

# Expert Content Strategy Guide

*Email Signatures*



# Expert Content Email Signatures

The Expert Content library includes email signatures in a variety of design options. These designs are based on common industry and email signature practices. They are optimized for the top email clients and operating system combinations but may render differently based on the combination. They are designed to meet the needs of most customer's compliance requirements and design preferences. They may not meet the needs of the strictest or more unique requirements. If no option meets your organization's requirements or standards, custom signatures can be created through service packages. For more information on what adjustments would require custom work, [visit this resource](#).

Email signatures include:

- Personalized user and comarketing partner information.
- Dynamic branding elements including company/brand name, logos and colors where applicable.
- Dynamic disclaimers leveraging the organization's standard email compliance verbiage. Additional or override disclaimer options are available to apply on individual emails.
- Collapsing field functionality (e.g. if a user doesn't have a social link filled in, the corresponding social icon will collapse).
- Responsive signatures that adjust based on screen resolution such as mobile devices.

# Mortgage



# Single Branded

## EC - Email Footer Concept A - SB



## Single Branded email signature notes:

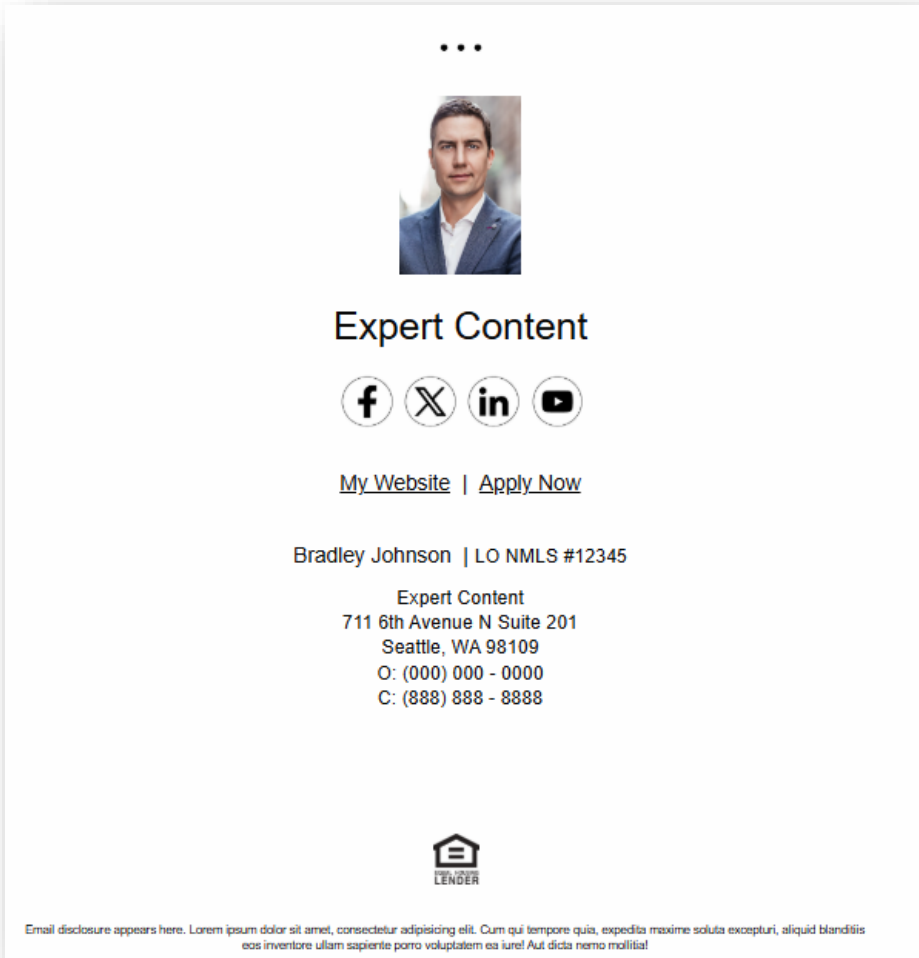
- Single branded email signatures A-C have corresponding co-branded email signatures. The fields available in these designs are the same for both the user and comarketing partners.
  - If your organization prefers to have the same or similar single and co-branded signatures, these will best align with that approach.
- Due to user profiles having a more robust set of information, D-F were designed only in single branded variations. D-F utilize additional fields not available in the comarketer profiles.

# Single Branded

EC - Email Footer Concept B - SB




EC - Email Footer Concept Bv2 - SB



# Single Branded

EC - Email Footer Concept C - SB










**Bradley Johnson**


LO NMLS #12345

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Expert Content  
711 6th Avenue N Suite 201  
Seattle, WA 98109









Equal Housing  
LENDER

Email disclosure appears here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cum qui tempore quia, expedita maxime soluta excepturi, aliquid blanditis eos inventore ullam sapiente porro voluptatem ea iure! Aut dicta nemo mollitia!

