



BROWN & BROWN RETAIL

Email Signature Guide

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Contact RetailMarketing@bbrown.com for branding questions or OneRetailIT@bbins.com for technical questions.

How to Use This Guide

The following pages include instructions to use when creating your email signature within Outlook. Your signature should be created using the corresponding formatting treatments applied to text. Please send a test email to a teammate for review to ensure links, content and images are appearing correctly.

Below are some guidelines for best practices when using this guide to create your signature:



DO

- ✓ **WATCH THE TUTORIAL:** *How to Add a New Email Signature to Outlook**
- ✓ Use a provided template and formatting
- ✓ Use a .png file format for any graphics
- ✓ Confirm email and web links are correct
- ✓ Confirm all social media links are correct
- ✓ Confirm each hyperlink color is correct
- ✓ Confirm logo and images are not blurry; if blurry, re-insert the logo as a picture and resize
- ✓ Send a test email to a teammate for review to ensure links, content and images are appearing correctly
- ✓ Double check that you have hyperlinked the website text to the new *Retail* website (BBrown.com)
- ✓ Include hyperlinks to any [approved text and destination](#)
- ✓ Add only the needed information outlined in this guide

**Though this video tutorial was originally created for [Enterprise e-mail signatures](#) and thus is not specific to Retail requirements, the same basic instructions for navigating Outlook's settings still apply.*



DO NOT

- ✗ Deviate from the provided templates and formatting in this guide
- ✗ Reformat signatures by copying from another teammate
- ✗ Change the font or assigned colors
- ✗ Add more than three (3) phone numbers
- ✗ Add quotes or personal phrases
- ✗ Add pictures or headshots
- ✗ Add the Blue-Eyed Cheetah, Meritocracy Seal or GSD icons
- ✗ Add logos or icons that belong to another entity, including professional designation icons, unless given permission
- ✗ Use old or retired logos
- ✗ Set an email background color or image
- ✗ Add internal awards that do not make sense outside of the organization
- ✗ Hyperlink the website text to the *Enterprise* website (bbinsurance.com)
- ✗ Include hyperlinks to any [text and destinations that are not approved in this guide](#)
- ✗ Add a **Legal Entity Name** to your signature - Legal Entity Names are included in the Legal Notice that will be automatically added by the IT system
- ✗ Add **disclaimers** to your signature - for all Retail teammates using the "@BBrown.com" e-mail domain, disclaimers are included in the Legal Notice that will be automatically added by the IT system

Contact RetailMarketing@bbrown.com for branding questions or OneRetailIT@bbins.com for technical questions.

Word Document Templates

We have provided Word document templates as a way for teammates to begin updating their Outlook signatures. Below are some guidelines for best practices when using Word document templates to create your signature:

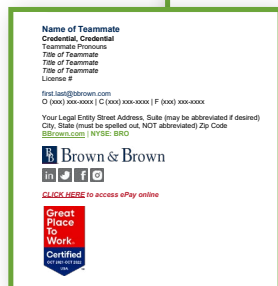
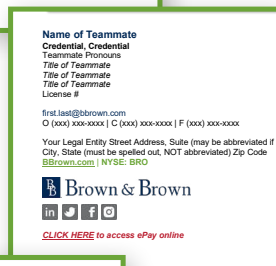
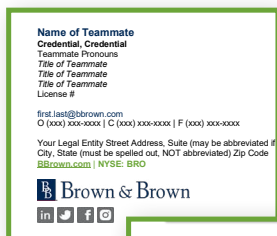
WHERE TO FIND WORD FILES

Upon downloading this guide (which you are currently reading) from [The Marketing Spot](#), teammates should have obtained a zip file. The contents of that zip file from The Marketing Spot includes all of the following as individual files:

- Brown & Brown Retail E-mail Signature Guide (AKA this guide you are currently reading)
- Three Word document templates



- Four social media icon JPG files



HOW TO USE

- 1 Determine which template you will use.
- 2 Copy desired Word document template over into your Outlook signature.
- 3 Update all lines of text with your personal information.
- 4 **YOU MUST DOUBLE CHECK ALL FORMATTING OF YOUR SIGNATURE.** Find the page in this guide ([page 3](#), [page 4](#) or [page 5](#)) that corresponds with your chosen Word document template and ensure that all text colors, font sizes, text weights, etc. are correct in your Outlook signature - **specifically, hyperlink text colors.**

SOCIAL MEDIA ICONS

When copying from the Word document templates, note that *graphics* (i.e., the Brown & Brown logo, the social media icons and/or Great Place to Work® Badge) will copy over together with text. Once copied over into your Outlook signature, **DOUBLE CHECK** that social icons are *linked* to the correct accounts as follows:



LinkedIn: <https://www.linkedin.com/company/bbrown/>



Twitter: <https://twitter.com/bbrownretail>



Facebook: Facebook icons should be linked to your Profit Center's page OR should be deleted if none.



