

WTI Email Signature Guidelines and Expectations



Every email you send reflects the WTI brand. To maintain a professional, unified image, the expectation is that all employee-owners follow these core standards:

- **New Emails:** Use the full signature with the official WTI logo found on our [Marketing Brand Guide](#).
- **Replies & Forwards:** Use the text-only version (no logo) to keep threads clean.
- **Mobile Devices:** Match your mobile signature to your desktop settings. (if applicable)
- **Essential Info:** All sales and AM roles must include a direct phone number in every signature.

To maintain brand consistency, please use the approved fonts, sizes, and colors for your email signature as specified by the template. Direct any questions to marketing@worldtravelinc.com.

Approved Signature Examples:

Standard Signature on all Outgoing Messages

Follow the guide on [page 2](#) to update your standard signature.

BRETT ELZINGA
WORLD TRAVEL, INC.
Chief Customer Officer & Owner

P: +1 616 340 4875
belzinga@worldtravelinc.com



Standard Email Signature Guidelines:

Please use **12pt Calibri** font. Ensure your **FIRST NAME** and **COMPANY NAME** are bolded and in all caps.

Note: Sales and Account Managers must include a phone number in all replies and forwards.

Reply/Forward on all Outgoing Messages

Follow the guide on [page 4](#) to update your reply/forward signature.

Brett Elzinga
Chief Customer Officer and Owner
C: +1 (616) 340-4875
E: belzinga@worldtravelinc.com

Reply/Forwards Email Signature Guidelines:

Use **12pt Calibri** font in **blue** throughout. Your **First and Last Name** must be **bolded**.

Note: Sales and Account Managers must include a phone number in all replies and forwards.

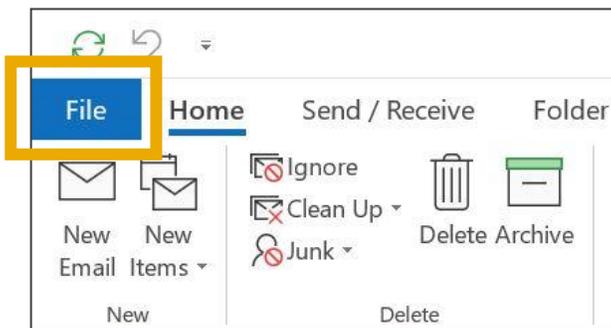
Mobile signatures must comply with the same guidelines for Standard and Reply/Forward messages (WTI logo optional for mobile signatures).

How to Set Up the WTI Email Signature

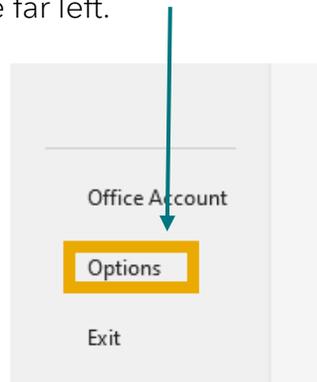


How to Configure Your “WTI Standard Signature” in Outlook for Desktop

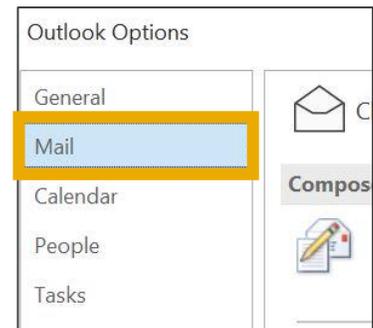
Step 1. Click **FILE** in the top left corner of Outlook.