EC - Email Footer Concept D - SB











**Bradley Johnson**  
NMLS: 12345  
Loan Officer  
Office: (000) 000 - 0000 | Cell: (888) 888 - 8888  
b.johnson@expertcontent.com  
**Expert Content**  
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Seattle, WA 98109



**APPLY NOW**

**MY WEBSITE**



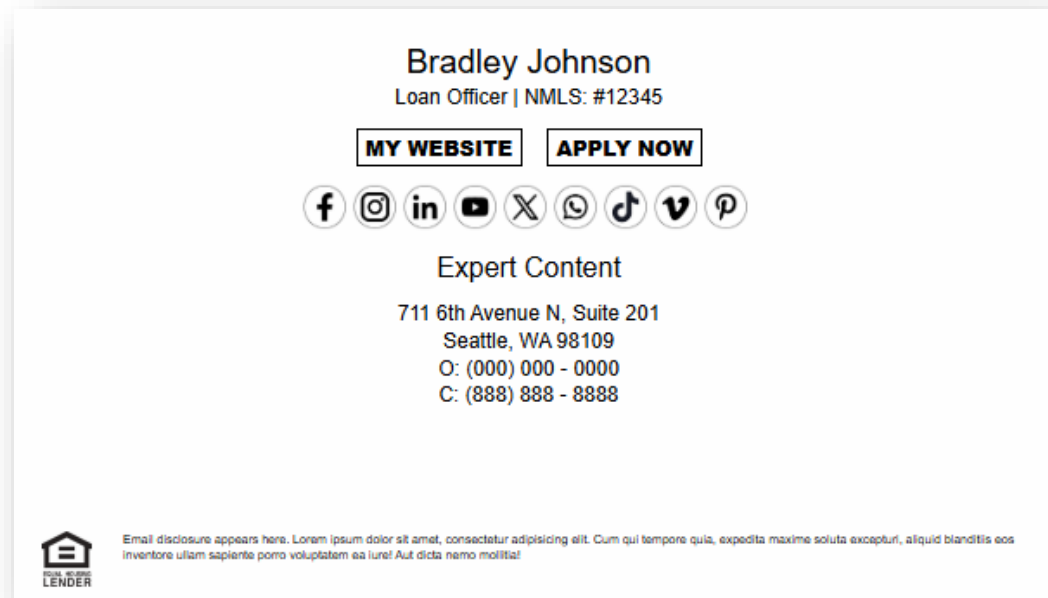


Equal Housing  
LENDER

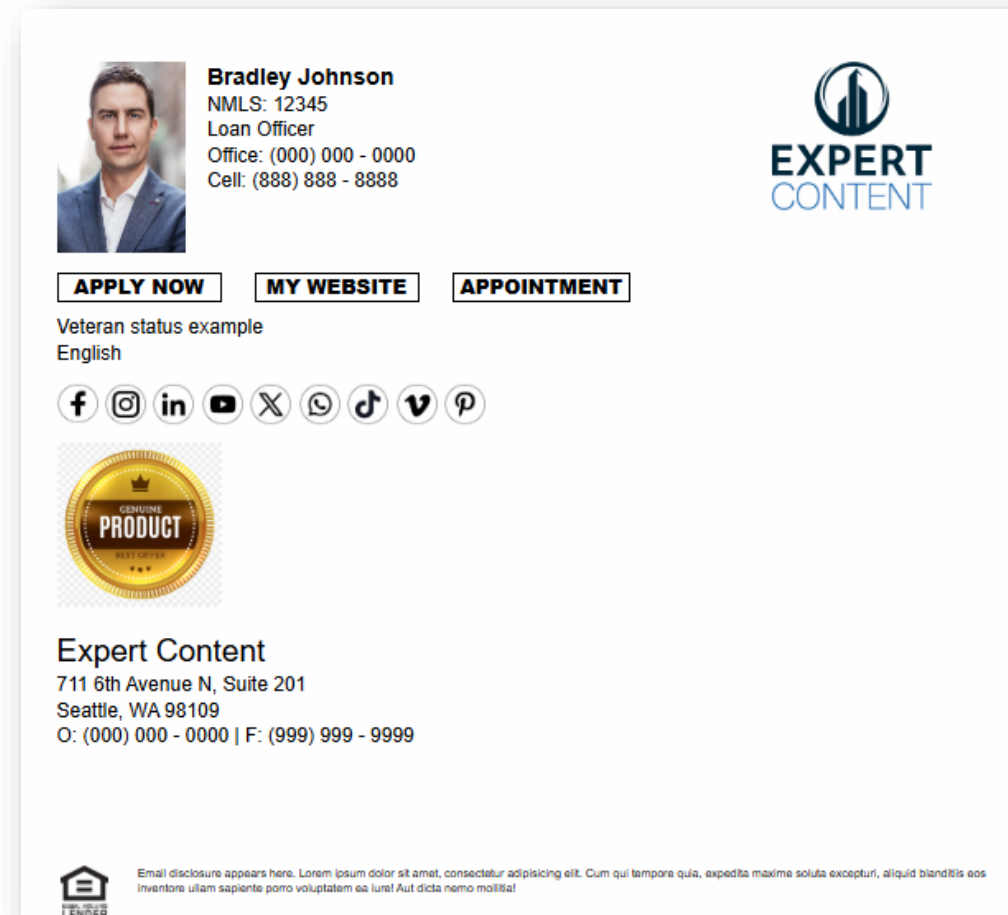
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# Single Branded