Instagram: Instagram icons should be linked to your Profit Center's page OR should be deleted if none.

► **WATCH THE TUTORIAL:** *How to Add a New Email Signature to Outlook**

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Standard Template Guide

EMAIL SIGNATURE FORMAT GUIDE



EMAIL SIGNATURE TEMPLATE

Arial Bold 11pt - Navy Blue (RGB 0,40,85)

Arial Bold 9pt - Delete if no credentials or designations

Arial Regular 9pt - Optional; Delete if not desired

Arial Italic 9pt - One Title Required

Arial Italic 9pt - Delete if not applicable

Arial Italic 9pt - Delete if not applicable

Arial Regular 9pt - Delete, UNLESS entity license # is required

Arial Regular 9pt - Hyperlink is Navy Blue (RGB 0, 40, 85)

Arial Regular 9pt - Delete cell number if you are hourly

Arial Regular 9pt - Street addresses may be abbreviated; Use comma when adding a Suite #

Arial Regular 9pt - State name must be spelled out

Arial Bold / Underline 9pt - Hyperlink and Stock Ticker are Green (RGB 115, 166, 65)

**Primary Horizontal logo is 2.21" wide - Insert logo and use format tab to resize
(Download logo files [HERE](#))**

Two spaces between icons at Arial 11pt - [Download icons from The Marketing Spot HERE](#)
[LinkedIn](#) and [Twitter](#) icons should be linked to Retail pages; Instagram and Facebook icons should be linked to your Profit Center's page OR should be deleted if none.

Name of Teammate

Credential, Credential

Teammate Pronouns

Title of Teammate

Title of Teammate

Title of Teammate

License #

first.last@bbrown.com

O (xxx) xxx-xxxx | C (xxx) xxx-xxxx | F (xxx) xxx-xxxx

Your Legal Entity Street Address, Suite

City, State Zip Code

[BBrown.com](#) | NYSE: BRO

 **Brown & Brown**



▶ **[WATCH THE TUTORIAL:](#)** How to Add a New Email Signature to Outlook*

*Though this video tutorial was originally created for [Enterprise e-mail signatures](#) and thus is not specific to Retail requirements, the same basic instructions for navigating Outlook's settings still apply.

ePay Link Template Guide

EMAIL SIGNATURE FORMAT GUIDE



EMAIL SIGNATURE TEMPLATE

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Arial Regular 9pt - Optional; Delete if not desired

Arial Italic 9pt - One Title Required

Arial Italic 9pt - Delete if not applicable

Arial Italic 9pt - Delete if not applicable

Arial Regular 9pt - Delete, UNLESS entity license # is required

Arial Regular 9pt - Hyperlink is Navy Blue (RGB 0, 40, 85)

Arial Regular 9pt - Delete cell number if you are hourly

Arial Regular 9pt - Street addresses may be abbreviated; Use comma when adding a Suite #

Arial Regular 9pt - State name must be spelled out

Arial Bold / Underline 9pt - Hyperlink and Stock Ticker are Green (RGB 115, 166, 65)

**Primary Horizontal logo is 2.21" wide - Insert logo and use format tab to resize
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Two spaces between icons at Arial 11pt - [Download icons from The Marketing Spot HERE](#)
[LinkedIn](#) and [Twitter](#) icons should be linked to Retail pages; Instagram and Facebook icons should be linked to your Profit Center's page OR should be deleted if none.

Arial Bold Italic 9pt - Accent Red (RGB 186, 32, 49); Insert links to your Certificate of Insurance provider or ePay

Name of Teammate

Credential, Credential

Teammate Pronouns

Title of Teammate

Title of Teammate

Title of Teammate

License #

first.last@bbrown.com

O (xxx) xxx-xxxx | C (xxx) xxx-xxxx | F (xxx) xxx-xxxx

Your Legal Entity Street Address, Suite

City, State Zip Code

[BBrown.com](#) | NYSE: BRO

 **Brown & Brown**



[CLICK HERE](#) to access ePay online

▶ **[WATCH THE TUTORIAL:](#)** How to Add a New Email Signature to Outlook*

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Great Place to Work® Badge Template Guide

EMAIL SIGNATURE FORMAT GUIDE



EMAIL SIGNATURE TEMPLATE

Arial Bold 11pt - Navy Blue (RGB 0,40,85)

Arial Bold 9pt - Delete if no credentials or designations

Arial Regular 9pt - Optional; Delete if not desired

Arial Italic 9pt - One Title Required

Arial Italic 9pt - Delete if not applicable

Arial Italic 9pt - Delete if not applicable

Arial Regular 9pt - Delete, UNLESS entity license # is required

Arial Regular 9pt - Hyperlink is Navy Blue (RGB 0, 40, 85)

Arial Regular 9pt - Delete cell number if you are hourly

Arial Regular 9pt - Street addresses may be abbreviated; Use comma when adding a Suite #

Arial Regular 9pt - State name must be spelled out

Arial Bold / Underline 9pt - Hyperlink and Stock Ticker are Green (RGB 115, 166, 65)

**Primary Horizontal logo is 2.21" wide - Insert logo and use format tab to resize
(Download logo files [HERE](#))**

Two spaces between icons at Arial 11pt - Download icons from The Marketing Spot [HERE](#)
LinkedIn and Twitter icons should be linked to Retail pages; Instagram and Facebook icons should be linked to your Profit Center's page OR should be deleted if none.

