



# EMAIL SIGNATURE TUTORIAL

The ASB email signature can easily and quickly be created utilizing the free online tool offered by HubSpot.

HubSpot TOOLS

## Email Signature Template Generator

Create your free email signature with our easy-to-use signature generator

Create my signature

**Click this link to get started!**

<https://www.hubspot.com/email-signature-generator>

The online generator should help you step-by-step, but we've created a walk through tutorial for you to follow as well. Please reference this tutorial for screen examples, ASB social media links, link to the ASB logo image, color codes, and suggestions as needed.

Directions on how to add your signature to Outlook is included on the last few pages of this tutorial.

If you have further questions, please reach out to ASB Marketing | [marketing@americanbus.com](mailto:marketing@americanbus.com)

# STEP 1: ENTER YOUR SIGNATURE DETAILS

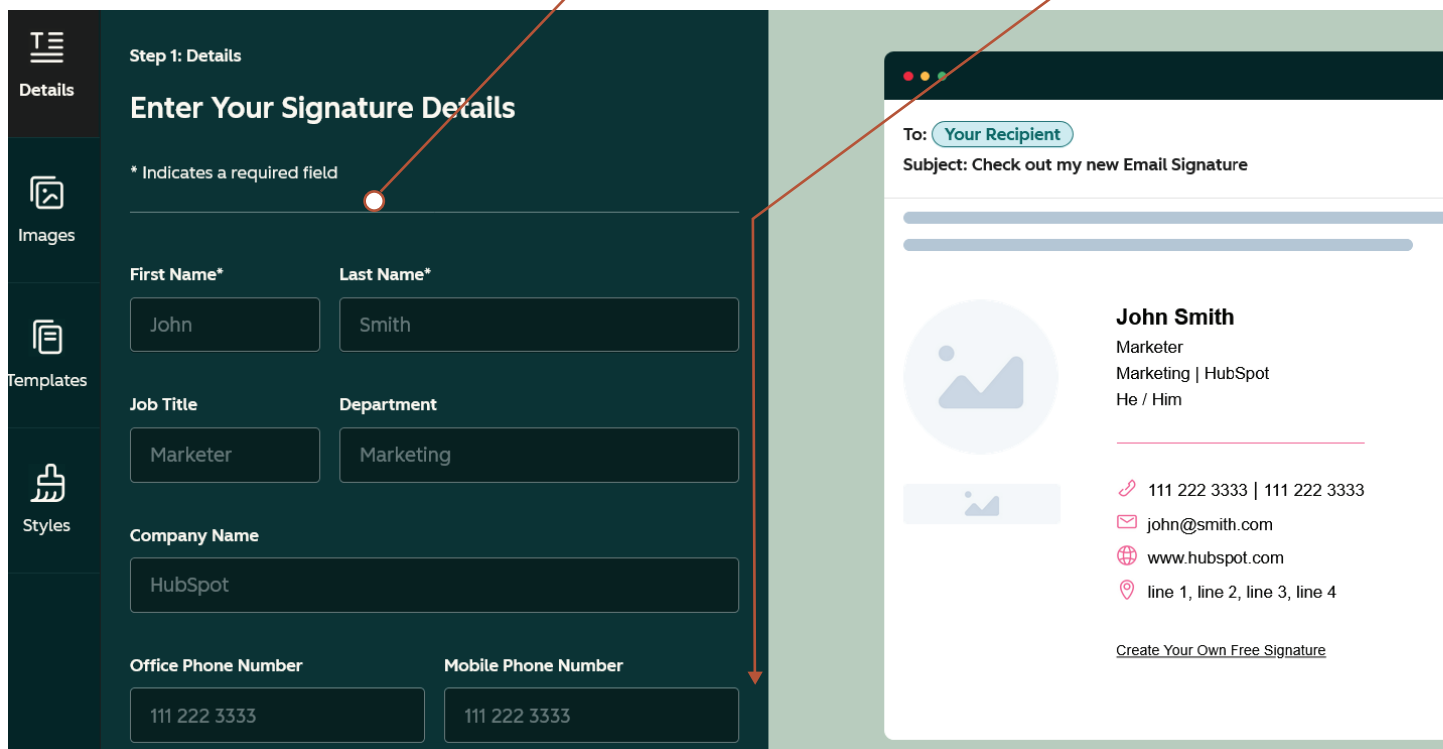


Details

Make sure you're starting on the Details button of the generator! This will ensure you're following along in the correct sequence.