EC - Email Footer Concept E - SB




EC - Email Footer Concept F - SB




# Co-branded





## EC - Email Footer Concept A - CB




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**Jonathan Realtor**  
Agent License: 12345  
Office: (444) 444-4444 | Cell: (555) 555-5555  
jonathan.realtor@example.com



**Total Expert**  
123 Main Street  
Any Town, MN 55555



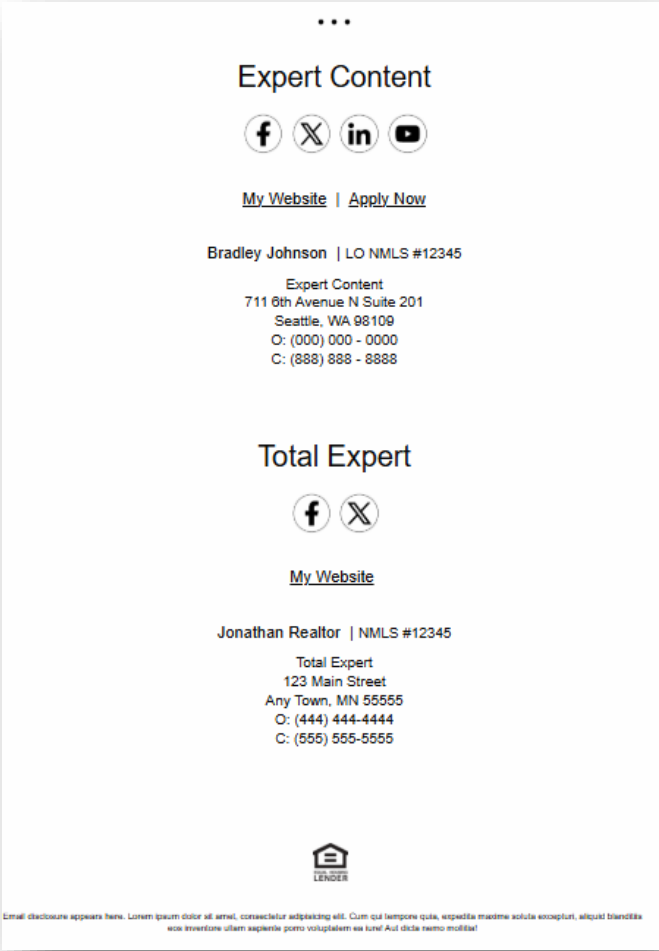
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## Co-branded email signature notes:

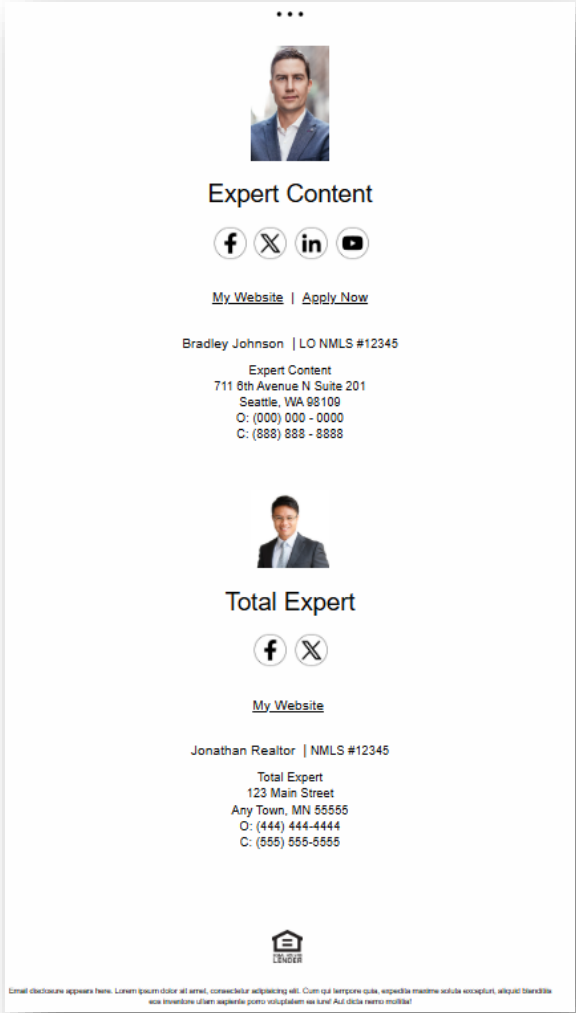
- Signatures A-C have corresponding single branded email signatures.
- Unlike print contact blocks, email signatures are not editable prior to sending. Information that is not filled out in either the user or comarketer's profile will collapse and shift to eliminate blank spaces.

