

HPNA Enterprise Branding & Style Guide

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Organization Descriptions

HPNA

The Hospice and Palliative Nurses Association (HPNA) was established in 1986 and is the national professional organization that represents the specialty of palliative nursing, which includes hospice and palliative nurses. We support the profession through education programs, research initiatives, and advocacy.

HPNF

The Hospice and Palliative Nurses Foundation (HPNF) is a 501(c)(3) nonprofit organization dedicated to raising funds to support the professional development of hospice and palliative care clinicians nationwide.

HPCC

The Hospice and Palliative Credentialing Center (HPCC) is the only organization that offers specialty certification to the hospice and palliative nursing team. Over 15,000 healthcare professionals hold HPCC credentials that establish a professional commitment to safe, ethical, and evidence-based care.

Mission, Vision, Pillars of Excellence

HPNA

Mission: Advance nursing expertise in hospice and palliative care through education, advocacy, leadership, and research.

Vision: Every person living with serious illness receives equitable, comprehensive, and innovative hospice and palliative nursing care.

Pillars of Excellence: Education, Competence, Advocacy, Leadership, Research

HPNF

Mission: Support hospice and palliative research, education, and leadership development to advance expert nursing care.

Vision: Every person living with serious illness receives equitable, comprehensive, and innovative hospice and palliative nursing care.

Pillars of Excellence: Impact, Partner, Sustainability

HPCC

Mission: HPCC is the premier national credentialing organization that advances expert care in serious illness through state-of-the-art certification of continuing competency in hospice and palliative care research.

Vision: Every person living with serious illness receives equitable, comprehensive, and innovative hospice and palliative care.

Pillars of Excellence: Competence, Advocacy, Leadership, Research

2022-2025 HPNA Strategic Plan

The HPNA Board of Directors updated the mission and vision for the organization and used this renewed focus to create the 2022-2025 HPNA Strategic Plan. This plan holds members at the center of our work and focuses on four key priorities:

- **Membership Engagement:** Creating new opportunities for members to engage and volunteer with the organization is a priority for HPNA. These efforts will focus on the development of engagement pathways to support members and their career goals. This work will also foster a deeper sense of belonging to build a strong membership culture that focuses on inclusivity and networking.
- **Membership Growth:** HPNA is focused on growth of the membership and organizational accountability for diversity, equity, inclusion, and belonging. Increasing membership while strengthening a culture that builds on relationships and invests in the next generation of hospice and palliative care nurses is key to success at HPNA.
- **Membership Resources:** HPNA members drive the organization. Programs, products, and services are created based on input from HPNA members. HPNA is prioritizing an enhanced member experience through technology.
- **Membership Recognition:** HPNA is dedicated to being the leading voice and guiding force in clinical expertise in hospice and palliative nursing. Showcasing success stories, advocating for our profession, and engaging our experts will be critical components for moving the work of the organization forward.

2022 Boards of Directors

HPNA

- **President:** Holli Martinez, MSN, FNP-BC, ACHPN, FPCN
- **President-Elect:** Michelle Webb, DNP, RN- BC, CHPCA
- **Secretary-Treasurer:** Masako Mayahara, PhD, RN, FPCN, CHPN
- **Past-President:** Alicia Murray, DNP, MSN, RN, CHPN
- Jen Hale, MSN, RN, CHPN
- Denise Stahl, MSN, FPCN
- Lynn Reinke, PhD, RN, FPCN, CHPN
- Yvonne Chan, MSN, GCNS-BC, NE-BC, CCM
- Abraham Brody, PhD, RN, ACHPN, FAAN, FPCN
- Blake J. Tobias Jr., MS, HA-ODL
- Jennifer Aliff, MHA, BSN, RN, CHPN, CHPCA
- Amy Jacobs, MSN, AGCNS, ACHPN

HPNF

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- Abraham Brody, PhD, RN, ACHPN, FAAN, FPCN
- Jennifer Aliff, MHA, BSN, RN, CHPN, CHPCA
- Amy Jacobs, MSN, AGCNS, ACHPN
- Catherine Pyke, MA Ed