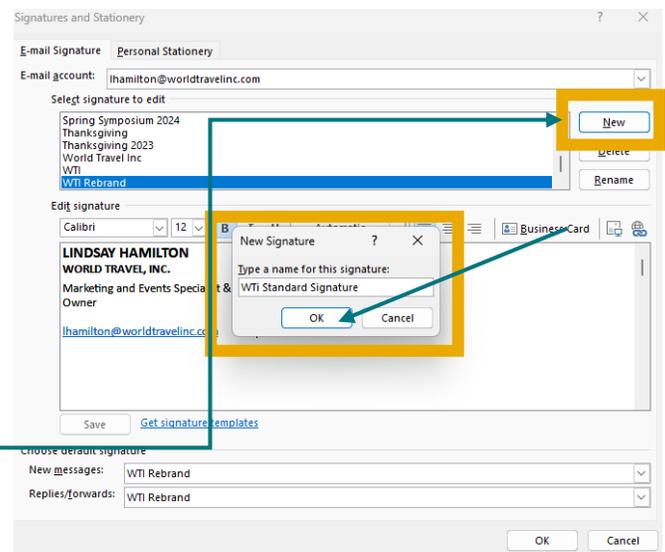
Step 2. Click **OPTIONS** on the far left.



Step 3. A new window will pop open. Click **MAIL**.



Step 4. Click **SIGNATURES**.
(third button down, on the right.)



Step 5. Click **NEW** on the right side of the pop-up window. Label this “WTI Standard Signature” and click **OK**.

Step 6. **DOWNLOAD** the standardized signature from our [Marketing Brand Guide](#) under the Resources section.

Once downloaded, open the file in Word and customize the text to include your email and phone number.

Step 7. **COPY** the entire signature from the Word document.

Note: This can be tricky! Make sure you highlight from the **top-left corner** across and down to the **bottom-right** to include the logo and all text.

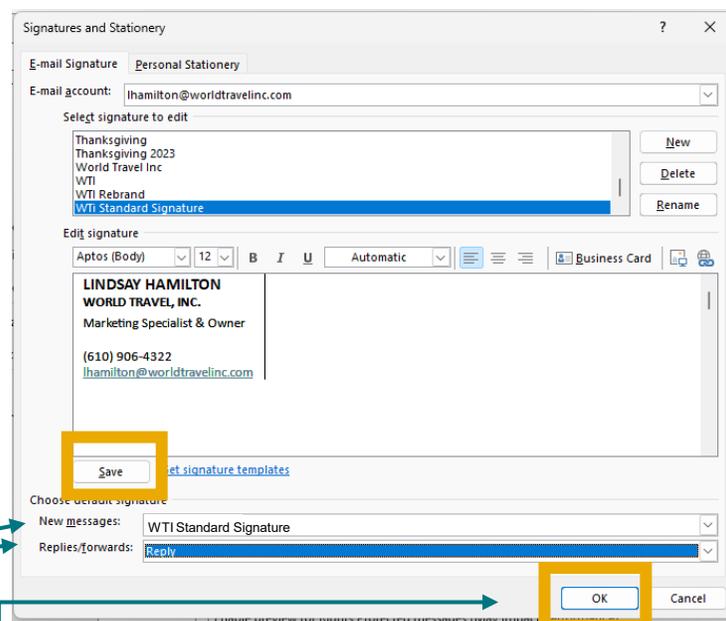
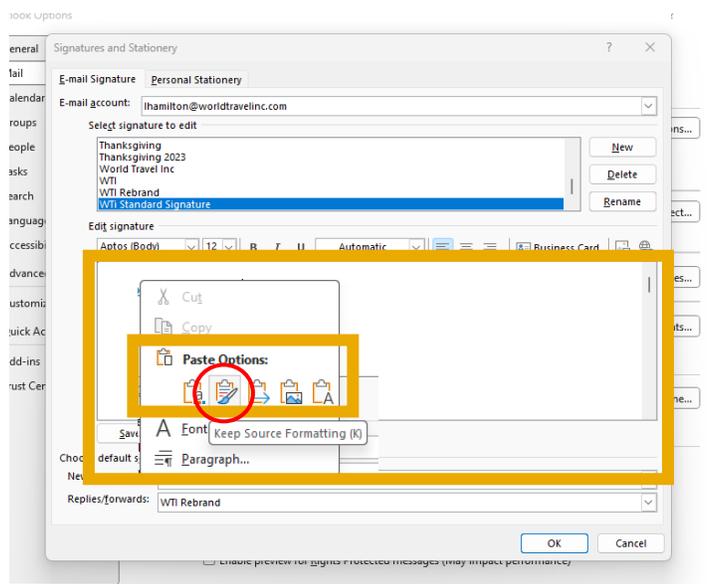
Step 8. Return to the Outlook Signature window you opened earlier. Right-click inside the large text box and select **PASTE (Keep Source Formatting)**—look for the icon with the small paintbrush—to insert your new signature.