# Co-branded

EC - Email Footer Concept B - SB




EC - Email Footer Concept Bv2 - SB



# Co-branded




## EC - Email Footer Concept C - SB








**Bradley Johnson**  
LO NMLS #12345

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Expert Content  
711 8th Avenue N Suite 201  
Seattle, WA 98109




   






**Jonathan Realtor**  
NMLS #12345

---

Total Expert  
123 Main Street  
Any Town, MN 55555

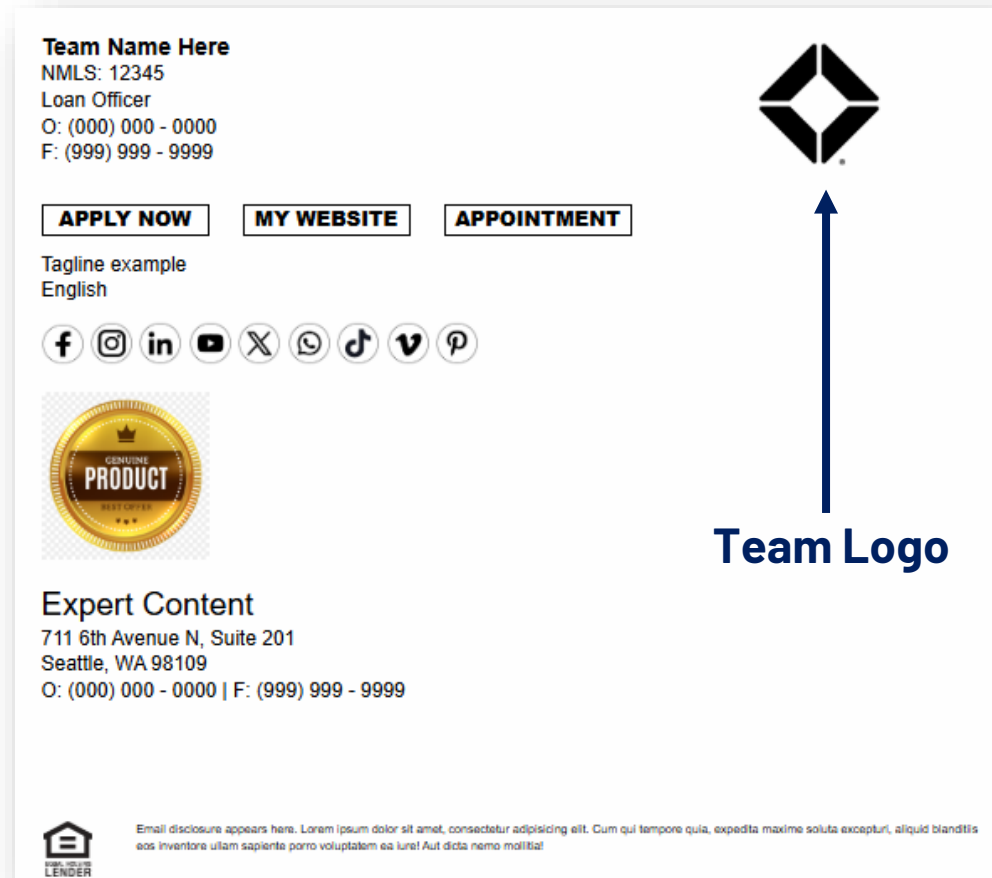
 



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# Team Branded

## EC - Email Footer Concept Team Branded - SB



### Team Branded email signature notes:

- Team branded email signatures do not pull from multiple users' profiles or a centralized location. Team fields do not associate multiple users to the same team entity.
- Fields in this signature reference team elements such as Team Name, Team Tagline, and Team Logo, from an individual user's profile. These fields must be populated on each team member's profile separately.
- Fields such as NMLS, Phone Numbers, and Social Media Platform Links will be user-specific.
- Replies to the email will go to the user from which the initial email was sent.

