SIGNESTO

Brand charter kit

Signature templates, design recommendations and customizable examples.

Contents of this kit

- This brand guidelines document in PDF format.
- Signature templates in HTML format in the “modeles” folder, generated by the SIGNESTO rendering engine with the fictional company ACME. Open them in a browser to preview them.

Essential elements

- First name and last name, job title, company.
- A single phone number, preferably in international format.
- The website address and, if needed, the postal address.
- Two to four social networks at most, only those the company actively uses.

Layout

- Total width under 600 pixels for proper display on mobile.
- Logo 60 to 90 pixels wide, provided as a PNG with a transparent background.
- Square profile photo, cropped to the face, 80 to 120 pixels.
- A clear hierarchy: name first, in bold, then job title.

Colors and typography

- One primary color (your brand color) and a neutral text color.
- Standard web fonts (Arial, Helvetica, Verdana, Georgia): custom fonts do not display in all email clients.
- Text size of 12 to 14 pixels for the signature body.

Banners

- Recommended size: 600 × 120 pixels maximum, file weight under 100 KB.
- One message per banner, with a clear call to action.
- Change the banner with each campaign to keep your recipients engaged.

What to avoid

- Signatures made of a single image: they are often blocked and unreadable.
- Quotes, animations and attachments added to every email.
- Variants created by hand by each employee.

> Tip: test each new template in Gmail, Outlook and on mobile before deploying it.