



STYLE GUIDE

E-Mail Signature Line Images*

Email Signature Dimensions

Signatures should be a maximum email signature width of 650 pixels and a maximum height of between 90 and 150 pixels.

Images within the signature design should be .PNG files with transparent backgrounds and should be designed to a web resolution of 72 dpi to display correctly on 100% zoom view. With Dark Mode view becoming more prevalent, images with transparent backgrounds (i.e. PNGs) will better preserve the integrity of your design.

Source Rocketseed: <https://www.rocketseed.com/resources/email-design-guidelines/>

The email signature banner size file may not exceed 10 kb (when optimized for web).

All email signatures will be converted to HTML, therefore MSBO will use only 'web safe' system fonts. For MSBO, the standard system fonts used will be **arial** or **calibri** (sans serif), and **garamond** or **georgia** (serif).

All signature line images for the year are kept on a page for staff on msbo.org. All have the standard look as outlined:

- MSBO logo
- Title of event
- Date(s) of event
- Location
- Call to action, i.e. where to register
- Framed
- When registration will be available or through date
- Assorted colors used to differentiate.

Signature line images will be done for the following:

Annual Conference:

- Save the Date
- Early bird registration open
- Regular registration open

Other Events:

- Back to School Workshop
- BM/CPA Workshop
- Facilities/Operations Director Conference
- Financial Strategies
- Financial Statement Preparation Workshop
- Intro to School Business (MSBO certification logo used)
- MDE/MSBO Workshop
- School Finance Committee — Northern Michigan Workshop
- Other pop-up events as needed



Actual size

Other sources: <https://www.exclaimer.com/the-17-email-signature-dos-and-donts>; <https://www.boomerangapp.com/l/etc/email-signatures.html>

PD Series, applications being accepted:

- Business Manager Academy (BMA logo used)
- Leadership Institute (LI logo used)

* Use of signature line images by MSBO staff is voluntary.