



Standard BNI® Email Signature

All BNI® National Directors, Executive Directors, Director Consultants, and Regional Administrative Staff should use the standard BNI email signature for all internal and external email communications.

Standard Font

The official font of BNI® is Helvetica Neue. Because this typeface is no longer a standard font in most software programs, including Microsoft® Office, Arial should be used in all email communications. The email signature should also be in Arial font.

Standard Format

The standard template for the BNI email signature is as follows:

First and Last Name | Position – *Region*

[Optional line if you represent multiple regions]

phone: number | mobile: number | fax: number | skype: name

bni.com



Changing the Way the World Does Business®

optional address line

optional secondary address line

optional tertiary address line

***BNI member referrals generated over \$11 Billion USD
for member organizations in 2016***



Learn how you can build your own business by leading BNI's growth in a new region or country.

The information contained in this e-mail is strictly confidential and for the use of the addressee only. Notice is hereby given that any disclosure, use or copying of the information by anyone other than the intended recipient is prohibited and may be illegal. If you have received this message in error, please notify the sender immediately by return email. The sender and BNI® do not accept liability for any damage sustained as a result of software viruses and advises that you carry out your own virus checks before opening any attachment.

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11525 N Community House Road • Suite 475 • Charlotte, NC 28277 • **Tel:** 704.248.4800 **Email:** branding@bni.com



NOTE: Do not forget to include a privacy notice on all outgoing mail. The standard privacy notice currently used by the BNI Global Support Team is included above as an example. Please make sure that you meet the privacy requirement of your country. For example, in the UK, the sender's address needs to be included in the privacy notice.

Signature Customizations

Standard Email Signature Template

Include country code on your phone number.

Select the contact channels you need (phone, mobile, fax, skype) - delete what you do not need.

You can add country/regional websites.

Adequate spacing around the logo is built in to the template. Do not adjust this spacing.

You can link to your local BNI social media accounts – just not your personal accounts. Delete what you don't need.

First and Last Name | Position – Region
[Optional line if you represent multiple regions]
phone: number | mobile: number | fax: number | skype: name
[optional regional website] | bni.com

BNI®
Changing the Way the World Does Business®

Optional address line
Optional secondary address line
Optional tertiary address line

BNI® member referrals generated over \$11 Billion USD for member organizations in 2016.

Learn how you can build your own business by leading BNI's growth in a new region or country.

This metric can be translated to your language and currency. You can also add in your country/region TYFCB before the global number:
BNI® member referrals generated \$XX in [your country/region] and \$11 Billion USD globally for member organizations in 2016.

The signature should be in Arial font – no larger than 11 point text.

Physical address is optional, unless required by law in your country.

[Social media icons: Facebook, Twitter, LinkedIn, YouTube, RSS]

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Signature Examples:

Michael Mayer | National Director – *Germany-Austria*
phone: +43 1 308 64 61 -61 | phone Germany: +49 711 89 660 461
bni.de | bni.com



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Learn how you can build your own business by leading BNI's growth in a new region or country.

Lorena Medina | Directora Nacional – *México*
oficina: 477-7178424 | cel: 477-3930198
bnimexico.com | bni.com



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Learn how you can build your own business by leading BNI's growth in a new region or country.

James Sanderson | Co-National Director – *Italy*
phone: +44 (0) 7770 425825
bni-europe.com | bni.com



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Suite 9, 235 Earls Court Road
London, SW5 9FE UK

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Amelia Bryan | Global Marketing Manager – *Global Support Team*
phone: 704.248.4800 ext: 42 | skype: ameliabryanbni
bni.com



