Email signature for @philips.com

Brand identity guide, November 2013



Published by Philips Global Brand Communication and Digital Previous edition – January 2013 Current edition – November 2013

More information www.ourbrand.philips.com

Helpdesk brand.helpdesk@philips.com

Introduction

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.

Contents

- 3 Setting the standard Philips font for your emails MS Outlook 2007
- 4 Setting the standard Philips font for your emails MS Outlook 2010
- 5 Email signature examples
- 6 Personal information mandatory
- 9 Overview of the optional elements
- 10 Hyperlinks optional
- 12 Green notifications optional
- 14 The Philips wordmark optional
- 16 Disclaimer or claim optional
- 17 Revision history



Setting the standard Philips font for your emails MS Outlook 2007

Make Calibri, 11 pt default

Use 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.

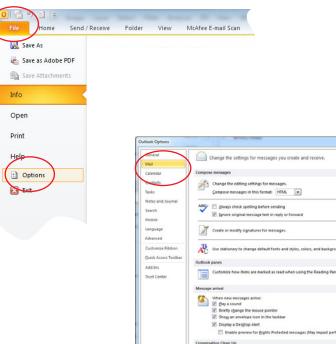
Elle Edit View of Iools Actions Help Conferencing Adobe EDF Single Window Reality of All Forward, Sgnd/Receive Instant Search Address Book Ctrl=Shift+B Organize Reules and Alerts Out of Office Assistant Mailbog Cleanup Empty "Deleted Items	 3. Click 'Sta 3. Click on 'Automat 4. Do the state 	ame for 'Replying or forwarding messages'.		
Account Settings Trujt Center <u>Customize</u> <u>Qptions</u> E-mail Scan Properties Sc <u>an for Threats</u> HTML format Ref Sa Stationery and F Stationery and F Stationery and F Create Create Editor options	I Seup Mai Format Spelling Other Delegates a format for outgoing mail and change advanced settings. Ise in this message format: HTML Internet Format International Options the one necessary to display the e-mail message y on CSS for forn formatting to the mail on the set of the message by removing formatting information t is not necessary to display the e-mail message y on CSS for forn formatting to the mail on the set of the message by removing formatting information the mail on the set of the message by removing formatting information t is not necessary to display the e-mail message to the file size of the message by removing formatting information t is not necessary to display the e-mail message to the delt signatures for outgoing messages, replies and forwards. Signatures e the editing settings for e-mail messages. Editor Options OK Cancel Apply	Signatures and Stationery E-mail Signature Personal Stationery Theme or stationery for new HTML e-mail message Theme Themes are not installed Font: Use theme's font New mail messages	OK Cancel	Font ? * Font ? * Font Character Spacing Eont: Font style: Calbri Browallia New Browallia New Press Browallia New Bold Italic Bold Italic Italic Strigethrough Shadow B Strigethrough Shadow B Strigethrough B Shadow B Sugescript Engrave Preview Sam ple Text Sam ple Text OK

1. Click 'Tools' in the top bar and choose 'Options...' in the pull-down menu

Setting the standard Philips font for your emails MS Outlook 2010

Use 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.

Cleaned-up items will go to this folde



9	
	Signatures and Stati
inge the settings for messages you create and receive.	E-mail Signature Per
resades	Theme or stationery for
sange the editing settings for messages.	· · · ·
sange the editing settings for messages. Editor Liptions	Theme The
	Font: Use theme's f
Aways check spelling before sending Spelling and Autocorrect	New mail messages
Ignore original message text in reply or forward	
eate or modify signatures for messages.	Eont
seit er monnt schreines inn messegter	Replying or forwarding

Beading Pane...

Desktop Alert Settings...

