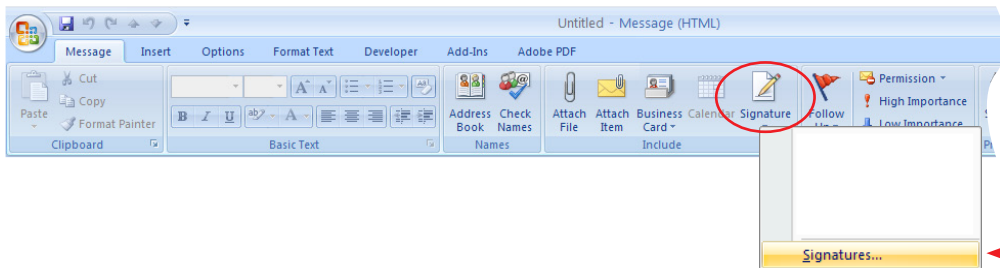
Never

Do not use a personalized signature (other font than Calibri)

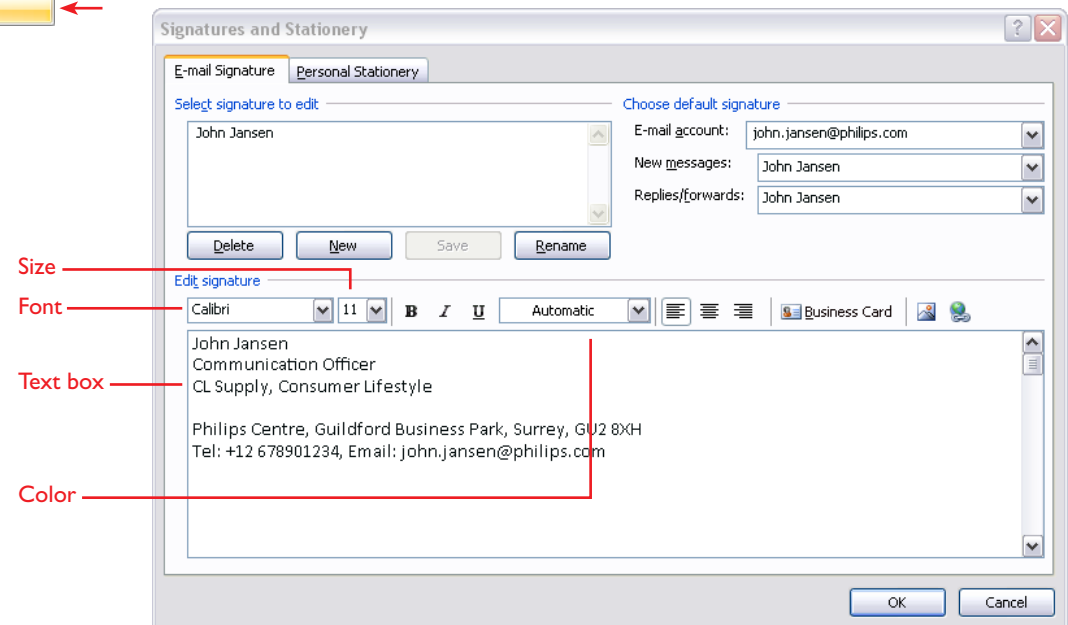
To learn how to apply an automatic signature to your mail, see [Personal Information – Editing Your Email Signature](#)



Personal information – editing your email signature



1. Open a new email message in Microsoft Outlook
2. Click on 'Signature' in the top bar and choose 'Signatures' from the pull-down menu
3. Click new
4. Type or paste the mandatory signature text (see previous page) in the text box
5. Highlight the text and change the font to Calibri, 11 point, make sure the color is set on 'Automatic' (Out of the office notification 9 pt)
6. Hit enter to add a space after the last line of your text
7. Click save and name the signature
8. Use the pull-down button next to 'New messages' and choose the signature you just saved
9. To add a signature to your reply or forward mails, you can choose the same signature, or repeat step 3 to 7, to create an alternative signature
10. Click OK to save your settings. From now on the signature will appear whenever you start a new email message.