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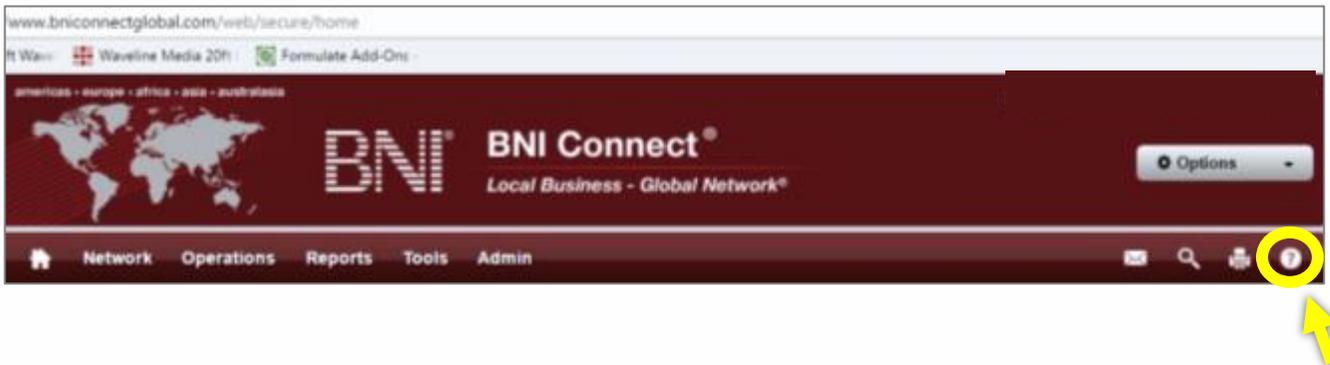
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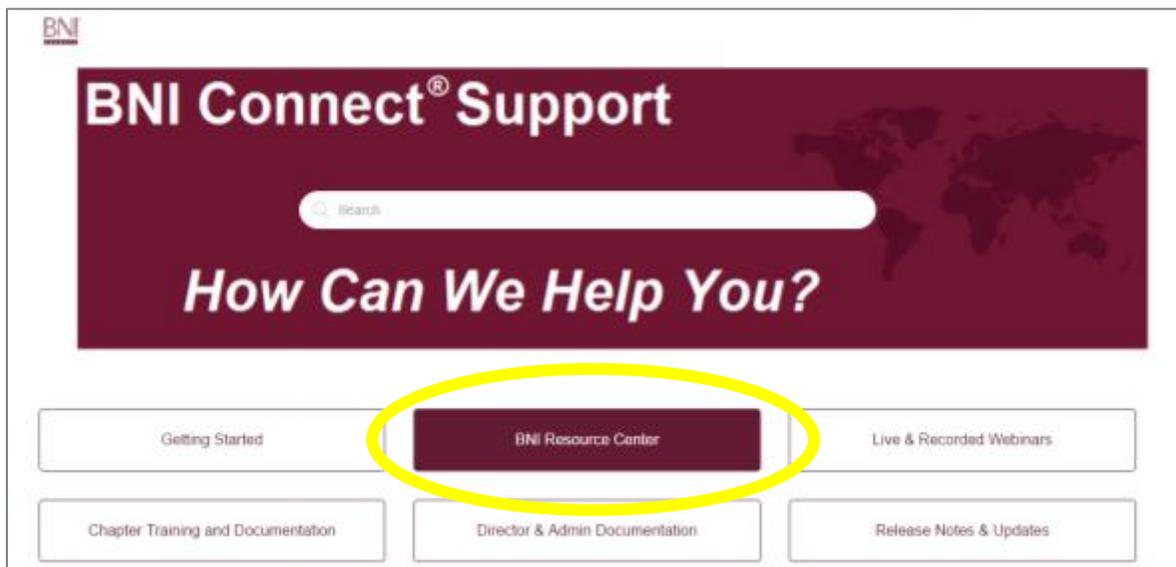


Where to find the Standard Email Template

The standard template can be found in the **BNI Resource Center** in the HELP section of BNI Connect®. After logging into BNI Connect®, click on the  (question mark) in the upper right hand corner:



When the Support Page loads, click on the **BNI Resource Center** tile:





Click on the **BNI Branding Standards and Logos** link:



BNI Standard Templates

Power Point Template

Business Card Template

→ Email Signature

Europe Letterhead Template

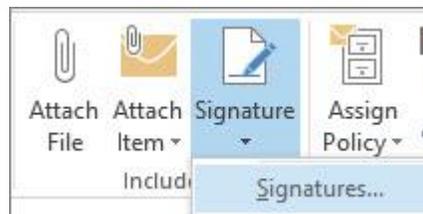
Americas Letterhead Template

Asia Letterhead Template

India Letterhead Template

How to set up your Email Signature in Microsoft® Outlook

1. Create a new email message.
2. On the **Message** tab, in the **Include** group, choose **Signature > Signatures**.





3. Under **Select signature to edit**, choose **New**, and in the **New Signature** dialog box, type a *name* for the signature.
4. Under **Choose default signature**, set the following options for your signature:
 - In the **Email account** list, choose an email account to associate with the signature. You can have different signatures for each email account.
 - In the **New messages** list, choose the signature that you want to be added automatically to all new email messages.
 - In the **Replies/forwards** list, choose the signature that you want to be added automatically (auto sign) when you reply to or forward messages. Otherwise, accept the default option of (none).
5. Copy the new BNI email signature from the Word template. Under **Edit signature**, paste the *signature*, edit to add your contact information, and then choose OK.

IMPORTANT: If you have a Microsoft Office 365 account, and you use Outlook and Outlook on the web or Outlook on the web for business, you need to create a signature in each.

Implementation

Please implement and start using the new BNI email signature immediately. If you have any questions or difficulties setting up your email signature, please contact branding@bni.com.

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