Note: Don't worry if the logo doesn't appear in the edit box immediately; it will show up correctly once you save and finish the process.



Step 9. Once pasted, click **SAVE**.

Note: Don't worry if the logo doesn't appear in the edit box immediately; it will show up correctly once you save and finish the process.



Step 10. Look for the "New messages" drop-down menu at the bottom of the window and select your new signature (e.g., WTI Standard Signature).

Then, ensure the "Replies/forwards" menu is set to "Reply" (*if you do not have this option please click save and follow the directions on the next page*)—this prevents the large logo from appearing in long email threads.

Once finalized click "OK" at the bottom of the screen.

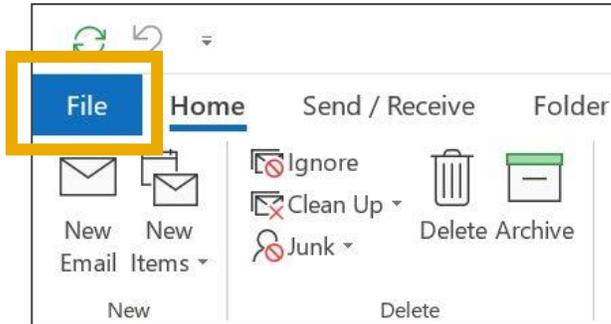
If you have any further questions after completing this guide, please refer to the additional resources below:

- [Video Instructions](#) – Watch a step-by-step walkthrough.
- [Microsoft Help Center](#) – View official support articles for more details.

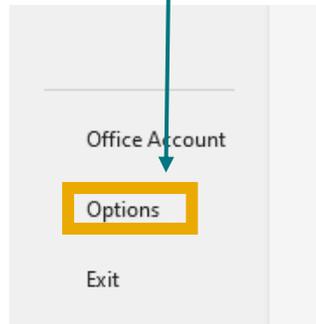


How to Configure Your "Forwards/Replies" Email Signature in Outlook for Desktop

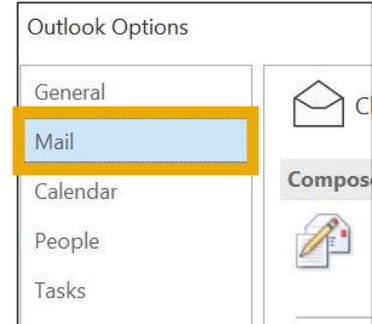
Step 1. Click **FILE** in the top left corner of Outlook.