How to add the optional elements to your signature is explained later in this document.

Personal information – dos and don'ts



Do



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Use Calibri for email signature

Don't



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Don't personalize your signature by using other fonts or color

Overview of the optional elements



We recommend adding only a few relevant optional elements, keeping your email signature clear.

Use the optional elements in your signature in the following order:




1. Information belonging to your personal information
2. Hyperlinks
3. Green notifications
4. Philips wordmark
5. Disclaimer or claim

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Assistant: Petra Peterson, petra.peterson@philips.com

Working from home on Mondays

Follow us on
  

Our behaviors, see [Accelerate](#)
CL Lean innovation on [ConnectUs](#)

Simply switch to printing double-sided and printing less

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The information contained in this message may be confidential and legally protected under applicable law. The message is intended solely for the addressee(s). If you are not the intended recipient, you are hereby notified that any use, forwarding, dissemination, or reproduction of this message is strictly prohibited and may be unlawful. If you are not the intended recipient, please contact the sender by return e-mail and destroy all copies of the original message.

Personal information page 6

Hyperlinks, page 10

Green notifications, page 12

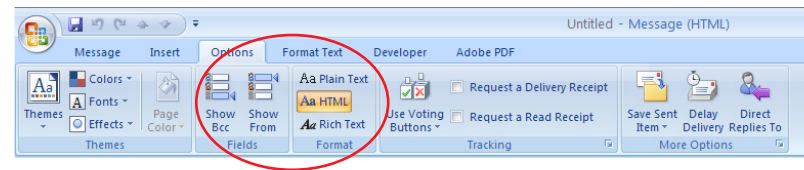
The Philips wordmark, page 14

Disclaimer or claim, page 16

Hyperlinks – optional



- You may include a link to Philips social media channels and use icons. You may not include a link to a personal social media page
- Always accompany these icons with the following text:
Follow us on
- Use text links for all other internet/intranet pages, **never** use images, logos or banners
- If you need an other social media icon than given with this document, send a request to the Brand Helpdesk at brand.helpdesk@philips.com



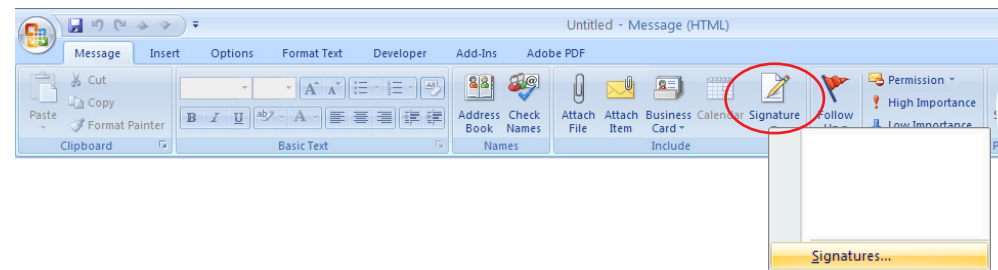
Note: if you use the social media icons, your message format has to be set on HTML. Go to the Options tab in the topbar and choose HTML. To set HTML on default, change the settings in Tools/Options, message format tab, message format.

