

# Email and Email Signature Policy

Version 01 | April, 2026

# Continental Tool Group email and email signature policy

One of the first interactions someone has with our brand is via email. It's important for us to maintain brand consistency with our emails and signature lines. Consider your email signature your digital business card.

We have established a standard format (CTG Email Signature Template.doc) for all Continental Tool Group email signatures. When formatting your email and email signature, use the following guidelines:

- The signature must use the specified format, including the indicated fonts, font styles, and colors.
- No other colors are permitted. Only colors approved by the new Continental Tool Group brand guidelines are allowed.
- The signature must include the required contact information for phone, email, etc.
- The signature must use the Continental Tool Group logo (or the applicable option) in the specified size.
- Personal quotations, philosophical statements, icons, avatars, emoticons, animations, or colors; anything not related to Continental Tool Group is not permitted.
- Watermarked, colored, or photographic backgrounds, such as textures or holiday graphics, are not permitted in emails.

## Sample signature:

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Your Choice of Signature Closure,  
**First and Last Name**  
**Job Title**

(o) XXX-XXX-XXXX

(d) XXX-XXX-XXXX

[your CTG email address@continentaltoolgroup.com](mailto:your CTG email address@continentaltoolgroup.com)

[continentaltoolgroup.com](http://continentaltoolgroup.com)

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NOTICE: This E-mail (including attachments) is covered by the Electronic Communications Privacy Act, (18 U.S.C. §§ 2510-2521), and is legally confidential. If you are not the intended recipient, you are hereby notified that any retention, dissemination, distribution, or copying of this communication is strictly prohibited. Please reply to the sender that you have received the message in error and then delete it. Thank you.

## Email signatures template:

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To follow the branding guidelines we have created email signatures, for branding consistency across all platforms. Download the template thats available here. [https://fpmcmedia.com/CTG\\_Email\\_Signature\\_Template.docx](https://fpmcmedia.com/CTG_Email_Signature_Template.docx)

**PLEASE DO NOT EDIT TEMPLATE IN YOUR BROWSER. DOWNLOAD, THEN EDIT ON YOUR DESKTOP.**

# Steps to build your Email signatures:

Its a easy ten (10) steps (less then five (5) minutes) to complete:

1. Download and Save CTG Email Signature Template.docx to your desktop.
3. Edit your Signature Closure, Name, Title, Office, and Direct Phone Numbers, and Email Address.

Your Choice of Signature Closure,  
**First and Last Name**  
**Job Title**

(o) XXX-XXX-XXXX  
 (d) XXX-XXX-XXXX  
 your CTG email address@continentaltoolgroup.com  
 continentaltoolgroup.com



NOTICE: This E-mail (including attachments) is covered by the Electronic Communications Privacy Act, (18 U.S.C. §§ 2510-2521), and is legally confidential. If you are not the intended recipient, you are hereby notified that any retention, dissemination, distribution, or copying of this communication is strictly prohibited. Please reply to the sender that you have received the message in error and then delete it. Thank you.

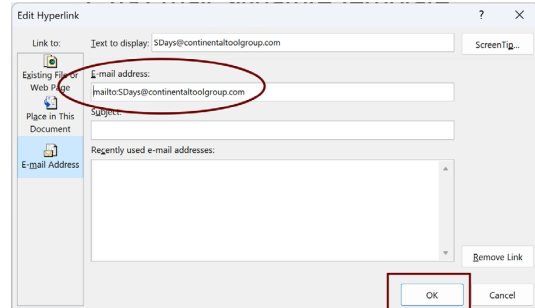
2. Open CTG Email Signature Template.docx from your desktop.

