



ONE Shiseido Hong Kong Email Signature Guideline


1. BACKGROUND & PURPOSE



It is required to have a standard, consistent, and clean ONE email signature communications to present ONE Shiseido family. The email signature is designed to maximize contact information while promoting ONE Shiseido as a Company to those who receive the messages.

2. EMAIL SIGNATURE TEMPLATE

- Two types of email signature templates for business units and business partners:
 - i. Business units (BUs)**
Brand logo, website and hyperlinks of respective social media platforms will be shown in the email signature for business units including BE, CPB, CPC, DG, IPSA, NARS, PBD, SFD and SSD.
 - ii. Business partners (BPs) and Corporate role**
Shiseido corporate logo will be shown in the email signature for business partners including Management, BS, CCT, C&P, F&A, HR, ITT, OSA and SCM.
- For dual roles, there will be 2 sets of templates available at the outlook.

3. TEMPLATES AND SUGGESTED CONTENT

Sample for BPs and Corporate	
<p>XXX Manager Corporate Communications</p> <p>SHISEIDO HONG KONG LIMITED 17/F, One Kowloon, 1 Wang Yuen Street, Kowloon Bay, Hong Kong T: 852 xxxx xxxx M: 852 xxxx xxxx F: 852 xxxx xxxx E: xxx@shiseido.com.hk</p> 	<p><u>Formatting:</u></p> <p>Typeface: Arial Spacing: Single (e.g. 0 pt) Name – Font size 12pt and Bold Title – Font size 8pt and Bold Contact info – Font size 8pt and Light Email format - HTML format</p> <p><i>Note:</i></p> <ul style="list-style-type: none">- Mobile and fax number are optional- Title format should be the same as HR record <p>e.g. Officer – Administration</p>

Sample for BUs	
<p>XXX Manager - Marketing Shiseido</p> <p>SHISEIDO HONG KONG LIMITED 17/F, One Kowloon, 1 Wang Yuen Street, Kowloon Bay, Hong Kong T: 852 xxxx xxxx M: 852 xxxx xxxx F: 852 xxxx xxxx E: xxx@shiseido.com.hk W: www.shiseido.com.hk</p>  	<p><u>Formatting:</u></p> <p>Typeface: Arial Spacing: Single (e.g. 0 pt) Name – Font size 12pt and Bold Title – Font size 8pt and Bold Contact info – Font size 8pt and Light Email format – HTML format</p> <p><u>Note:</u></p> <ul style="list-style-type: none"> - Mobile and fax number are optional - Title format should be the same as HR record <p>e.g. Officer – Marketing</p>

4. INSTALLATION PERIOD

The installation and application should be completed by end of June 2018.

5. INSTALLATION PROCEDURE

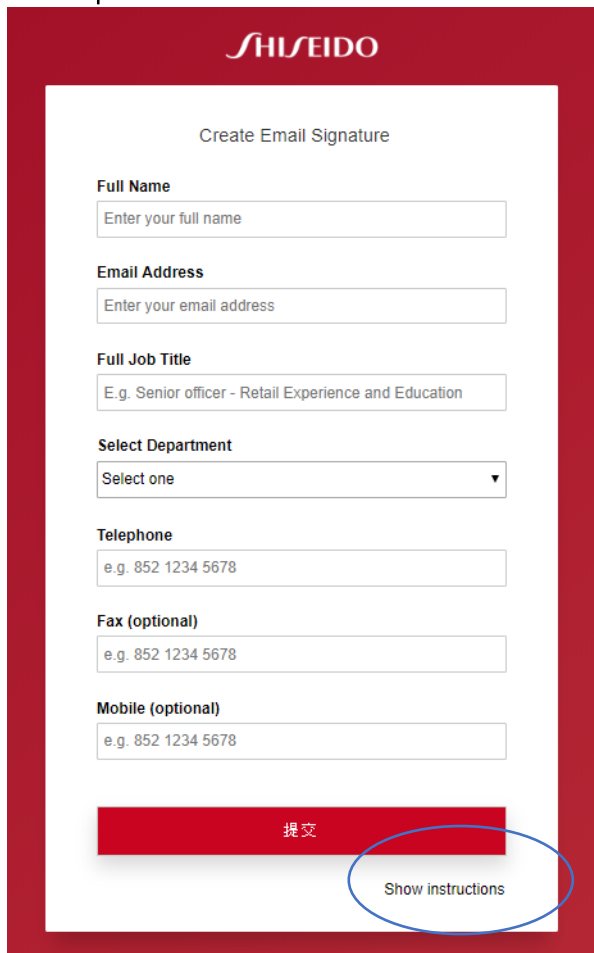
- Step 1: Create your own email signature via the link:
<http://EmailSignature/Tool/index.php>
- Step 2: Retrieve the email signature and copy to the clipboard.
- Step 3: Set the email signature as default at MS Outlook.

****Please see the Appendix I & II for installation manual.****

For inquiry, please feel free to contact your brand/ departmental administrators or Corporate Communications team.

