

City of Fitchburg, Massachusetts Email Signature Standards Policy

1. Introduction:

Email should be treated no differently than a letter on City stationery. An email is a formal communication from the City and any material contained in an email is representative of the City. Email should be used to communicate information rapidly, and should be used when the information is better conveyed by computer than by telephone or hard copy.

2. Purpose:

The purpose of the Email Signature Standards Policy is to create a unified, professional appearance for all municipal email correspondence which is in line with the City of Fitchburg's digital brand and projects the official nature of any communication from a municipal employee.

3. Scope:

The policy applies to all employees and contractors to the City of Fitchburg who are authorized to use any email facilities owned or operated by the City.

4. Failure to Comply:

Failure to comply with the policy amounts to misconduct and may result in disciplinary action.

5. Employer's Property:

Per Section 5 of the [City of Fitchburg Internet and Email Policy](#) all email activity may be monitored whether used for work or non-work related activities.

6. Email Signature Standard

The approved email signature appears as follows:



[Insert Name Here]

[Insert Title Here] at City of Fitchburg, Massachusetts

[Insert Phone Number Here] | [Insert Email Address Here] | www.fitchburgma.gov

[Facebook](#) | [Twitter](#)

The font used should be Open Sans. The majority of text color should be coded to RGB 43,45,66. The title and city color should be RGB 131,77,76. If an employee or contractor does not have access to the P:drive(F: drive for Police) to use the Automated Signature Tool, then a template can be provided by the Information Technology Department by submitting a request to helpdesk@fitchburgma.gov

7. Automated Signature Tool

The Information Technology Department has made available an automated tool for the easy creation the required email signature. The tool is located in the P:drive (F: drive for Police) on

the City network under the folder Email Signature. Do not alter the formatting or spacing after using this Signature creation tool.

8. Additional Notes on Sending Emails

This email signature has been approved for all staff and contractors to use and should not include any additional information. Additional information not approved include, and are not limited to: webpage links, social media links, mailing addresses, email addresses, scripture, department taglines, office hours, special quotes, etc.

Any person wanting to add a disclaimer to the bottom of an email should first receive approval from the office of the Mayor.

All work-related email messages should include no backgrounds or email templates. Your email body text should be the default setting or a similarly legible font. It is imperative for all email communication to be visually professional and clear.

Acknowledgement of Understanding

I have read and agree to comply with the terms of the policy governing the standardization of email signatures. I understand that violation of this policy may result in disciplinary action.

Printed Name:

Position:

Signed:

Date: / /