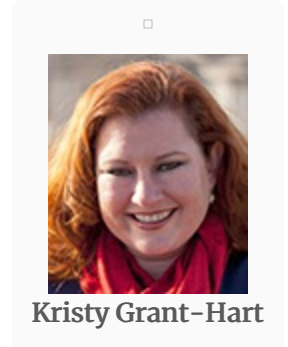


CEP Magazine – August 2022 What's your signature style?

By Kristy Grant-Hart

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In business emails, there are typically only two constants. The first is your name, and the second is your email signature.

Signature blocks are prime real estate. They:

- Are immediately visible,
- Take up a fair amount of space,
- Will be present every time an email is printed,
- Are repetitive such that they can sink into the subconscious mind,
- Are stored in subfolders within email systems, and
- Can be accessed repeatedly.

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