1. Fill in the fields with your desired information.

2. After you've added your address, continue scrolling to add social media links, additional fields, and/or signature footer.



The screenshot shows the 'Step 1: Details' form for 'Enter Your Signature Details'. The form includes fields for First Name (John), Last Name (Smith), Job Title (Marketer), Department (Marketing), Company Name (HubSpot), Office Phone Number (111 222 3333), and Mobile Phone Number (111 222 3333). To the right is a preview of the email signature, which includes the recipient's name (Your Recipient), subject (Check out my new Email Signature), a profile picture, and contact information for John Smith: Marketer, Marketing | HubSpot, He / Him, phone number (111 222 3333), email (john@smith.com), website (www.hubspot.com), and address (line 1, line 2, line 3, line 4). A link 'Create Your Own Free Signature' is also visible.

Enter Your Social Links

LinkedIn

Facebook

X / Twitter

https://www.x.com

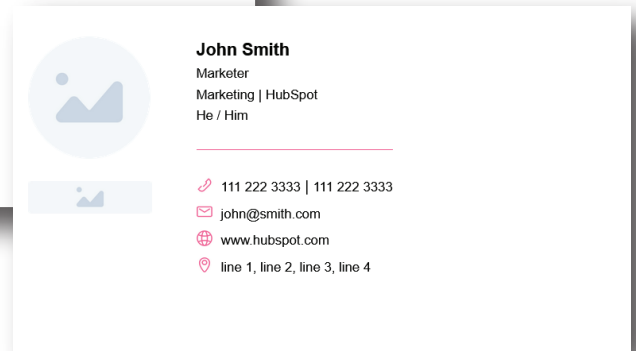
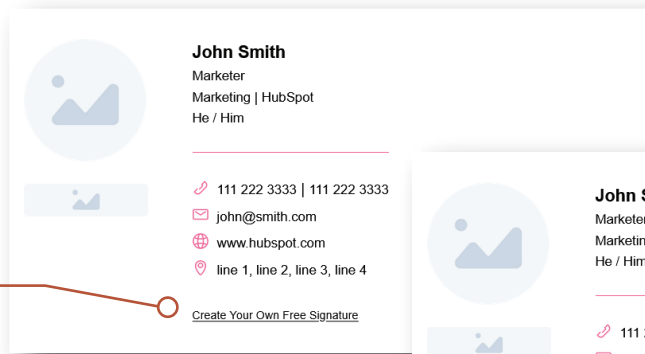
Instagram

3. Add links to your social media platforms or directly to ASB's profiles!

Simply go to your profile and copy the link to paste into the form fields.

Copy these links if you wish to use ASB's profiles.