HPCC

- **President:** Nicole Martin, MBA, BSN, RN, CHPN, CHC
- **President-Elect:** Susan Cox, MSN, RN, CHPN
- **Treasurer:** Joseph Ebberwein, MPS, BBA
- **Secretary:** Karen Hyden, PhD, APN-BC, MSN/Ed, ACHPN
- **Past-President:** Amy Beasley, DNP, RN, CCM, CHPN
- Mark Bertler, CAE
- Lawrence Fabrey, PhD
- Todd Hultman, PhD, MSN, ACNP, ACHPN
- Susan E. Lowey, PhD, RN, CHPN, CNE, FPCN
- April Price, MSN, RN, CHPN, GC-C

Marketing Channels

This guide is intended to be used when selecting marketing channels to advertise your information. Each marketing channel listed below is broken down to include additional information which will aid in the selection process, including purpose, distribution frequency, language style, tone of voice, and audience.

This guide provides an overview of all the marketing channels available for use.

It is suggested that you refer to the Marketing Channels guide during the following instances:

- **When submitting a marketing request:** It is helpful to have an idea of where you would like to advertise your information before adding your project to the marketing request spreadsheet.
- **When planning your annual budget:** Your individual department is responsible for covering the cost of your paid marketing initiatives. You will need to factor any additional paid marketing expenses into your annual budget.
- **When looking for ways to increase marketing efforts:** Looking to amp up marketing for a particular project? This guide helps you see which channels you have already utilized, and which

are still available for use.

HPNA Facebook Posts					\$0
Purpose	Frequency	Language	Tone of Voice	Audience	
Inform, Engage, Sell, Inspire, Help	4-7x per week	Semi-Formal	Conversational	Members, expired members, other hospice and palliative industry professionals	

HPCC Facebook Posts					\$0
Purpose	Frequency	Language	Tone of Voice	Audience	
Inform, Engage, Sell, Inspire, Help	2-4x per week	Semi-Formal	Conversational	Certificants, expired certificants, those interested in certification	

HPNF Facebook Posts					\$0
Purpose	Frequency	Language	Tone of Voice	Audience	
Inform, Engage, Sell, Inspire, Help	2-4x per week	Semi-Formal	Conversational	Donors, members	

Twitter Posts					\$0
Purpose	Frequency	Language	Tone of Voice	Audience	
Inform, participate in conversation, establish ourselves as thought leaders, engage with SMEs and other organizations	1-3x per week	Simple, Semi-Formal	Conversational, assertive, direct	Engaged members, engaged certificants, engaged donors, organizations, SMEs and industry leaders	

LinkedIn Posts					\$0
Purpose	Frequency	Language	Tone of Voice	Audience	
Inform, start thought provoking conversations, build credibility, connect with SMEs and other industry leaders, educate	2-5x per week	Formal	Formal	Engaged members, engaged certificants, engaged donors, thought leaders, industry professionals	

HPNA Instagram Posts					\$0
Purpose	Frequency	Language	Tone of Voice	Audience	
Inform, inspire, engage, sell, have fun	1-2x per week	Casual	Cheerful, informal, optimistic, inspirational	Primarily members at this time	

HPCC Instagram Posts					\$0
Purpose	Frequency	Language	Tone of Voice	Audience	
Inform, inspire, engage, sell, have fun	1-3x per week	Casual	Cheerful, informal, optimistic, inspirational	Certificants, members	

Enterprise-Wide YouTube					\$0
Purpose	Frequency	Language	Tone of Voice	Audience	
Instruct, tell stories, inform	As needed	Savvy	Dependent upon video (range from informal to formal)	Members, certificants, donors, industry professionals	

HPNA Email					\$0
Purpose	Frequency	Language	Tone of Voice	Audience	
Inform, engage, sell	1-3x per week	Catchy, savvy, semi-formal, formal	Informational	Members, non-members, expired members	

HPCC Email					\$0
Purpose	Frequency	Language	Tone of Voice	Audience	
Inform, engage, sell	1x per week	Catchy, savvy, semi-formal, formal	Informational	Certificants, expired certificants, never certified	

HPNF Email					\$0
Purpose	Frequency	Language	Tone of Voice	Audience	
Inform, engage, solicit donations	1-3x per week	Catchy, savvy, semi-formal, formal	Informational	Members, non-members, expired members	