Arial Bold Italic 9pt - Accent Red (RGB 186, 32, 49); Insert links to your Certificate of Insurance provider or ePay

Great Place to Work® badge should be sized at 1.25" high and placed below social media icons - Insert badge and use format tab to resize

Download the Great Place to Work® badge graphic from The Marketing Spot [HERE](#)

Name of Teammate

Credential, Credential

Teammate Pronouns

Title of Teammate

Title of Teammate

Title of Teammate

License #

first.last@bbrown.com

O (xxx) xxx-xxxx | C (xxx) xxx-xxxx | F (xxx) xxx-xxxx

Your Legal Entity Street Address, Suite

City, State Zip Code

[BBrown.com](#) | NYSE: BRO

 Brown & Brown



[CLICK HERE](#) to access ePay online



▶ **WATCH THE TUTORIAL:** How to Add a New Email Signature to Outlook*

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Other Considerations for Email Signatures

IMPORTANT NOTES REGARDING E-MAIL DISCLAIMERS & LEGAL ENTITY NAMES

✗ **DO NOT** add a **Legal Entity Name** to your signature. For all Retail teammates using the “@bbrown.com” e-mail domain, Legal Entity Names are included in the Legal Notice that will automatically be added by the IT system.

✗ **DO NOT** add **disclaimers** to your signature. For all Retail teammates using the “@bbrown.com” e-mail domain, disclaimers are included in the Legal Notice that will automatically be added by the IT system.

Note: *Teammates do not need the COVID-19 email disclaimer UNLESS they have a link to the COVID-19 Resource Center in their signature.*

✗ **DO NOT** add a **Legal Notice, Privacy Notice, Email Confidentiality Notice, or Employee Benefits Notice** to your signature. For all Retail teammates using the “@bbrown.com” e-mail domain, a Legal Notice, Privacy Notice, Email Confidentiality Notice, and Employee Benefits Notice will automatically be added by the IT system.

APPROVED ADDITIONS

Credentials/Designations/Certifications

- **Examples:** CIC, CPCU, GBA, CPRIA, etc.
- ✓ **DO** hyperlink credentials as needed.
- ✓ **DO** change the hyperlink text color to black.
- ✓ **DO** separate with a comma.
- ✗ **DO NOT** add any icons or images for credentials/designations/certifications.
- ✗ **DO NOT** add internal Brown & Brown certifications.

Main Office Line or Direct Line

- ✗ **DO NOT** include your cell phone number if you are an **hourly** teammate.
- Fax numbers are not required to be included, unless it's relevant to your work.
- Main office lines and direct lines are acceptable to include.

Temporary Office Messaging

- **Examples:** Office closure for holidays, office moving locations, offices merged, new website, new email address, new logo, etc.
- **HOW TO DO IT:** Add text above Name of Teammate. Use Arial Bold Italic 9pt, Accent Red (RGB 186, 32, 49).

Office Awards & Recognitions

- **Examples:** “Great Place to Work,” local business awards or achievements.
- **HOW TO DO IT:** Add text and/or images below social media links. For text, use Arial Regular 9pt, Black. Images should be high quality and sized smaller than the Brown & Brown logo.

SAMPLE OUT OF OFFICE EMAIL

To learn how to enable automatic out of office replies, [CLICK HERE](#). **Highlighted text** indicates text where teammates should fill in with their corresponding personal information.

Thank you for your email. I will be out of the office beginning **DAY OF WEEK, MONTH DAY** and returning **DAY OF WEEK, MONTH DAY**.

During this time, I will have **LIMITED ACCESS TO EMAIL // NO ACCESS TO EMAIL**.

If your matter is urgent, please contact me **on my mobile at (000) 000-0000 // FULL NAME OF TEAMMATE** at **EMAIL ADDRESS**. Otherwise, I will return all inquiries upon my return to the office.

Thank you,
TEAMMATE NAME
TEAMMATE TITLE

► **WATCH THE TUTORIAL:** *How to Add a New Email Signature to Outlook**

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Completed Example Signatures

The following are for example purposes only. They depict what a final signature might look like with all completed teammate information, graphics, formatting and auto-populated Legal Notices [INCLUDING auto-populated and auto-added email disclaimers](#) (these will be the legal and compliance approved email disclaimer links that will be added to all “@bbrown.com” emails automatically).