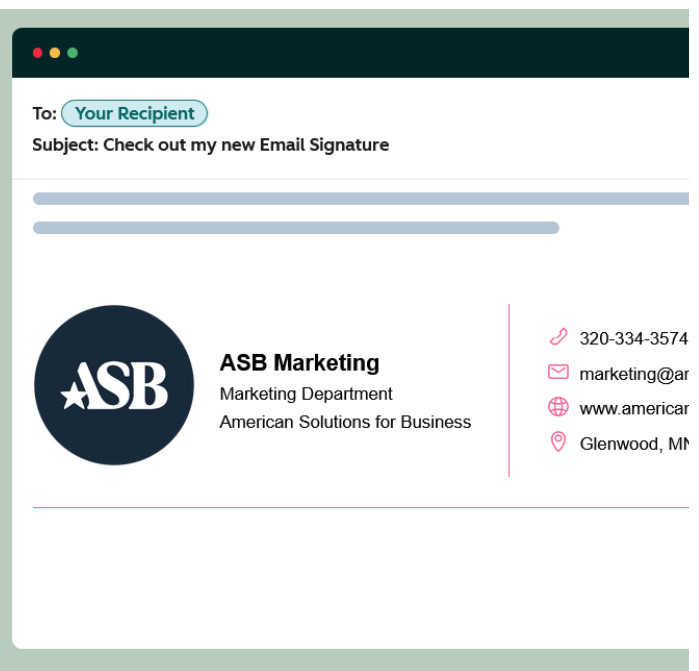
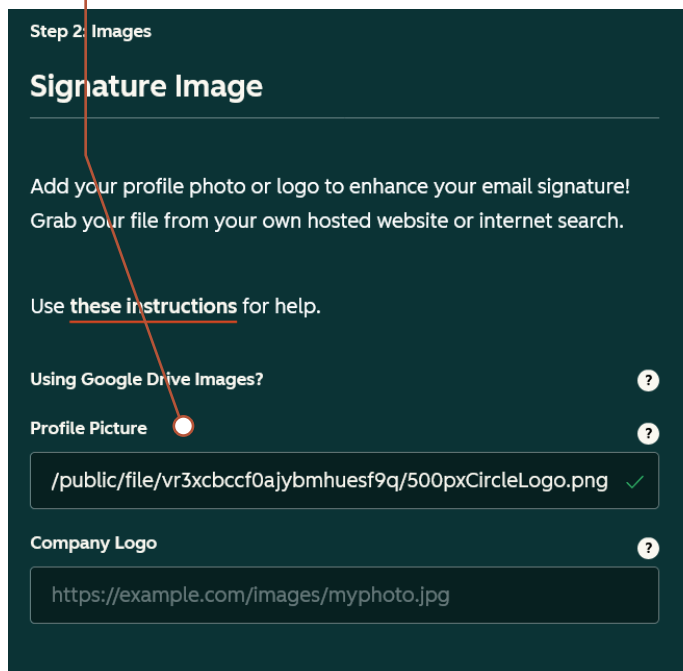
4. To remove the “Create Your Own Free Signature” line, make sure to toggle off the “Created With HubSpot” button at the very bottom of the details page.



Click **NEXT** on the bottom of the page to continue onto Step 2: Images.

# STEP 2: ADD A SIGNATURE IMAGE

1. Add the circle ASB logo. Copy and paste this shared link into the Profile Picture field.



# STEP 3: SELECT YOUR TEMPLATE

Step 3: Templates

## Select Your Template

Template 1

Template 2

Template 3

Template 5

1.  
Select **Template 3**

To: **Your Recipient**

Subject: Check out my new Email Signature

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**ASB Marketing**  
Marketing Department  
American Solutions for Business

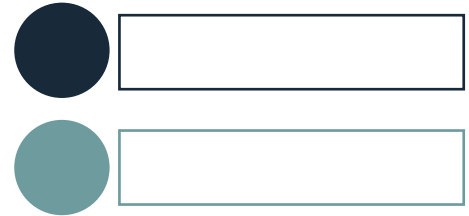
📞 320-334-3574  
✉️ [marketing@americanbus.com](mailto:marketing@americanbus.com)  
🌐 [www.americanbus.com](http://www.americanbus.com)  
📍 Glenwood, MN



Click **NEXT** to continue onto the styling portion of your signature.