HPNA Happenings Newsletter Article					\$0
Purpose	Frequency	Language	Tone of Voice	Audience	
Inform, sell, engage	Weekly (Friday)	Clear and concise, professional	Formal	Members only	

HPCC Newsletter					\$0
Purpose	Frequency	Language	Tone of Voice	Audience	

Inform, sell, engage	Bi-monthly (middle of month)	Clear and concise, professional	Formal	Certificants only
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HPNF Stakeholder Newsletter				\$0
Purpose	Frequency	Language	Tone of Voice	Audience
Inform, sell, engage	Quarterly	Clear and concise, professional	Formal	Stakeholder list

EPP Newsletter				\$0
Purpose	Frequency	Language	Tone of Voice	Audience
Inform, sell, engage	Monthly	Clear and concise, semi-formal	Semi-formal	Current and prospective EPPs

Press Release				\$0
Purpose	Frequency	Language	Tone of Voice	Audience
Inform	As needed for important announcements	Professional	Formal	Members, non-members, certificants, donors, other industry professionals

Paid Press Release				\$1,3500+
Purpose	Frequency	Language	Tone of Voice	Audience
Inform	Rarely, 0-2x per year	Professional	Formal	Healthcare publications, national news outlets

SmartBrief				\$0
Purpose	Frequency	Language	Tone of Voice	Audience
Inform, sell	Weekly (Tuesday)	Concise, serious	Semi-formal	Members, non-member opt-in industry professionals

Home Page Slider				\$0
Purpose	Frequency	Language	Tone of Voice	Audience
Inform, Sell, Announce	Up to 2 weeks	Concise, fun, catchy	Cheerful, optimistic, motivating	Members, non-members, certificant, donors, all website traffic

Feather Digital Advertising				\$500+
Purpose	Frequency	Language	Tone of Voice	Audience

Sell, Inform	As needed for major initiatives (5-8x per year)	Concise, direct	Semi-formal	Members, non-members, expired members, certificants, expired certificants, non-certified industry professionals
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Facebook Paid Ad				\$150+
Purpose	Frequency	Language	Tone of Voice	Audience
Sell, inform	As needed for major initiatives (1-4x per year)	Concise, direct	Semi-formal	Followers of our Facebook page and their friends

LinkedIn Paid Ad				\$500+
Purpose	Frequency	Language	Tone of Voice	Audience
Sell	As needed for major initiatives (5-8x per year)	Concise, direct	Semi-formal	Members, non-members, expired members, certificants, expired certificants, non-certified industry professionals

JHPN House Ad				
Purpose	Frequency	Language	Tone of Voice	Audience
Sell, inform	2 ad spots, bi-monthly (artwork submission is 5 months in advance)	Concise, direct	Formal	Members

Grammar and Mechanics

The purpose of this guide is to ensure, no matter who is writing on behalf of the enterprise, all grammar and mechanics remain consistent. This includes punctuation, abbreviations, terminology, spelling, formatting, etc.

Basic Tips:

- **Write for all readers.** Some people will read every word you write. Others will just skim. Help everyone read better by grouping related ideas together and using descriptive headers and subheaders.
- **Focus your message.** Create a hierarchy of information. Lead with the main point or the most important content, in sentences, paragraphs, sections, and pages.
- **Be concise.** Use short words and sentences. Avoid unnecessary modifiers.

- **Be specific.** Avoid vague language. Cut the fluff.
- **Be consistent.** Stick to the copy patterns and style points outlined in this guide.

Dates

- Always use numeric figures, without adding *st*, *nd*, *rd*, or *th*.
 - Correct: The deadline is Jan. 14.
 - Incorrect: The deadline is Jan. 14th.
- When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. When abbreviating months, always include a period after abbreviation. Spell out the month when using alone, or with a year alone.
 - Correct: The deadline is Jan. 14.
 - Correct: The deadline is January.
 - Correct: The deadline is January 2022.
 - Incorrect: The deadline is January 14.
 - Incorrect: The deadline is Jan. 2022.