# Banking and Credit Union

Corporate branded signatures



# Corporate

## EC - Corporate Email Signature, SB - 0050



### Corporate email signature notes:

- Contact information is pulled from the user profile from which the email is sent/sent on behalf of.
- Company name and logo are pulled from branding and/or cost center logic. Logo is designed for stacked logos if present but defaults to standard logo if not.
- Brand primary color is applied to the divider bar if hex value is configured in branding setup; black, if not.
- Any missing contact details or social links will collapse and shift to reduce white space.
- Disclaimers default to the "Standard\_Email\_Disclaimer" from the disclaimer library. Additional or override disclaimers can be applied as needed.
- FDIC logo is static but can be updated through Content Marketing Services as a custom signature.

# Corporate

## EC - Corporate Email Signature, SB - 0051

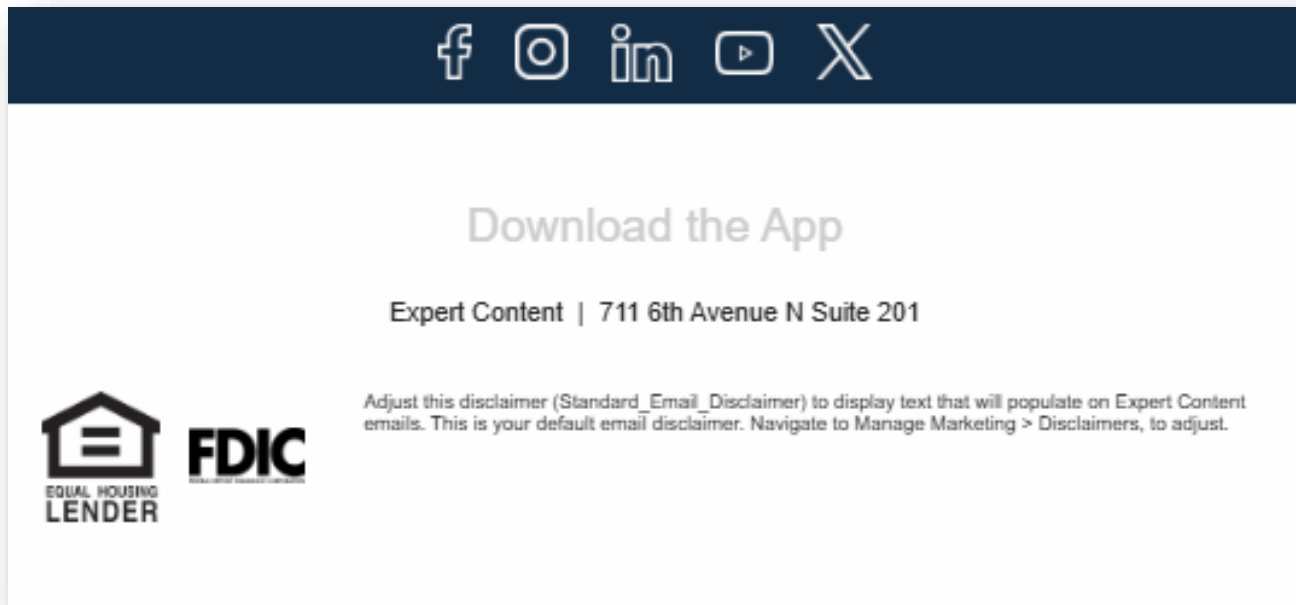


### Corporate email signature notes:

- Contact information is pulled from the user profile from which the email is sent/sent on behalf of.
- Company name and logo are pulled from branding and/or cost center logic. Logo is designed for horizontal logos if present but defaults to standard logo if not.
- Any missing contact details or social links will collapse and shift to reduce white space.
- Disclaimers default to the "Standard\_Email\_Disclaimer" from the disclaimer library. Additional or override disclaimers can be applied as needed.
- FDIC logo is static but can be updated through Content Marketing Services as a custom signature.