Add the social media icons to your footer

1. Right mouse click the paperclip, next to the icon and choose 'Save embedded file to disk...' from the menu

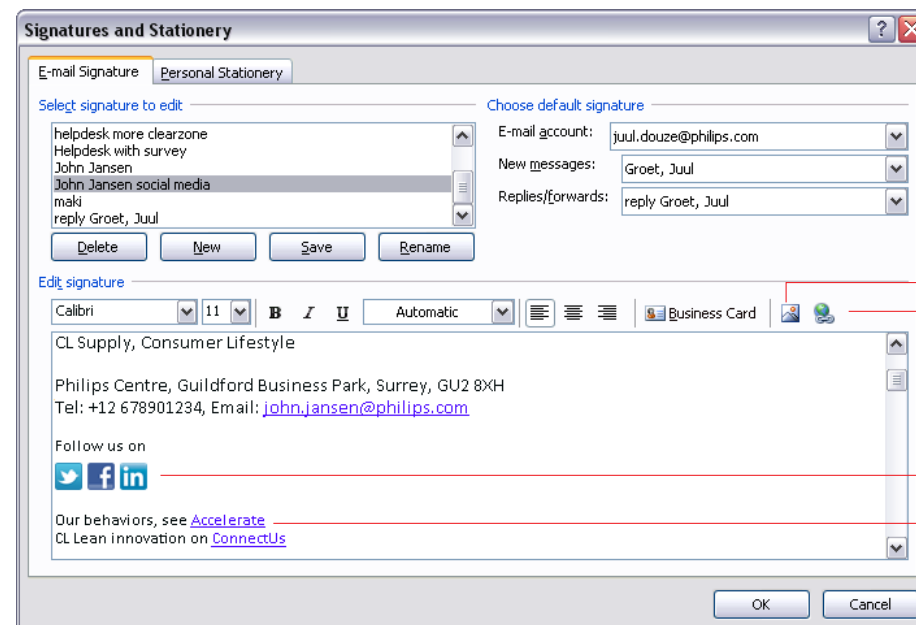


2. Open a new email message in Microsoft Outlook
3. Click on 'Signature' in the top bar and choose 'Signatures' from the pull-down menu
4. Click new or the signature you want to change in the 'Select signature to edit' box
5. If not already in, see page [Personal Information – Editing Your Email Signature](#)
6. Place the cursor, where you want the social media information. Press enter, and add the text: "Follow us on", select the text and make Calibri, 9 pt. Press enter
7. Click the picture icon, and load the social media icon to your signature
8. With the icon still selected, click on the link icon and fill in the URL
9. To add more social media icons repeat step 7 and 8
7. Click save and name the signature
9. Click OK to save your settings.



Add text links to your footer

1. Place the cursor where you want the text link, type the name of the link
2. Select text and make Calibri, 9 pt, make sure the color is set on 'Automatic'
3. With text still selected, click on the link icon and fill in the URL
4. Click OK to save your settings.



Hyperlinks – dos and don'ts



Do



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[80 years kitchen appliances](#)

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Link with text to intra or internet pages



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Our behaviors, see [Accelerate](#)

www.hm.philips.com/cv/
www.hm.philips.com/wgp

Follow us on



- Use 9 pt for hyperlinks
- Use the icons supplied on the previous page, for other icons send a request to brand.helpdesk@philips.com to acquire the icon you need
- Use links to Philips pages only.

Don't



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Don't use campaign banners in your signature



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www.hm.philips.com/cv/

www.hm.philips.com/wgp

Linked  <http://nl.linkedin.com/pub/john-jansen/2/365/7a1>

twitter  [@johnny1965](https://twitter.com/johnny1965)

- Don't use other font than Calibri
- Don't use the banners in your signature,
- Don't use non-standard icons for social channels
- Don't use links to personal social media pages.

Green notifications – optional



You may use a green notification in your footer, for example:

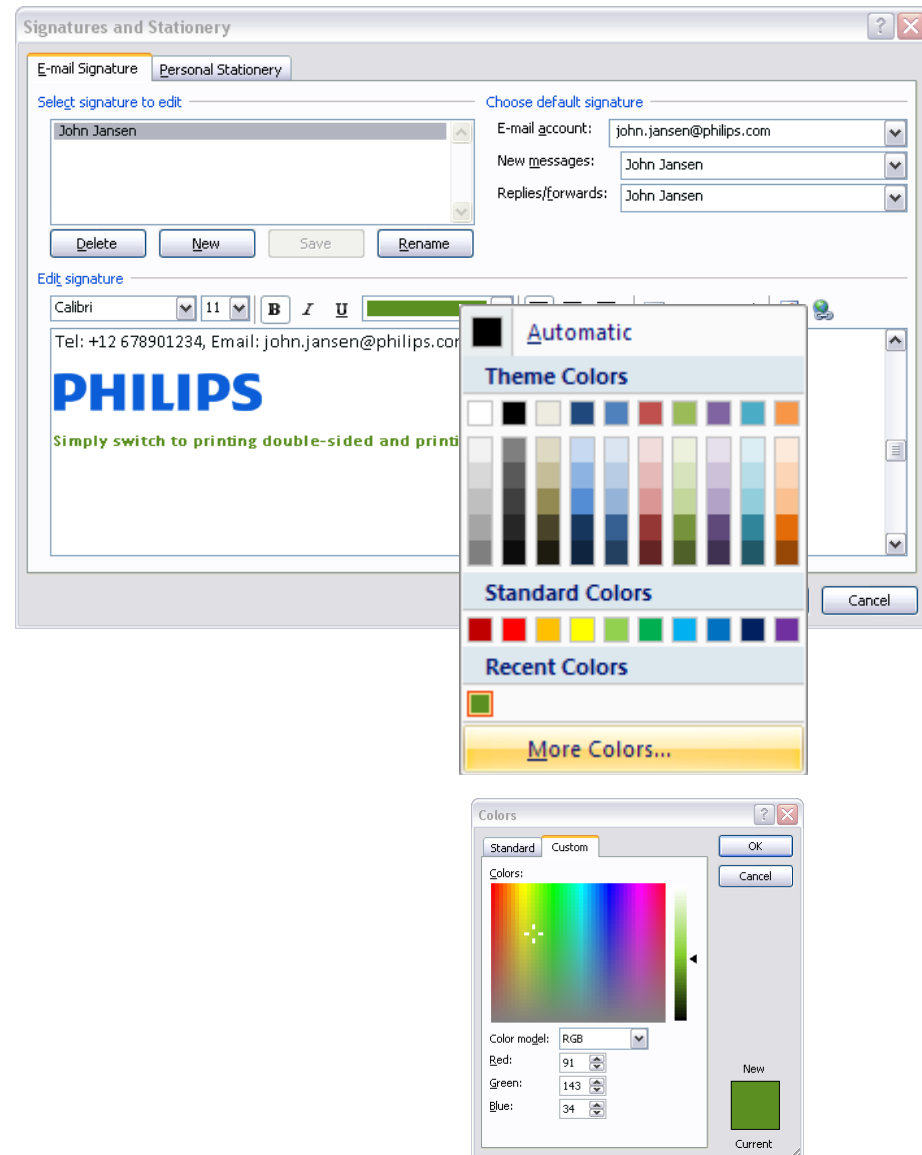
Simply switch to printing double-sided and printing less

Make the text Calibri, 9 pt, in this green color from the Philips palette: R91, G143, B34.

Don't use a logo, recolored wordmark or any other graphic element to accompany a green notification.

Change text color

1. Select the green notification text
2. Click the pull-down button of the font color and choose 'More Colors'
3. Go to the 'Custom' tab, check if the color model is set on RGB and fill in the RGB numbers:
Red 91
Green 143
Blue 34
4. Click OK



Green notifications – dos and don'ts



Do



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Simply switch to printing double-sided and printing less

If you want to add a green notification, use only text

Don't



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PHILIPS Simply switch to printing double-sided and printing

Don't use the Philips wordmark in direct combination with the green notification and/or recolor the wordmark



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Please don't print this e-mail unless you really need to.

Don't use a logo, image or other graphic element in your email signature



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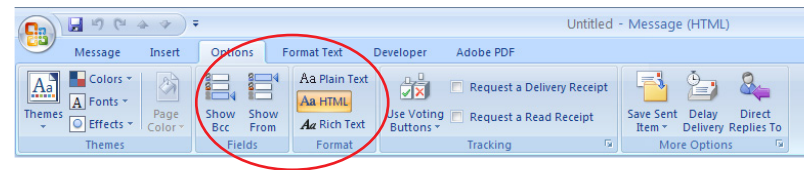
asimpleswitch.com