# STEP 4: STYLE YOUR SIGNATURE

1. Copy and paste these color codes into Theme Color, Text Color, and Link Color.



Step 4: Styles

## Style Your Signature

Select Theme Color

#

Select Text Color

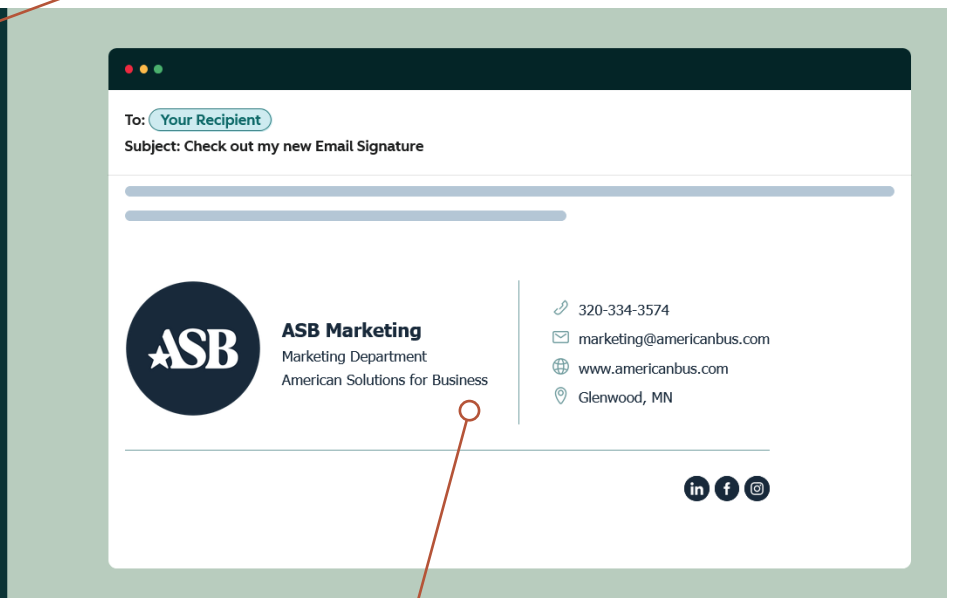
#

Select Link Color

#

Customize Font

Tahoma



2. Choose **Tahoma** and adjust your text to size **Medium**.

3. Check your preview, the signature should now reflect ASB branding colors in areas of your signature!

Continue to scroll till you reach the **Call to Action** field >> continued on next page of tutorial.

## OPTIONAL

To skip this section, click **NEXT**. The optional button allows you to add any additional links like ESP, SAGE, or DC sites.

4. | Add an optional CTA button.

Choose “Create Custom Button” from the first drop down.

5. | Customize what you would like your button to say — something like “Find Out More” or “Shop Now”

6. | Copy the URL to the website you’d like your CTA button to link too.

**Add Call to Action**

Custom CTA Type  
Create a new CTA or upload a custom CTA of your choice

Create Custom Button

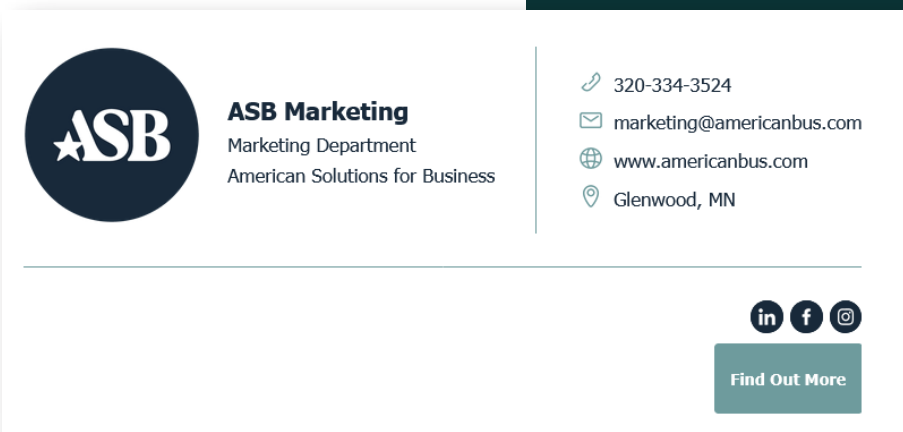
Custom CTA Copy\*  
Find Out More

Custom CTA URL\*  
www.your-site.com

Select CTA Color  
# 6e9a9c

Select CTA Text Color  
# fffffff

7. | Copy the secondary blue color code (#6e9a9c) from above and keep the text color white (ffffff).