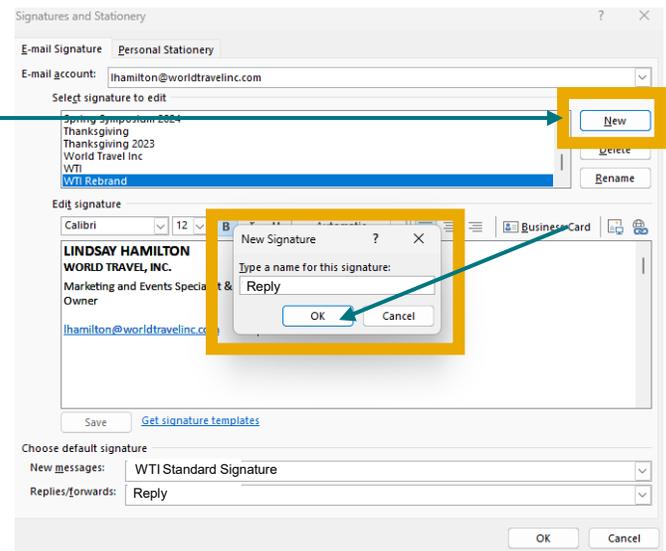
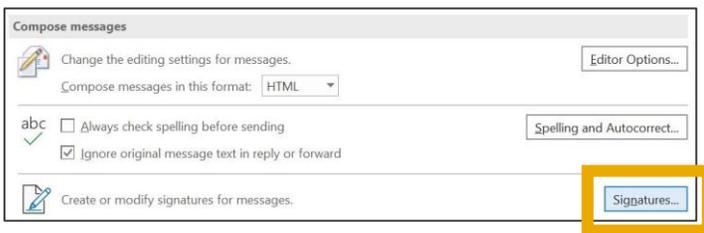
Step 2. Click **OPTIONS** on the far left.



Step 3. A new window will pop open. Click **MAIL**.

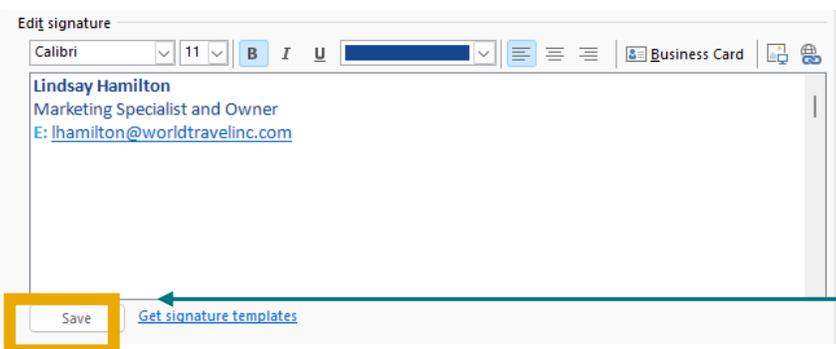


Step 4. Click **SIGNATURES**. (third button down, on the right.)



Step 5. Click **NEW** on the right side of the pop-up window. Label this "Reply" and click **OK**.

Step 6. In the "Edit signature" box below, type your reply signature.



Step 7. Click **SAVE**.

Step 8: In the "Choose default signature" section be sure the following is showing:

- **New messages:** Select "WTi Standard Signature."
- **Replies/forwards:** Click the dropdown and select the "Reply" signature you just created.



Once finalized click "OK" at the bottom of the screen.