Don't use the green program logo in your signature

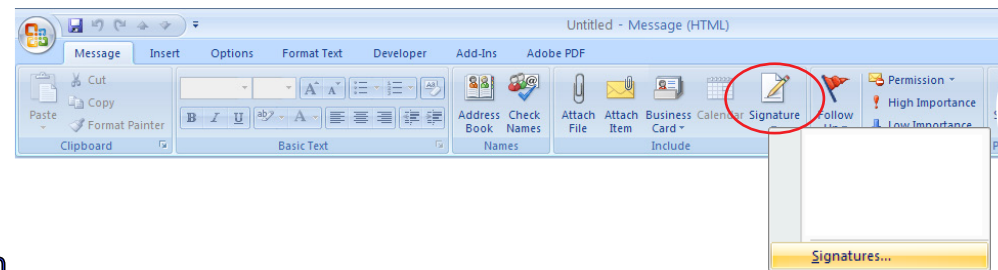
The Philips wordmark – optional




- The **optional** Philips wordmark is only for Philips employees. External agencies using @philips.com email accounts must not add the Philips wordmark to their email signature.
- **Never** replace the Philips wordmark with another logo or Philips wordmark with “sense and simplicity”. Do not use any additional logos in the e-mail signature.
- Do not enlarge/reduce the wordmark, the wordmark given with this document has the correct size.
- Place the wordmark as last item of your signature, only the disclaimer may set below the Philips wordmark.
- In cases of maker's mark companies – please contact the Brand Helpdesk at brand.helpdesk@philips.com

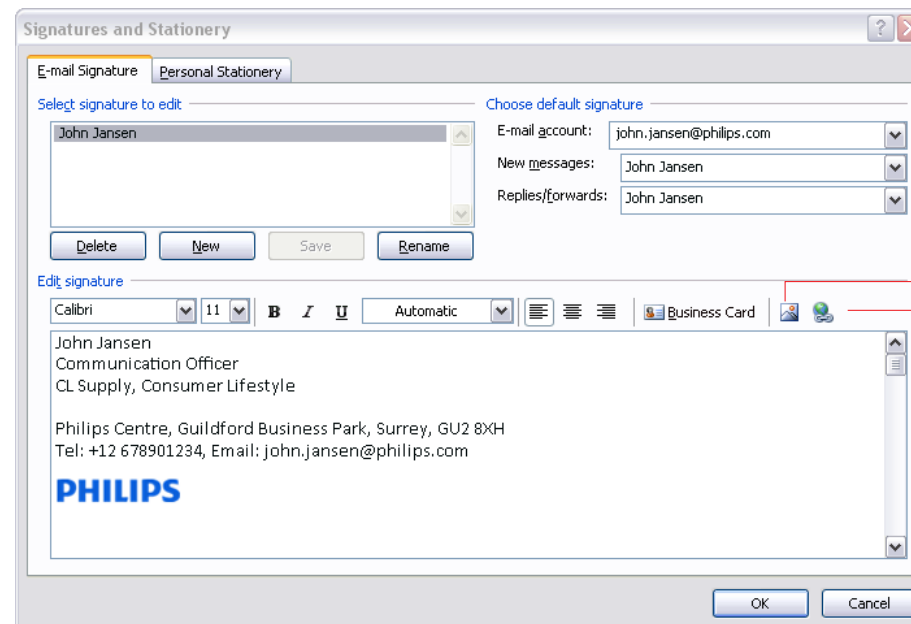


Note: if you use the Philips wordmark, your message format has to be set on HTML. Go to the Options tab in the topbar and choose HTML. To set HTML on default, change the settings in Tools/Options, message format tab, message format.



Add the wordmark to your footer

1. Right mouse click the paperclip and choose ‘Save embedded file to disk...’ from the menu 
2. Open a new email message in Microsoft Outlook
3. Click on ‘Signature’ in the top bar and choose ‘Signatures’ from the pull-down menu
4. Click new or the signature you want to change in the ‘Select signature to edit’ box
5. If not already in, see page [Personal Information – Editing Your Email Signature](#)
6. Make sure there is an enter after the mandatory signature text and your cursor is on that line
7. Click the picture icon, and load the Philips wordmark to your signature
8. With the wordmark still selected, click on the link icon and fill in: www.philips.com
7. Click save and name the signature
9. Click OK to save your settings.



