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**Email Signature Standard**

**September, 2023**

With recent updates to the Hospice Honors Elite logo and additional defining of our Family of Care, we have updated our email signatures.

Please adhere to the following graphics standards for all organizational email signatures broken down by legacy locations, other divisions, and LifeTouch Hospice:

**EXAMPLE**

**Legacy Arkansas Hospice Locations**

**David Edwards**

**Director of Communications | Arkansas Hospice**

14 Parkstone Circle | North Little Rock, AR 72116

Office: 501-748-3303 | Fax: 501-748-3334 | [www.arkansashospice.org](http://www.arkansashospice.org/)



**Legacy locations other divisions**

**Kimberlee Shaffer Kirkman, Ed.D.**

**Vice President and Chief Philanthropy Officer | Arkansas Hospice Foundation***Part of the Arkansas Hospice Family of Care*

14 Parkstone Circle | North Little Rock, AR 72116
Office: 501-748-3302 | Fax: 501-748-3334 [www.arkansashospicefoundation.org](http://www.arkansashospicefoundation.org)



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**Email Signatures**

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**Arkansas Palliative Care**

**Nikki Taylor**

**Director of Palliative and Primary Care | Arkansas Palliative Care**

*Part of the Arkansas Hospice Family of Care*

14 Parkstone Circle | North Little Rock, AR 72116

Office: 501-748-3400 | Fax: 877-327-8124 | www.arkansaspalliativecare.org 

**LifeTouch Hospice**

**Taylor Turner**

**Community Liasion & Volunteer Coordinator | LifeTouch Hospice**

*Part of the Arkansas Hospice Family of Care*

1701 Eastridge Dr | El Dorado, AR 71753

Office: 870-862-0337| Fax: 501-748-3334 | www.arkansashospice.org 

**First Choice Senior Care**

**David Edwards**

**Director of Communications | First Choice Senior Care**

***Part of the Arkansas Hospice Family of Care***

13616 Kanis Rd. | Little Rock, AR 72211

Office: 501-916-9307 | www.firstchoiceseniorcare.com



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The easiest way to update is to simply copy and past the text from the provided example, then update your specific contact information. Once this is completed, insert the graphic image. For more technical instructions on fonts and colors, please refer to the following:

**NAME - Arial Bold 10 point, color mix R-0 G-137 B-150 or Hex #008996**

**TITLE - Arial Bold 10 point, black, color mix “pipe” vertical line found in Windows character map, use R-0 G-137 B-150 or Hex #008996 color mix**

**CORPORATE DIVISION – On same line as title after vertical line, same font and color as title**

**ADDRESS - Arial regular, 8 point type, black, insert “pipe” vertical line in R-0 G-137 B-150 or Hex #008996 between street address and city**

**PHONE AND WEB - Arial regular, 8 point type, black, insert “pipe” vertical line in R-0 G-137 B-150 or Hex #008996 between phone and appropriate web address (**[**www.arkansashospice.org**](http://www.arkansashospice.org)**,** [**www.arkansaspalliativecare.org**](http://www.arkansaspalliativecare.org) **or** [**www.arkansashospicefoundation.org**](http://www.arkansashospicefoundation.org) **If the user requires a fax number, please insert between phone and web URL and identify each per the following example**

**EXAMPLES OF WHAT NOT TO DO**

**Using different fonts**

**David Edwards**

**Director of Communications | Arkansas Hospice**

14 Parkstone Circle | North Little Rock, AR 72116

Office: 501-748-3303 | Fax: 501-748-3334 | [www.arkansashospice.org](http://www.arkansashospice.org/)



**Changing colors**

**David Edwards**

**Director of Communications | Arkansas Hospice**

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**THANK YOU for being a valued Arkansas Hospice Brand Ambassador. When we all adhere to a standard and remain consistent with the presentation of our identity in written communications, it helps strengthen our brand awareness in the marketplace.**

**Thank you for your help! For further direction, here’s more detailed information from Microsoft on how to set up your email signature in Outlook:**

[**https://support.microsoft.com/en-us/office/create-and-add-a-signature-to-messages-8ee5d4f4-68fd-464a-a1c1-0e1c80bb27f2**](https://support.microsoft.com/en-us/office/create-and-add-a-signature-to-messages-8ee5d4f4-68fd-464a-a1c1-0e1c80bb27f2)

**Thanks for being an Arkansas Hospice Brand Ambassador!**

**David Edwards, Director of Communications**

**dedwards@arkansashospice.org**

**Scott Christian, Communications Specialist**

**schristian@arkansashospice.org**