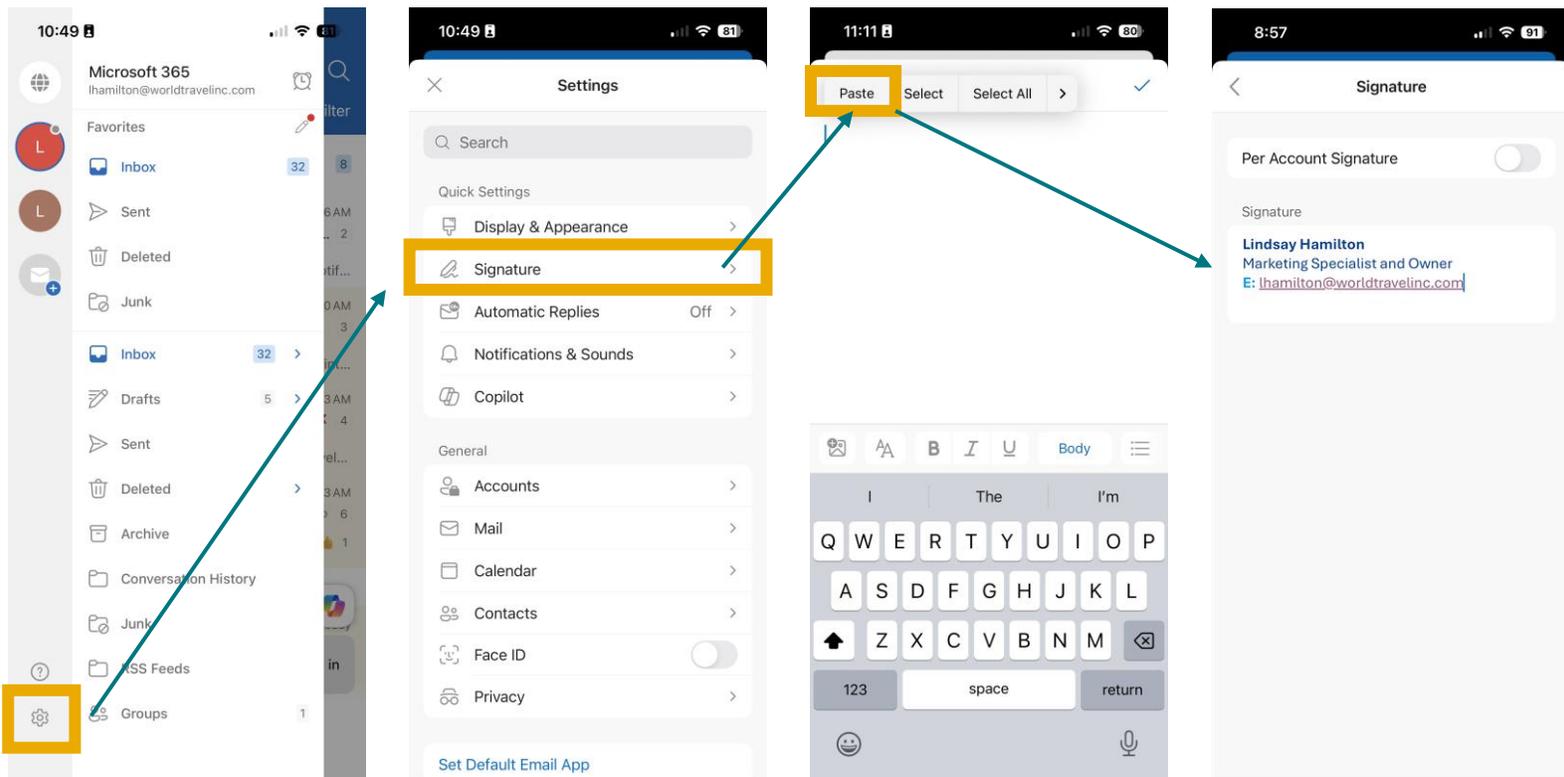
How to Configure Your Signature in Outlook for Mobile

Step 1: Get the Signature onto your Phone

1. The easiest way to move the signature is to send a "Reply" email it to yourself.
2. On your computer, open a new email and copy and paste the below reply signature template.
3. Once it's updated with your information, send that email to your own email address.
4. Open the Outlook App on your phone and open that email.
5. Press and hold on the signature text, then select Copy.

Step 2: Update Your Mobile Settings

1. In the Outlook app, tap your Profile Icon (top left corner).
2. Tap the Gear Icon (Settings) at the bottom left.
3. Scroll down to the Mail section and tap Signature.
4. If you have multiple accounts, make sure the correct one is selected.
5. Delete the default "Get Outlook for iOS/Android" text.
6. Press and hold in the empty box and select Paste.



Step 3: Save and Test

- **On iPhone:** Tap the Back (<) arrow to save.
- **On Android:** Tap the Checkmark (✓) in the top right corner.
- **Test it:** Start a new email on your phone to make sure the logo and phone number appear correctly.

If you have any further questions after completing this guide, please refer to the additional resources below:

- [Video Instructions](#) – Watch a step-by-step walkthrough.
- View this [support article](#) for more details.