**LifeTouch Health Soft-Launch Campaign Email Signature**

**May 2025**

As we conduct our soft launch campaign for all brands and services becoming LifeTouch Health, please adhere to the following graphics standards for all organizational email signatures for all locations and service lines. As we transition through our brand evolution campaign, it is extremely important that we speak with “one voice.” This includes how we present ourselves visually, including email signatures.

**EXAMPLE**

**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/)

**[](https://www.arkansashospice.org/a-new-dawn-of-care)**

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

**TITLE - Aptosl 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 - Aptos 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 - Aptos 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**

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[A black background with blue and green logos

AI-generated content may be incorrect.](https://www.arkansashospice.org/a-new-dawn-of-care)

**Changing colors**

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**Icon

Description automatically generated with medium confidence**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.

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>

Thanks for being an Arkansas Hospice Brand Ambassador!

David Edwards, Director of Communications

[dedwards@arkansashospice.org](mailto:dedwards@arkansashospice.org)

Scott Christian, Communications Specialist

[schristian@arkansashospice.org](mailto:schristian@arkansashospice.org)