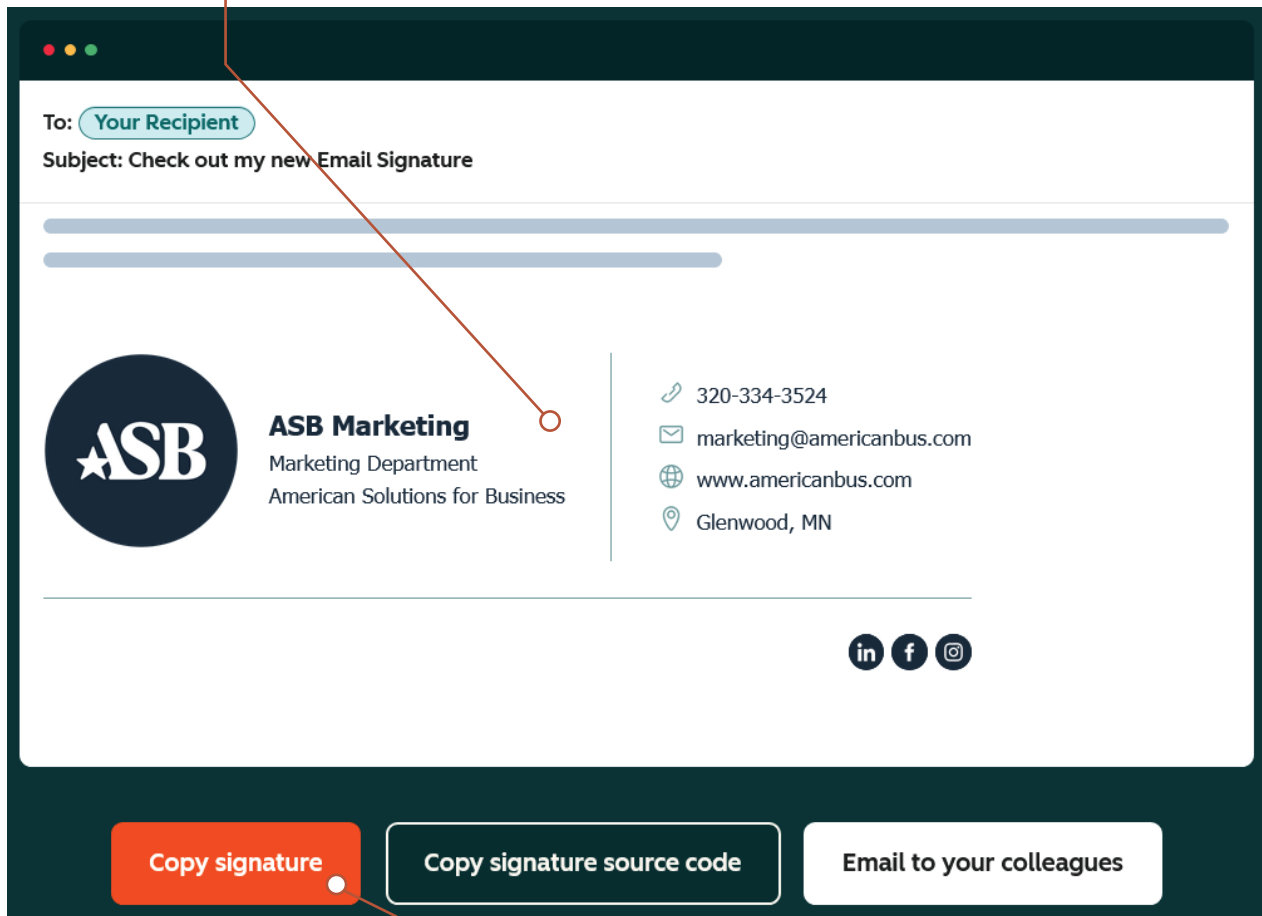
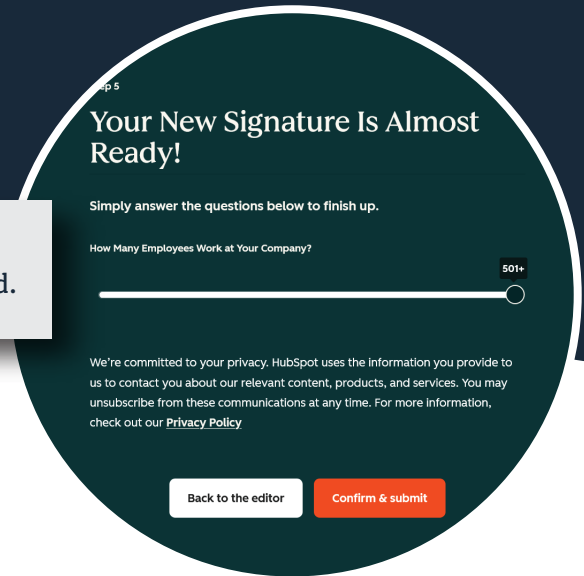


Click **NEXT** to see your finished signature. Next we will add your signature into Outlook.

# STEP 5: COPY & PASTE INTO OUTLOOK

HubSpot will ask you to answer the following question. Click “Confirm & Submit” once you’re ready to move forward.