EXAMPLE SIGNATURE #1

Using the Standard Template Guide

Cheetah Brown

CIC, CICR

Senior Account Manager

cheetah.brown@bbrown.com

O (123) 555-0000 | D (123) 555-1111

1234 Insurance Blvd., Ste. 200

Daytona Beach, Florida 11111

[BBrown.com](#) | NYSE: BRO

 Brown & Brown



[Privacy Statement](#) | [Legal Notices](#)

EXAMPLE SIGNATURE #2

Using the ePay Link Template Guide

Cheetah Brown

CIC, CICR

They/Them/Theirs

Customer Service Representative,

Employee Benefits Department

cheetah.brown@bbrown.com

O (123) 555-0000 | D (123) 555-1111

1234 Insurance Blvd., Ste. 200

Daytona Beach, Florida 11111

[BBrown.com](#) | NYSE: BRO

 Brown & Brown



[CLICK HERE](#) to access ePay online

[Privacy Statement](#) | [Legal Notices](#)

EXAMPLE SIGNATURE #3

Great Place to Work® Badge Template Guide

Cheetah Brown

CIC, CICR

Customer Service Representative,

Employee Benefits Department

cheetah.brown@bbrown.com

O (123) 555-0000 | D (123) 555-1111

1234 Insurance Blvd, Ste. 200

Daytona Beach, Florida 11111

[BBrown.com](#) | NYSE: BRO

 Brown & Brown



[Privacy Statement](#) | [Legal Notices](#)

► [WATCH THE TUTORIAL:](#) How to Add a New Email Signature to Outlook*

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Outlook Mobile App & Replies/Forwards Versions of Signatures (*optional*)

- When creating a signature for emails sent through the **Outlook mobile app**, teammates should use the following formatting. [CLICK HERE](#) to learn how to add email signatures to mobile devices. **Note:** Teammates are **NOT** required to create a signature for emails sent through the Outlook mobile app. Additionally, due to limitations within the Outlook mobile app, all images (i.e., logos, social icons, Great Place to Work® Badge, etc.) and some text formatting will not be included in Outlook mobile app signatures.
- When creating an additional email signature for **reply/forward emails ONLY**, teammates should use the following formatting. [CLICK HERE](#) to learn how to create an additional email signature for reply/forward emails. **Note:** Teammates are **NOT** required to create an additional signature for reply/forward emails.

EMAIL SIGNATURE FORMAT GUIDE

Arial Bold 11pt - Navy Blue (RGB 0,40,85)

Arial Bold 9pt - Delete if no credentials or designations

Arial Regular 9pt - Optional; Delete if not desired

Arial Italic 9pt - One Title Required

Arial Italic 9pt - Delete if not applicable

Arial Italic 9pt - Delete if not applicable

Arial Regular 9pt - Delete, UNLESS entity license # is required

Arial Regular 9pt - Hyperlink is Navy Blue (RGB 0, 40, 85)

Arial Regular 9pt - Delete cell number if you are hourly

Arial Bold / Underline 9pt - Hyperlink and Stock Ticker are Green (RGB 115, 166, 65)

Arial Bold Italic 9pt - Accent Red (RGB 186, 32, 49); Insert links to your Certificate of Insurance provider or ePay if applicable; Delete if not applicable



EMAIL SIGNATURE TEMPLATE

Name of Teammate

Credential, Credential

Teammate Pronouns

Title of Teammate

Title of Teammate

Title of Teammate

License #

first.last@bbrown.com

O (xxx) xxx-xxxx | C (xxx) xxx-xxxx | F (xxx) xxx-xxxx

[BBrown.com](#) | NYSE: BRO

[CLICK HERE](#) to access ePay online

IMPORTANT NOTES REGARDING E-MAIL DISCLAIMERS & LEGAL ENTITY NAMES

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- ✗ **DO NOT** add **disclaimers** to your signature. For all Retail teammates using the “@bbrown.com” e-mail domain, disclaimers are included in the Legal Notice that will automatically be added by the IT system. **Note:** Teammates do not need the COVID-19 email disclaimer UNLESS they have a link to the COVID-19 Resource Center in their signature.
- ✗ **DO NOT** add a **Legal Notice, Privacy Notice, Email Confidentiality Notice, or Employee Benefits Notice to your signature**. For all Retail teammates using the “@bbrown.com” e-mail domain, a Legal Notice, Privacy Notice, Email Confidentiality Notice, and Employee Benefits Notice will automatically be added by the IT system.

For non-optional versions of signatures that are required to be used by teammates, see [page 3](#), [page 4](#) or [page 5](#) of this guide.