Times

- Spell out noon and midnight.
- Use a colon to separate hours from minutes. If the time is on the hour, no colon needed.
 - 9:30 a.m. or 9 a.m.
- a.m. and p.m. are lowercase with periods
- Remove first a.m. or p.m. if duration only spans a.m. or p.m.
 - 1-3 p.m.
- No space around the dash between numbers
 - 9:30-11 a.m.
- If using a.m. and p.m. at the same time, use “to” instead of a dash
 - 9 a.m. to 3 p.m.

Time Zones

- Time zones should be abbreviated, not spelled out
 - Correct: ET
 - Incorrect: Eastern Time
- To avoid incorrect usage of Daylight Savings Time/Standard Time, all time zones should be abbreviated with two letters. Capitalize both letters. (ET, CT, PT)

States, Cities, and Countries

- Spell out all cities. (New York not NY, Pennsylvania not PA)
- When following the name of a city, the state may be abbreviated. (Pittsburgh, PA, Cleveland, OH). When standing alone, the state should be spelled out. (The woman lives in Pennsylvania.)
- On mention, write out United States. On subsequent mentions, US is fine. The same rule applies to any other country or federation with a common abbreviation (United Kingdom, UK, European Union, EU)

Numbers

Exceptions: For marketing purposes, headlines, subject lines, and social media, company and product names may be abbreviated in all instances to draw attention and meet character limitations.

- All numbers below 10 are spelled out
- Anytime a sentence starts with a number, the number is spelled out

Money

When writing about US currency, use the dollar sign before the amount. Include a decimal and number of cents if more than 0.

- Correct: \$20
- Correct: \$19.99
- Incorrect: \$20.00

Telephone Numbers

Use dashes without spaces between numbers.

- Correct: 412-787-9301
- Incorrect: 412.787.9301

Decades

Abbreviate decades when referring to those within the past 100 years.

- The 90s
- The 00s

When referring to decades more than 100 years ago, be more specific.

- The 1900s
- The 1890s

Do not include an apostrophe when pluralizing a decade.

- Correct: The 1900s
- Incorrect: The 1900's

Dashes and Hyphens

- Use a hyphen (-) without spaces on either side to link words into a single phrase.
 - First-time user
 - End-of-life
- Use an em-dash (—) without spaces on either side to offset an aside. Use a true em-dash (—), not hyphens (- or - -)
 - TIP: To create an em-dash on a PC (alt+ctl+minus key). To create an em-dash on a Mac (option+shift+hyphen key)

Ellipses

- Ellipses (...) can be used to indicate that you are trailing off before the end of a thought. Use them sparingly. Do not use them for emphasis or drama, and do not use them in titles or headers.
 - “Where did the nurse go?” Laura asked. Mark said, I don’t know...”
- Ellipses, in brackets [...], can also be used to show that you are omitting words in a quote.

- “I am very honored to have been selected as a recipient for the 2022 HPNF Emerging Leaders Award. Hospice is the heart and purpose of my nursing career [...] I look forward to continuing to engage with HPNF as my nursing career moves forward.”

File Extensions

- When referring generally to a file extension type, use all uppercase without a period. Add a lowercase s to make plural (no apostrophe).
 - GIF, PDF, JPGs
 - GIFs, PDFs, JPGs

Company Names, Product Names, and Abbreviations

Exceptions: For marketing purposes, headlines, subject lines, and social media, company and product names may be abbreviated in all instances to draw attention and meet character limitations.

- The first time the company name is mentioned, spell out the full name. Anytime the company is mentioned thereafter, abbreviate. The same goes for a person’s name.
 - The Hospice and Palliative Nurses Association released a new product. The product is designed and distributed by HPNA.
 - Ginger Marshall oversees the project. We are confident Ginger will do a great job.
- When abbreviating the company name, do not include the word “the”.
 - Correct: HPNA released a new product.
 - Incorrect: The HPNA released a new product.
- *POLARIS* should always be capitalized and italicized
- Do not capitalize the names of departments.
 - marketing team, education department
- Do not capitalize individual job titles.
 - marketing manager, director of operations