# Corporate

EC – Corporate Email Signature, SB – 0052

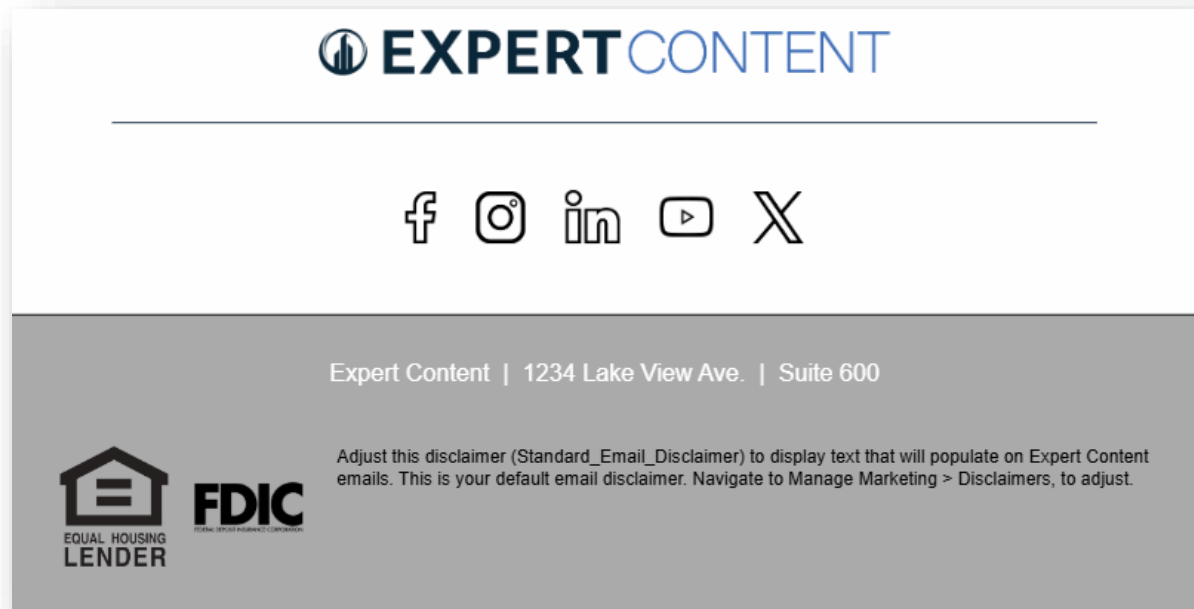


## Corporate email signature notes:

- Contact information is pulled from the user profile from which the email is sent/sent on behalf of.
- Company name is pulled from branding and/or cost center logic.
- Brand primary color is applied to the top bar if hex value is configured in branding setup; black, if not.
- Any missing contact details or social links will collapse and shift to reduce white space.
- Disclaimers default to the "Standard\_Email\_Disclaimer" from the disclaimer library. Additional or override disclaimers can be applied as needed.
- FDIC logo is static but can be updated through Content Marketing Services as a custom signature.

# Corporate

## EC - Corporate Email Signature, SB - 0053



### Corporate email signature notes:


- Contact information is pulled from the user profile from which the email is sent/sent on behalf of.
- Company name and logo are pulled from branding and/or cost center logic. Logo is designed for horizontal logos if present but defaults to standard logo if not.
- Brand primary color is applied to the top divider if hex value is configured in branding setup; black, if not.
- Any missing contact details or social links will collapse and shift to reduce white space.
- Disclaimers default to the "Standard\_Email\_Disclaimer" from the disclaimer library. Additional or override disclaimers can be applied as needed.
- FDIC logo is static but can be updated through Content Marketing Services as a custom signature.

# Insurance







# Agent Branded


## EC - Insurance Email Signature - Agent Branded



**Monica Insurance**  
NPN# 123456 | Insurance Agent  
Expert Insurance  
000-000-0000  
monica.insurance@totalexpert.com  
1600 Utica Ave S St. Louis Park, MN 55426  
WWW.TOTALEXPERT.COM  
SCHEDULE AN APPOINTMENT



[FILE CLAIM](#)[QUICK QUOTE](#)[PAY YOUR BILL](#)



