

## Developing a consistent image



It is important that Cumbria County Council promotes a consistent image to its service users, partners, stakeholders and colleagues. To achieve this, it is critical that we adopt a consistent approach to correspondence – both in print and online – that meets the county council's corporate identity standards.

### Email signatures

A clear email signature helps the recipient to know exactly who the email came from and provides all the necessary contact details should they need to respond.

All emails should be written in Arial font size 12pt – which you will need to change as the Outlook default is usually 10pt. The background of the message should be white and the font colour of your signature should be black with exception of the web address which defaults to blue.

This is to ensure that your message can be read on a Blackberry and other handheld devices. It also makes it clearer when printed and meets our accessibility standards for those with sight difficulties.

You may notice that when you send an email an automated security message is also added onto the bottom of the email in light grey text. This is a legal disclosure set by the county council and cannot be added to or removed.

Do not include any additional images within the main body of the email, for example as a signature or logo as people using handheld devices cannot always view the image and it vastly increases the file size of the message and clogs up mailboxes. If you need to send images then attach it to the email.

The following email signature style must be used by all county council employees on all originating emails. It is also advisable to use your email signature on reply and forwarding emails.

## How to set up or edit your email signature

In order to change your email signature in Outlook follow these simple instructions.

1. In the tools menu click options
2. In the mail format tab go to signature picker or signatures at the bottom of the dialogue box
3. Click 'new' if setting up a new one or edit to change an existing signature
4. Enter a name for your new signature if creating a new one from scratch, then click next
5. Enter your signature as described overleaf
6. Click finish
7. Click ok
8. Click ok

## Tips for composing emails

- State a clear and concise subject. This will help the recipient archive and recall your message as necessary.
- Get to the point. Don't drag out your message.
- Use correct spelling, punctuation and grammar. Don't forget Outlook has a spell checker too.
- Use Arial, 12pt, and keep the formatting simple
- Don't send large emails. The email policy is that emails can be no larger than 10mb (10,000k) for internal and 6mb (6,000k) for external emails.
- When replying try to answer all questions asked. Not to do so will likely result in a follow up email wasting both your time and that of the recipient.
- If you are to be away from your computer for a significant period of time, use the out of office assistant. This will tell the sender when to expect your response, or you can redirect people to someone who can help.

### Name

Job title | team/department

Directorate name | Cumbria County Council

Address 1 | Address 2 | Address 3 | Postcode

**t:** telephone number

**m:** mobile number

**f:** fax number

[www.cumbria.gov.uk](http://www.cumbria.gov.uk)

*For individual team messages no more than one sentence*

This symbol  
can be inserted  
by pressing  
shift and the  
backslash \ key.