Credentials

- When listing a DNP or PhD credential after someone’s name, do not include Dr. before their name. In turn, if using Dr. before someone’s name, do not include credentials after. It must be one or the other. When using the doctor designation, always abbreviate to Dr. PhD should be written without periods.
 - Correct: Dr. Samantha Jones was great.
 - Correct: Samantha Jones, PhD, RN-BC, ACHPN was great.
 - Incorrect: Doctor Samantha was great.
 - Incorrect. Dr. Samantha, PhD, RN-BC, ACHP was great.
- Credentials should be listed in order of most advanced degree, followed by license, certification, then designation.
 - Correct: Samantha Jones, PhD, RN-BC, ACHPN
 - Incorrect: Samantha Jones, RN-BC, PhD, ACHPN
- The registered trademark symbol should be written as a part of all HPCC credentials
 - Correct: ACHPN®, CHPN®, CHPPN®, CHPLN®, CHPNA®, CHPCA®, CPLC®
 - Incorrect: ACHPN, CHPN, CHPPN, CHPLN, CHPNA, CHPCA, CPLC

Educational Terminology

- When referencing nursing and/or pharm credits, always write them as such:
- NCPD hours (Capitalize NCPD, lowercase hours)
- Category 1 Pharm credits (Capitalize Category and Pharm, lowercase hours)
- When the number of nursing and/or pharm credits offered is a whole number (as opposed to 4.25), always include .0 after
- 2.0 NCPD hours and 1.0 Category 1 Pharm credits
- When listing both nursing and pharm credits, separate with the word “and” instead of a semicolon or comma
 - Correct: 2.0 NCPD hours and 1.0 Category 1 Pharm credits
 - Incorrect: 2.0 NCPD hours, 1.0 Category 1 Pharm credits

HPNA Specific Grammar

- Healthcare not Health Care
- Through not Thru
- Hospice and palliative not Palliative and hospice
- Mary Lynn McPherson or Dr. McPherson are correct. Never shorten to Lynn McPherson or Mary McPherson.
- HPNA is pronounced H-P-N-A not Hip-na
- When writing a list of items, always include a comma before the last item.
 - Correct: HPNA, HPCC, and HPNF
 - Incorrect: HPNA, HPCC and HPNF
- Press Releases
- End each page with Page __ of __
- End final page with Page __ of __ followed by three pound symbols on the line below. Three pound symbols are used to indicate the end of a press release.
 - Page 2 of 2
###
 - All page numbers and pound symbols should be centered on the page.

Active Voice

- Use active voice. Avoid passive voice.
- In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to them.
 - Active Voice: Marti logged into the account.
 - Passive Voice: The account was logged into by Marti.
- Words like “was” and “by” may indicate that you’re writing in passive voice. Scan for these types of words and rework sentences where they appear.

Slang and Jargon

- Write in plain English. If you need to use a technical term, briefly define it so everyone can understand.

Write Positively

- Use positive language rather than negative language. One way to detect negative language is to look for words like can’t, don’t, etc.
 - Correct: To register you must create an account.

- Incorrect: You can't register until you create an account.

Text Formatting

- Use italics to indicate the title of a publication (such as a textbook, movie, or publication).
 - *Core Curriculum for the Hospice and Palliative APRN*
- Use italics to emphasize a word.
 - Diane *really* enjoys her job.
- Left-align text, never center or right-aligned.
- Leave one space between sentences.
- Do not indent at the start of a new paragraph.

Photography

Original v. Stock Photography

Whenever possible, using original HPNA images will add to the authenticity of our story and develop the visual strength of our brand. Examples of original images include photos from conferences or virtual events, HPNA photoshoots, member submitted photos, and other images obtained in a similar fashion. The HPNA Photo Library is located here: **SharePoint>Common>_Branding & Style Guides>HPNA Photo Library**

If original photography does not exist or cannot be used or created, stock photography can be used. Always abide by usage rights from the stock photography provider.

- **Canva Stock Photos**
HPNA has a premium account with Canva that offers unlimited access to a large library of stock photos. <https://www.canva.com/photos/> As part of our premium account, we have the right to download and use any photo from the Canva website. Please contact a member of the marketing team to obtain Canva log in information.