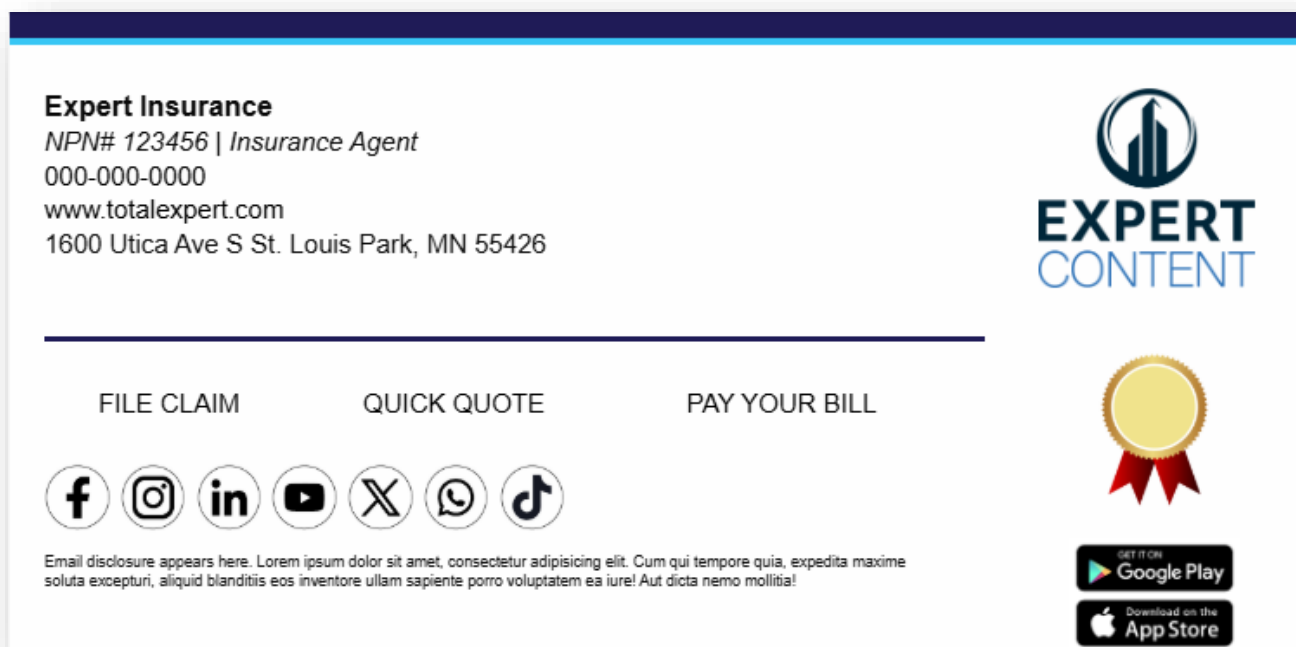
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## Agent Branded email signature notes:

- Primary and secondary colors are applied to the top divider bar.
- Websites, social icons, and app store icons are clickable.
- All contact information is pulled from the individual agent's user profile. Company name and logo are pulled from branding/cost center logic.