1. You’re all done! Proof your completed signature to make sure there are no spelling errors and all information is correct.



2. If everything looks correct click the orange “Copy Signature” button. Hubspot will ask you to create a free account. This is not necessary to copy your signature. Click “Cancel” and the signature will still be copied.

3. Access your Americanbus.com Outlook account and follow one of these steps to add your new signature:

A. Click the “Settings” gear (usually located in the top right corner).

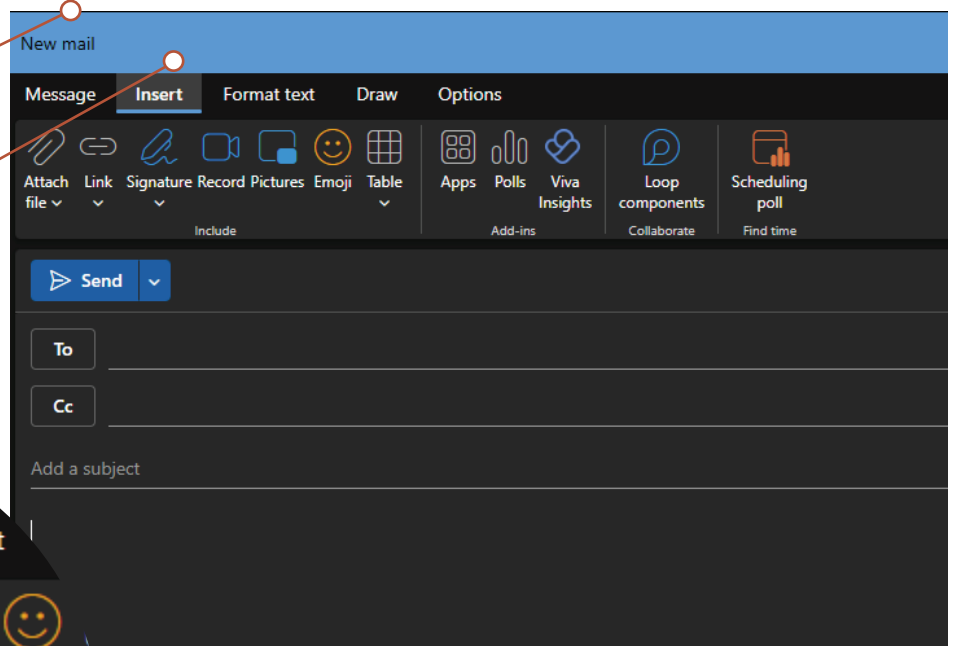
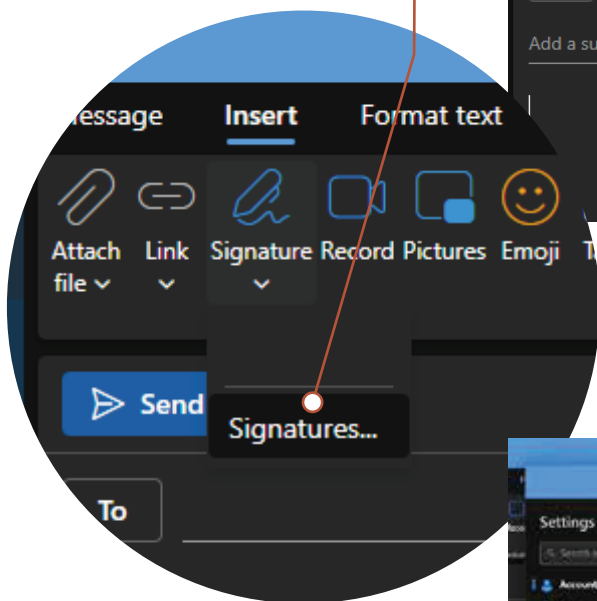
B. Go to “Accounts” and click “Signatures” within that tab.

## OR...

A. Open a New Email.

B. Click the “Insert” tab.

C. Click “Signature” and a drop down should appear, then click the “Signatures...” at the bottom.



D. Click “+ New Signature”.

E. Name your signature and then paste your copied signature into the text box.

F. Set your signature for when you start new emails and for replies/forwards.

Click save and you're all set!