OK Cancel

Browse

Composing and reading plain text messages Fogt Image: Double strikethrough Image: Double striket		
Theme or stationery for new HTML e-mail message Theme Theme Theme or stationery for new HTML e-mail message Font: Use theme's font New mail messages Eont Sample Text Replying or forwarding messages Fight Sample Text Mark my comments with: Myto5780 Pick a new golor when replying or forwarding Composing and reading plain text messages Fogt Sample Text	Signatures and Stationery	Font
Theme Themes are not installed Font: Use theme's font New mail messages Ent Sample Text Mark my comments with: Mytorshop Pick a new golor when replying or forwarding Composing and reading plain text messages Fogt Sample Text Sample Text Strikethrough Strikethrough Sugerscript Ent Sample Text Strikethrough Sugerscript Ent Sample Text Sample Text <th>E-mail Signature Personal Stationery</th> <th>Font Character Spacing</th>	E-mail Signature Personal Stationery	Font Character Spacing
Font: Use theme's font New mail messages Image: Sample Text Epth Sample Text Mark my comments with: My05780 Pick a new golor when replying or forwarding Effects Composing and reading plain text messages Image: Sample Text Fogt Sample Text Sample Text Image: Strikethrough Subjective With Subjective With Sample Text Image: Strikethrough Subjective With Subjective With Sample Text Image: Strikethrough Sample Text Image: S	Theme or stationery for new HTML e-mail message	-
Fon: Use theme's font New mail messages	Theme Themes are not installed	
New mail messages Browella in New Ept Sample Text Replying or forwarding messages Browella in New Ept Sample Text Mark my comments with: In/05780 Pick a new golor when replying or forwarding Effects Composing and reading plain text messages Browella in New Fogt Sample Text Browella in New Strigethrough Strigethrough Shadog Browella in New Strigethrough Sample Text Browella in New Sugerscript Browella in New Sample Text Sample	Font: Use theme's font	
Eont Sample Text Replying or forwarding messages Fight Fight Sample Text Mark my comments with: In/06780 Pick a new golor when replying or forwarding Effects Composing and reading plain text messages Sample Text Fogt Sample Text Sample Text Single Strigethrough III Strigethrough IIII Strigethrough IIII Strigethrough IIII Strigethrough IIII Strigethrough IIII Strigethrough IIII Strigethrough IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII	New mail messages	- Browallia New
Replying or forwarding messages	Eont Sample Text	Brush Script MT
Fight Sample Lext Mark my comments with: (h)(05780) Pick a new golor when replying or forwarding Iffacts Composing and reading plain text messages Iffacts Fopt Sample Text Image: Sample Text Image: Sample Text Image: Sample Text	Replying or forwarding messages	Calibri
Mark my comments with: https://stable.com/postare Pick a new golor when replying or forwarding Image: Strighthrough image: S	Fgnt Sample Text	
Composing and reading plain text messages Image: Composing and reading plain text messages Fogt Sample Text Subscript Image: Composite plain text messages Preview Sample	Mark my comments with: nly05780	
Fogt Sample Text Image: Sample Text Image: Subscript Image: Sample Text Image: Sample Text	Pick a new <u>c</u> olor when replying or forwarding	🔳 Strikethrough 🔳 Shadoy
Image: Stample Fext Image: Stample Fext	Composing and reading plain text messages	
Preview	Font Sample Text	
Sample		
		Preview
OK Cancel		Sample
OK Cancel		
	OK Cancel	



- 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'.

((**1**)

? X

^

~

Size: 11

8

Underline color

Small caps

OK Cancel

🔳 All caps

🔳 Hidden

No Color

Font style

Regular

Italic Bold Bold Italio

^

Underline style:

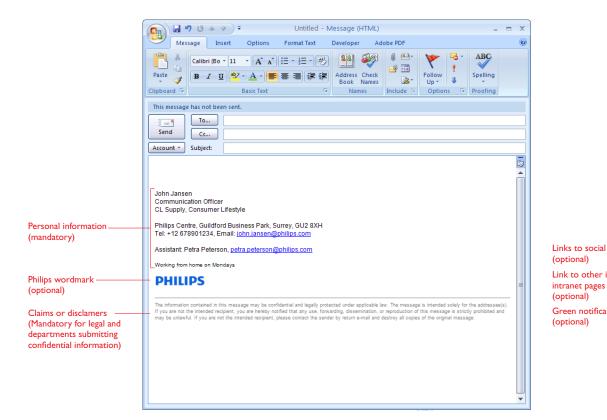
Shadow

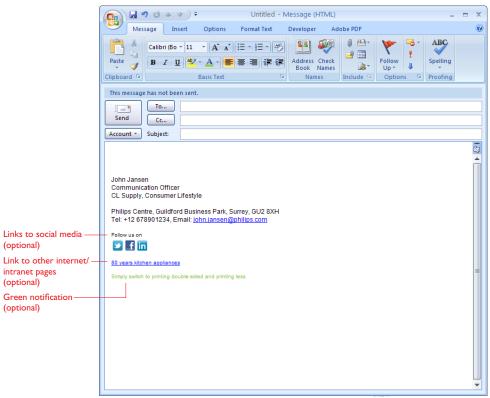
🔳 Emboss

🔳 Engrave

Sample Text

Email signature – examples





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

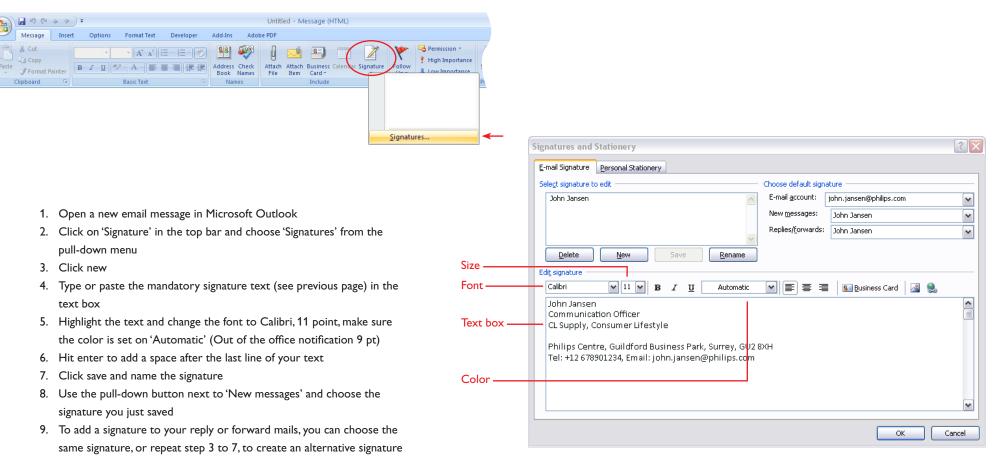
Never

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

To learn how to apply an automatic signature to your mail, see <u>Personal Information – Editing</u> Your Email Signature

	Name (mandatory)
John Jansen	Job title (mandatory)
Communication Officer CL Supply, Consumer Lifestyle	— Department, Sector/ Corporate Center (mandatory)
Philips Centre, Guildford Business Park, Surrey, GU2 8XH Tel: +12 678901234, Mobex: 12345, Fax: +12 678901234	 Use a white line to seperate groups of information Visiting address (mandatory)
Email: john.jansen@philips.com	Telephone number (mandatory), mobex (optional), fax number (optional)
Assistant: Petra Peterson, <u>petra.peterson@philips.com</u>	— Email address (mandatory) — URL (optional)
Working from home on Mondays	Assistant information (optional)
	——Out of the office notification (optional)

Personal information – editing your email 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



John Jansen Communication Officer CL Supply, Consumer Lifestyle

Philips Centre, Guildford Business Park, Surrey, GU2 8XH Tel: +12 678901234, Email: john.jansen@philips.com

Use Calibri for email signature

Don't

X John Jansen

Communication Officer CL Supply, Consumer Lifestyle

Philips Centre, Guildford Business Park, Surrey, GU2 8XH Tel: +12 678901234, Email: john.jansen@philips.com

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

Assistant: Petra Peterson, petra.peterson@philips.com Personal information page 6 Working from home on mondays Follow us on 🎐 f in Hyperlinks, page 10-Our behaviors, see Accelerate CL Lean innovation on ConnectUs Green notifications, page 12-Simply switch to printing double-sided and printing less DHILIDS The Philips wordmark, page 14 The information contained in this message may be confidential and legally protected under applicable law. The message is Disclaimer or claim, page 16 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.