# Company Branded

## EC - Insurance Email Signature - Company Branded

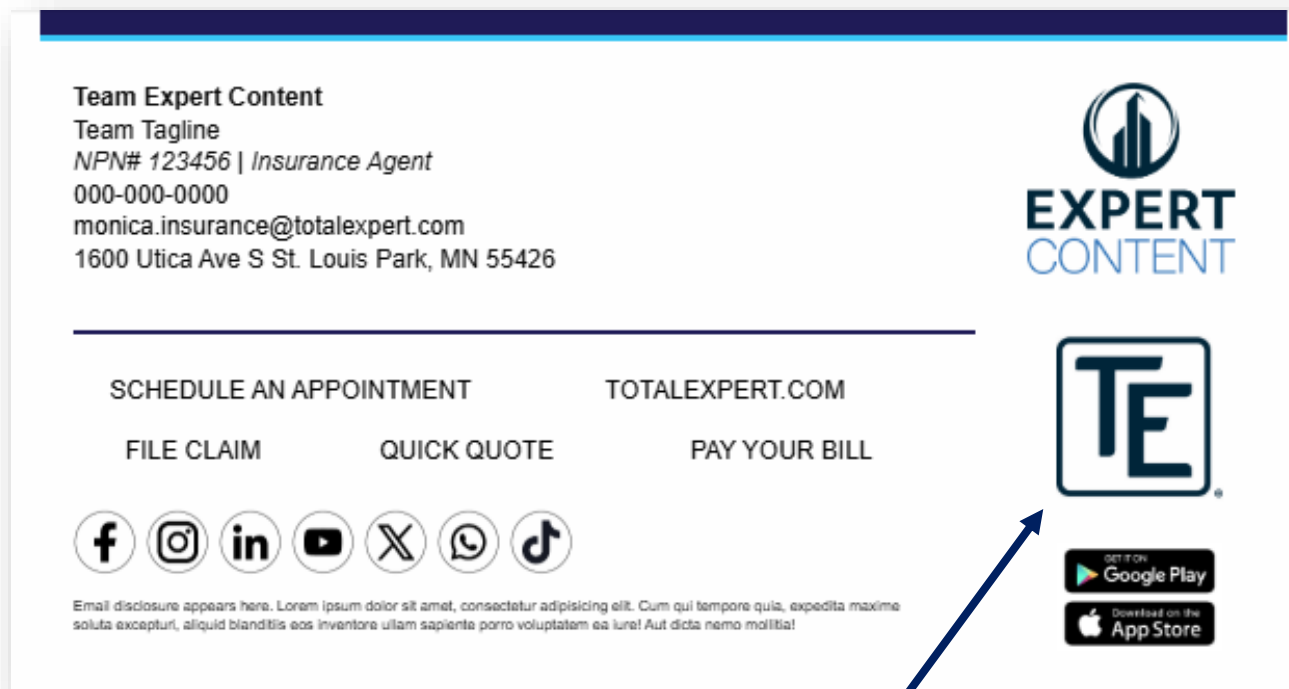


## Company Branded email signature notes:

- Contact information is pulled from the agent's user profile from which the email is sent/sent on behalf of. Company name and logo are pulled from branding/cost center logic.
- Brand primary and secondary colors are applied to the top divider bar.
  - Brand primary is applied to the middle divider.

# Team Branded

## EC - Insurance Email Signature -Team Branded



**Team Logo**

## Team Branded email signature notes:

- Team branded email signatures do not pull from multiple users' profiles or a centralized location. Team fields do not associate multiple users to the same team entity.
- Fields in this signature reference team elements such as Team Name, Team Tagline, and Team Logo, from an individual user's profile. These fields must be populated on each team member's profile separately.
- Fields such as NPN/license #, Phone Numbers, and Social Media Platform Links will be user-specific.
- Replies to the email will go to the user from which the initial email was sent.

# Appendix

Tips for testing, field comparison for  
each signature,



# Available Fields by Design - Mortgage

User Profile Fields	Single Branded							Co-Branded				Team
	Concept A	Concept B	Concept Bv2	Concept C	Concept D	Concept E	Concept F	Concept A	Concept B	Concept Bv2	Concept C	Team Branded
First and Last Name	X	X	X	X	X	X	X	X	X	X	X	
License #	X	X	X	X	X	X	X	X	X	X	X	X
Title	X				X	X	X	X				X
Profile Image	X		X	X	X		X	X		X	X	
Company Logo (brand_user_logo)	X				X		X	X				
Office Phone	X	X	X		X	X	X	X	X	X		X
Cell Phone	X	X	X	X	X	X	X	X	X	X	X	X
Email Address	X			X	X			X			X	
Company Name (brand_company_name)	X	X	X	X	X	X	X	X	X	X	X	X
Address	X	X	X	X	X	X	X	X	X	X	X	X
User Website		X	X	X	X	X	X		X	X	X	X
Application Link		X	X		X	X	X		X	X		X
Appointment Scheduling							X					X
Facebook	X	X	X	X	X	X	X	X	X	X	X	X
X/Twitter	X	X	X	X	X	X	X	X	X	X	X	X
LinkedIn	X	X	X	X	X	X	X	X	X	X	X	X
Youtube	X	X	X	X	X	X	X	X	X	X	X	X
Instagram					X	X	X					X
WhatsApp					X	X	X					X
TikTok					X	X	X					X
Veteran Status							X					X
Languages							X					X
Award Image #1							X					X
Team Logo												X
Team Name												X
Team Tagline												X

# Available Fields by Design – Bank and Credit Unions

User Profile Fields	Corporate - 0050	Corporate - 0051	Corporate - 0052	Corporate - 0053
First and Last Name				
License #				
Title				
Profile Image				
Company Logo (brand_user_logo)	Stacked	Horizontal		Horizontal
Office Phone	X			
Email Address	X		X	
Company Name (brand_company_name)	X	X	X	X
Address	X	X	X	X
Website				
Mobile App Download				X
Facebook	X	X	X	X
X/Twitter	X	X	X	X
LinkedIn	X	X	X	X
Youtube	X	X	X	X
Instagram	X	X	X	X
WhatsApp	X	X	X	X
TikTok	X	X	X	X

# Available Fields by Design - Insurance

User Profile Fields	Agent Branded	Company Branded	Team Branded
First and Last Name	X		
License #	X	X	X
Title	X	X	X
Profile Image	X		
Company Logo (brand_user_logo)	X	X	X
Office Phone	X	X	X
Email Address	X		X
Company Name (brand_company_name)	X	X	
Address	X	X	X
User Website	X	X	X
File Claim Link	X	X	X
Application Link (Quick Quote)	X	X	X
Bill Pay Link	X	X	X
Appointment Scheduling	X		X
Mobile App Download	X	X	X
Facebook	X	X	X
X/Twitter	X	X	X
LinkedIn	X	X	X
Youtube	X	X	X
Instagram	X	X	X
WhatsApp	X	X	X
TikTok	X	X	X
Award Image #1	X	X	
Team Logo			X
Team Name			X
Team Tagline			X