Picture icon
Link icon

The Philips wordmark – dos and don'ts



Do



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Follow us on



PHILIPS

- Use the Philips wordmark for email signatures, attached on the previous page
- Use the wordmark as last item in your signature (before disclaimer/claim text)

Don't



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PHILIPS
sense and simplicity

- Don't use Philips with 'sense and simplicity'
- Don't use the brand line 'innovation and you'



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Follow us on



Don't place the wordmark in the middle of your signature

Disclaimer or claim – optional



Claim or disclaimer footer

- A disclaimer or claim is always placed at the end to the mail and divided with a line from the rest of your signature
- Make sure there is a line space between the disclaimer or claim and the rest of your signature
- Use the Philips standard font for stationery: Calibri, but smaller than used in the rest of your message, 9 pt, in a dark grey color.

Mandatory disclaimer for legal and departments submitting confidential information

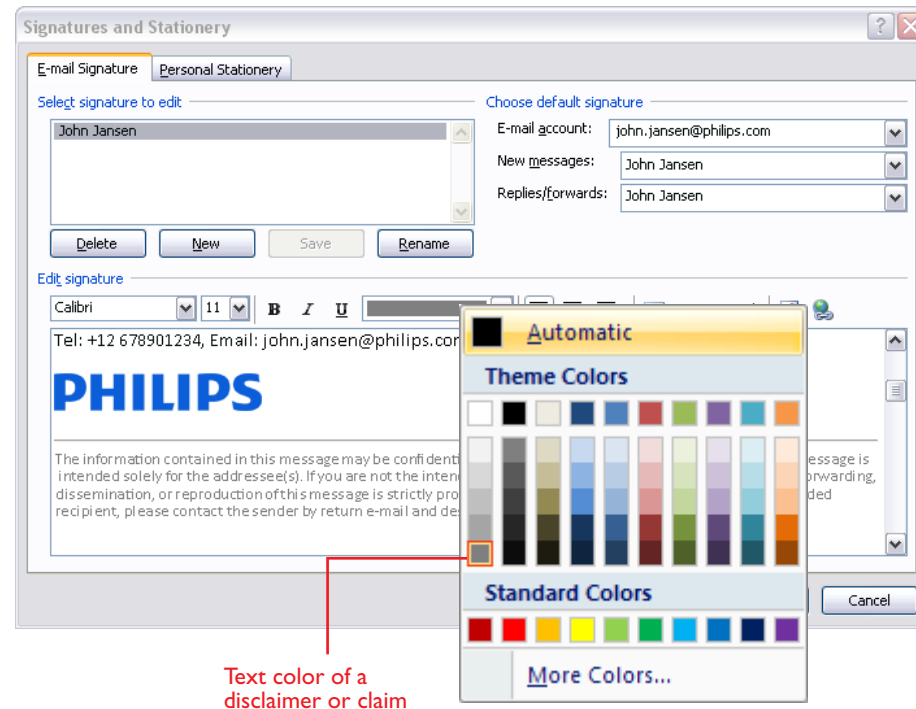
The information contained in this message may be confidential and legally protected under applicable law. The message is intended solely for the addressee(s). If you are not the intended recipient, you are hereby notified that any use, forwarding, dissemination, or reproduction of this message is strictly prohibited and may be unlawful. If you are not the intended recipient, please contact the sender by return e-mail and destroy all copies of the original message.

Change text color

1. Select the disclaimer or claim text
2. Click the pull-down button of the font color and click the last grey color of the first column in the palette

Note

The disclaimer is very often already in your email as automatic content. To check if that is the case, send an email to your own email address.



Revision history



Edition	Page	Main changes
April 2012	6	Added specifications for out of the office and assistant information with personal information
	8	Personal information, added dos and don'ts
	9	Added overview of optional elements
	10	Added information and specifications for hyperlinks
	11	Added hyperlinks do's and don'ts
	14	Changed size of Philips wordmark for email signatures, new attachment
January 2013	10-11	Added that links to personal social media pages are not allowed
November 2013	3-16	Font changed from Arial 10 pt to Calibri 11 pt