Photo Release Form

When an individual completes an HPNA photo release form, they are providing consent for HPNA to photograph and use images of them in HPNA-related marketing material. Contact the Marketing Manager to obtain a copy of the Photo Release Form.

- When to use the photo release form:
 - If photographs are taken by HPNA or an HPNA photographer at an HPNA-sponsored event, the photo release form is not needed. Attendees will have provided consent prior to the start of the event, likely during the event registration process.
 - If a photo is submitted to HPNA by a member, certificant, donor, scholarship/grant recipient, or other similar parties, a photo release form is not needed. Submission of the photo to HPNA provides consent.
 - In the event of a photoshoot or other similar occurrences where HPNA or an HPNA photographer is photographing people, the photo release form must be completed, in its entirety, by every individual photographed.

- When using pictures found on the internet, always abide by usage rights from the stock photography provider.

Inappropriate Images

- Photos of hands
- Photos where a doctor or other non-nurse clinician is the primary focus
- Photos that often representative of death and dying, such as butterflies, bridges, flowers, daisies, rainbows, etc.
- Photos affiliated with religion, politics, or current affairs, where it does not relate directly to HPNA advocacy work

Logos

Approved Logos

The below logos are approved for use. Logos should not be copied out of this guide, but should instead be obtained in their hi-resolution version at **SharePoint>Common>_Branding & Style Guides>Logos**.

The below logos may be used in full color format or white. Both the full color format and white format of each logo can be found in the SharePoint Logos folder, described above.

If you require a combination of logos that is not pictured below, please contact the Marketing Manager.



Logo Fonts

These fonts are TrueType Fonts.

- **Acronym Font:** Humnst777 BlkCn BT
- **Full Name Font:** Zurich XCn BT
- **Ampersand in Full Name Font:** Antonio

Logo Text Color Usage

Note: Color codes can be found in the Colors section of this guide.

- The acronym should use the lighter blue color.
- The full name should use the darker blue color.

- The fan is a combination of both the lighter and darker blue colors.
- The tri-logo should use the darker blue font for all text.
- The Employer Partner Program logo should use the lighter blue font for all text.

Improper Use of Logos

- Do not change or substitute the logo font.
- Do not add anything to the logo, including additional text or graphics.
- Do not change the aspect ratio. The logo should never be stretched vertically or horizontally.
- Do not use any logo that include the text “Advancing Expert Care in Serious Illness”.
- The logo should never be placed inside a box, circle, or oval for the intention of creating a variation of the mark. However, in digital applications, where a website naturally frames a logo (such as a social media avatar), it is ok.
- A minimum of 1/8” should be maintained around the logo at all times.
- The white logo can be used on top of any colored background, so long as the blue blades in the fan can clearly be distinguished by the background color.
- Using the fan by itself as a graphic design element should be done only if the full logo appears elsewhere.

Colors

HPNA Approved Colors



CMYK – 94, 60, 20, 3

#006395



CMYK – 41, 22, 1, 0

#94b1db



CMYK – 100, 37, 0, 39

#96ce8a

HPCC Approved Colors



CMYK – 94, 60, 20, 3

#006395



CMYK – 41, 22, 1, 0

#94b1db



CMYK – 4, 78, 100, 1

#e95c00

Last edited: 6/24/22

HPNF Approved Colors



CMYK – 94, 60, 20, 3

#006395



CMYK – 41, 22, 1, 0

#94b1db

Email Signature

Email signatures should follow the below format. Do not eliminate any information from the email signature. Do not add additional information, graphics, or your hand written signature to the email signature.

Name

Title

Organization Name

400 Lydia Street, Suite 103

Carnegie, PA 15106

advancingexpertcare.org

t: 412-787-9320



How to add an email signature

1. Copy the email signature above.
2. Open a new blank email and select Signature from the top menu. From the Signature drop-down, choose Signatures...
3. Under “Select signatures to edit”, choose to create a new signature.
4. Past in the signature you just copied from this document.
5. Change out the default information for your own information. If you wish to add your preferred pronouns, please do so.
6. Under “Choose default signature”, select the signature you just created for both the New messages and Replies/forwards.
7. When finished, click Ok to save your changes.
8. Test your work by opening a blank email. Your new signature should appear.