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 acompany 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

Add the social media icons to your footer

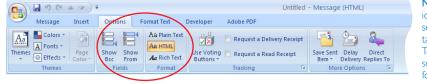
1. Right mouse click the paperclip, next to the icon and choose 'Save embedded file to disk...' from the menu



- 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.



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.

	🚽 🖓 (° 4	+ +)	Ŧ					Untitl	ed - M	essage (I	HTML)				
	Message	Insert	Options	Format Text	Developer	Add-Ins	Ado	be PDF							
Paste	∦ Cut ©a Copy ∛ Format Pair	nter	B I U ab	• (A* A*) (: ? • A •) (≡ ≡		Address Book	Check Names	U Attach File	Attach Item		Calenca	Signature	ollow	Permission × PHigh Importance	
	Clipboard	G		Basic Text		Na	mes			Include					PI
													<u>S</u> ignatu	ires	

Signatures and Stationery		? 🔀	
E-mail Signature Personal Stationery			
Select signature to edit C	hoose default signature		
helpdesk more clearzone Helpdesk with survey	E-mail account: juul.douze@philips.com	~	
John Jansen	New messages: Groet, Juul	~	
John Jansen social media maki reply Groet, Juul	Replies/forwards: reply Groet, Juul	~	
Delete New Save Rename			
Edit signature			— Picture icon
Calibri 💟 11 💟 B Z <u>U</u> Automatic	🖌 🗐 🗐 🗐 🔤 🖉 usiness Card	🛛 🗟 象 ————	— Link icon
CL Supply, Consumer Lifestyle		^	
Philips Centre, Guildford Business Park, Surrey, GU2 8X	н		
Tel: +12 678901234, Email: john.jansen@philips.com			
Follow us on			
🕑 🗗 in			— Social media icons
Our behaviors, see <u>Accelerate</u>			— Text links
CL Lean innovation on <u>ConnectUs</u>		~	
		K Cancel	

Hyperlinks – dos and don'ts

John Jansen Communication Officer CL Supply, Consumer Lifestyle

Philips Centre, Guildford Business Park, Surrey, GU2 8XH Tel: +12 678901234, Email: john.jansen@philips.com

80 years kitchen appliances

PHILIPS

Do

Link with text to intra or internet pages

John Jansen Communication Officer CL Supply, Consumer Lifestyle

Philips Centre, Guildford Business Park, Surrey, GU2 8XH Tel: +12 678901234, Email: john.jansen@philips.com

Our behaviors, see Accelerate

www.hrn.philips.com/cv/ www.hrn.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 <u>brand.helpdesk@philips.com</u> to acquire the icon you need
- Use links to Philips pages only.

Don't

X

John Jansen Communication Officer CL Supply, Consumer Lifestyle

Philips Centre, Guildford Business Park, Surrey, GU2 8XH Tel: +12 678901234, Email: john.jansen@philips.com

80 years

Don't use campaign banners in your signature

John Jansen Communication Officer CL Supply, Consumer Lifestyle

Philips Centre, Guildford Business Park, Surrey, GU2 8XH Tel: +12 678901234, Email: john.jansen@philips.com



- 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:

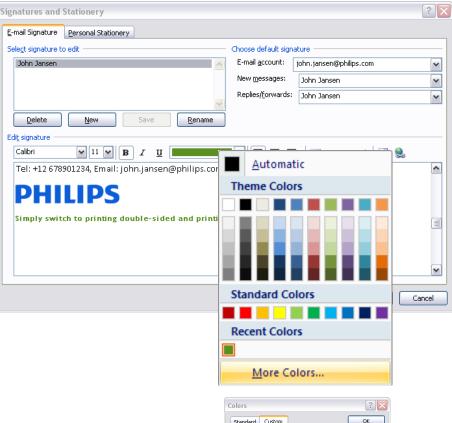
Simply switch to printing double-sided and printing less

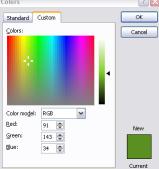
Make the text Calibri, 9 pt, in this green color from the Philips palette: R91, G143, B34.