4. Update your Mailto Link.

1. Right click on the email to credit the hyperlink. 2. Select Edit Hyperlink. 3. Change E-mail Address only.

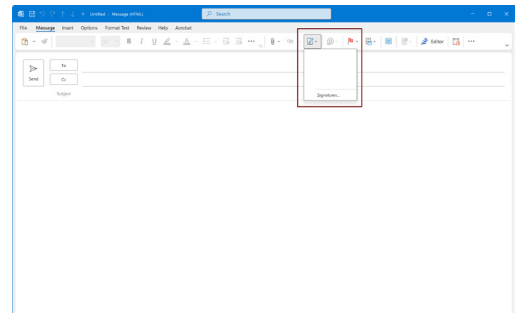
(leave 'mailto:' before your email address)

Click Ok / Save.



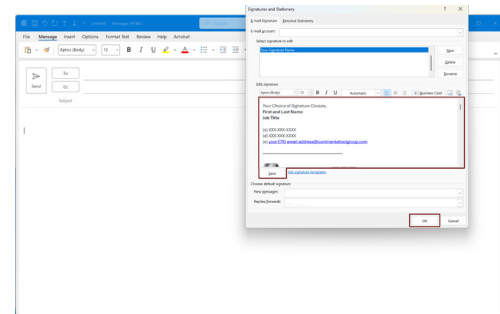
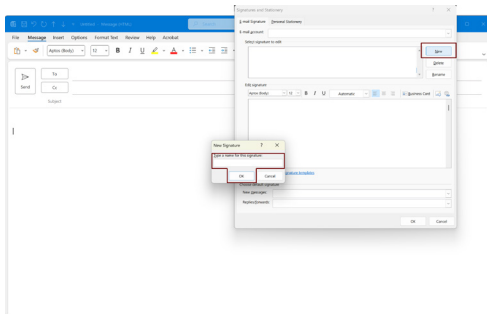
5. Select All of your email signatures. Then Copy your email signature.

6. Open Outlook, Select New Email. Select Signatures.



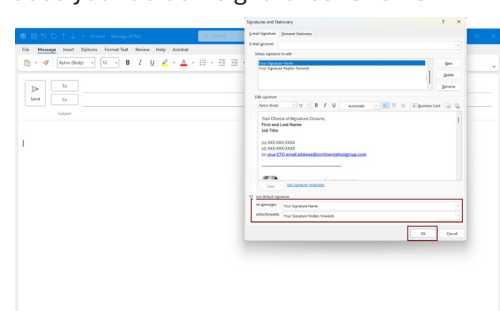
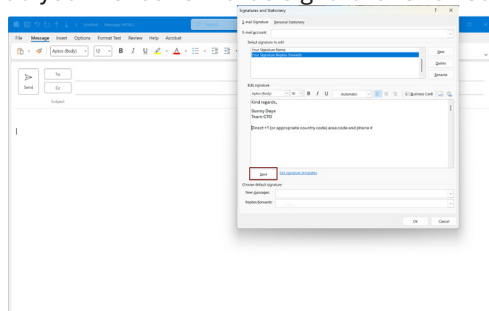
7. Select New. Name your signature. Check Ok.

8. Paste new signature. Click Save.



9. Add your Relies/forwards signature. Click Save.

10. Choose your default signatures. Click Ok.



## Prohibited logos

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Pre April 2026 Continental Tool Group logo are not allowed.



## Primary brand colors

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Visually, Continental Tool Group's primary colors should be used to maintain consistency across all print and digital materials.



Pure Black  
CMYK: 60/40/40/100  
RGB: 0/0/0  
Hex: #00000



Blue Grey  
CMYK: 71/56/54/34  
RGB: 70/80/83  
Hex: #465053



Light Grey  
CMYK: 21/15/13/0  
RGB: 204/204/208  
Hex: #C8CCD0



Medium Grey  
CMYK: 54/40/37/4  
RGB: 125/135/142  
Hex: #7D878E

## Abbreviated signature on email replies/forwards

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It's not necessary to include your entire signature on replies/forwards in email communications if it appears previously in the email chain. You can use Outlook's Replies/Forwards setting to automatically include an abbreviated signature. The abbreviated signature format is as follows:

Kind regards,

**First Name Last Name**

**Job Title**

Direct +1 (or appropriate country code) area code and phone #