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

Change text color

- 1. Select the green notification text
- Click the pull-down button of the font color and choose 'More Colors'
- 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

John Jansen Communication Officer CL Supply, Consumer Lifestyle

Do

Philips Centre, Guildford Business Park, Surrey, GU2 8XH Tel: +12 678901234, Email: john.jansen@philips.com

Simply switch to printing double-sided and printing less

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

Don't

X

John Jansen Communication Officer CL Supply, Consumer Lifestyle

Philips Centre, Guildford Business Park, Surrey, GU2 8XH Tel: +12 678901234, Email: john.jansen@philips.com

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

John Jansen Communication Officer CL Supply, Consumer Lifestyle

Philips Centre, Guildford Business Park, Surrey, GU2 8XH Tel: +12 678901234, Email: john.jansen@philips.com

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

Х

John Jansen Communication Officer CL Supply, Consumer Lifestyle

Philips Centre, Guildford Business Park, Surrey, GU2 8XH Tel: +12 678901234, Email: john.jansen@philips.com



asimpleswitch.com

Don't use the green program logo in your signature

The Philips wordmark – optional

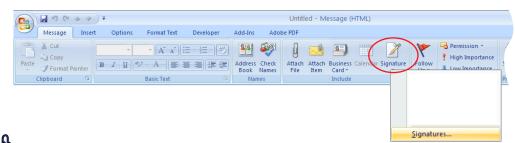
- The **optional** Philips wordmark is only for Philips employees. External agencies using @philips.com email accounts must not add the Philips wordmark to their email signature.
- **Never** replace the Philips wordmark with another logo or Philips wordmark with "sense and simplicity". Do not use any 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

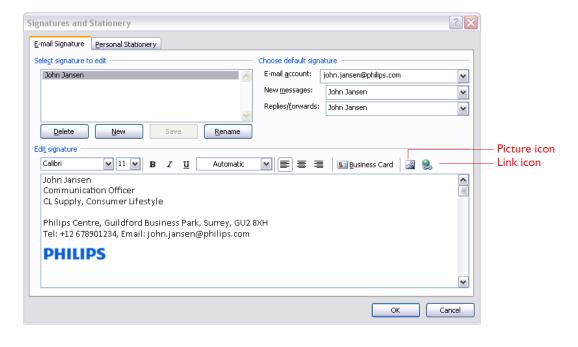
Add the wordmark to your footer

- Right mouse click the paperclip and choose 'Save embedded file to disk...' from the menu
- 2. Open a new email message in Microsoft Outlook
- 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 <u>Personal Information Editing Your</u> 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.



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.





The Philips wordmark – dos and don'ts

John Jansen Communication Officer CL Supply, Consumer Lifestyle

Philips Centre, Guildford Business Park, Surrey, GU2 8XH Tel: +12 678901234, Email: john.jansen@philips.com

Follow us on

Do



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

X

John Jansen Communication Officer CL Supply, Consumer Lifestyle

Philips Centre, Guildford Business Park, Surrey, GU2 8XH Tel: +12 678901234, Email: john.jansen@philips.com

PHILIPS

sense and simplicity

• Don't use Philips with 'sense and simplicity'

• Don't use the brand line 'innovation and you'

Х

John Jansen Communication Officer CL Supply, Consumer Lifestyle

PHILIPS

Philips Centre, Guildford Business Park, Surrey, GU2 8XH Tel: +12 678901234, Email: john.jansen@philips.com

Follow us on



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

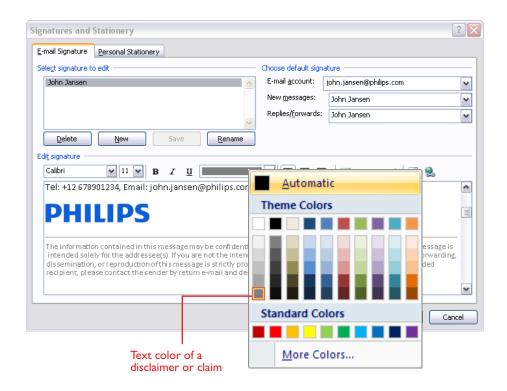
Disclaimer or claim – optional

Claim or disclaimer footer

- A disclaimer or claim is always placed at the end to the mail and devided 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
- 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