Appendix I

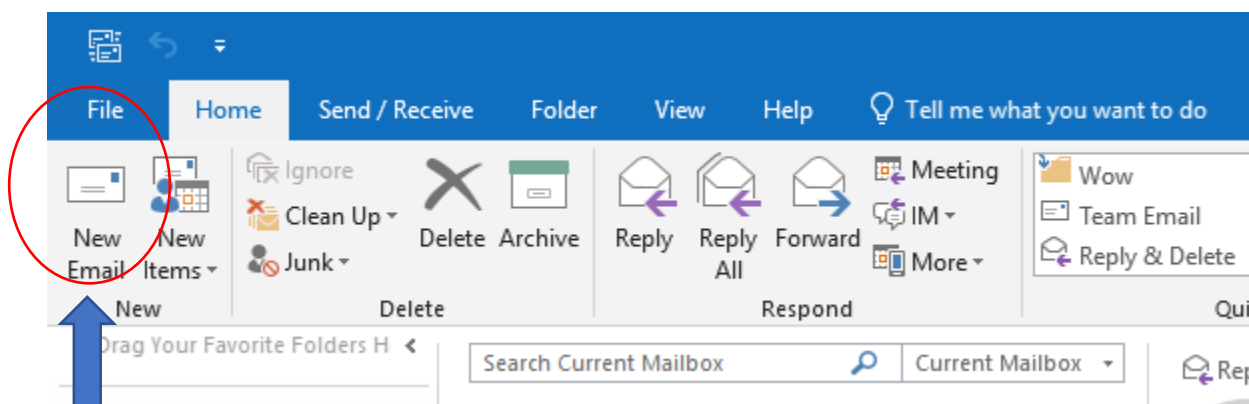
- 1) Create your own email signature via <http://EmailSignature/Tool/index.php>
Fill out the form and your email signature will be generated. Copy your email signature to the clipboard.



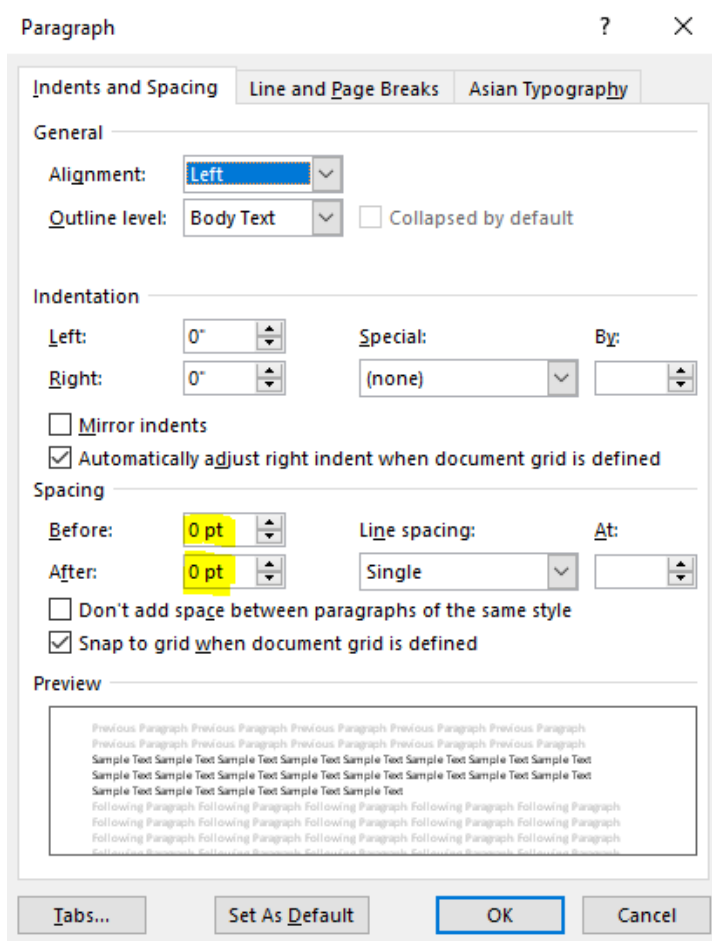
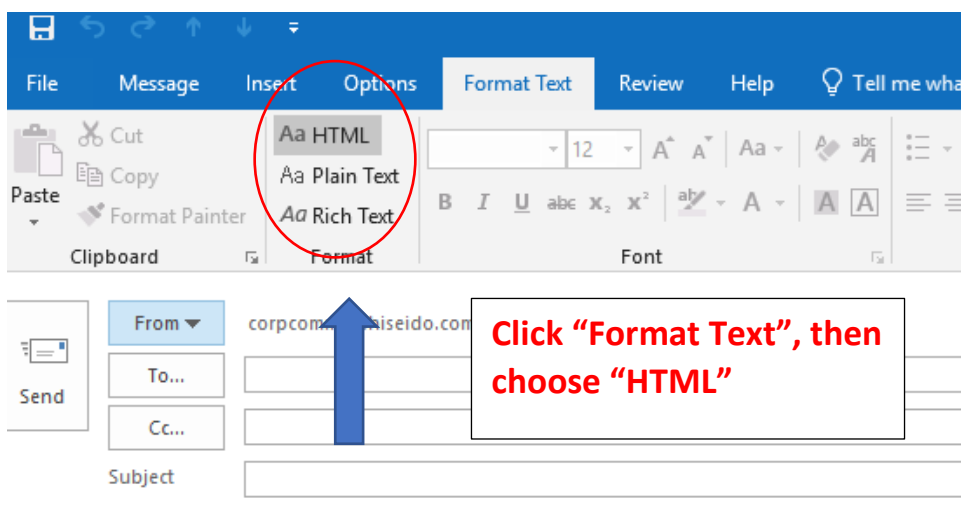
The screenshot shows a web form titled 'SHISEIDO Create Email Signature'. The form contains several input fields: 'Full Name' (placeholder: 'Enter your full name'), 'Email Address' (placeholder: 'Enter your email address'), 'Full Job Title' (placeholder: 'E.g. Senior officer - Retail Experience and Education'), 'Select Department' (a dropdown menu with 'Select one' selected), 'Telephone' (placeholder: 'e.g. 852 1234 5678'), 'Fax (optional)' (placeholder: 'e.g. 852 1234 5678'), and 'Mobile (optional)' (placeholder: 'e.g. 852 1234 5678'). At the bottom of the form is a red button labeled '提交' (Submit) and a link labeled 'Show instructions' which is circled in blue.

Click “Show instructions”
for detailed steps of
creating email signature

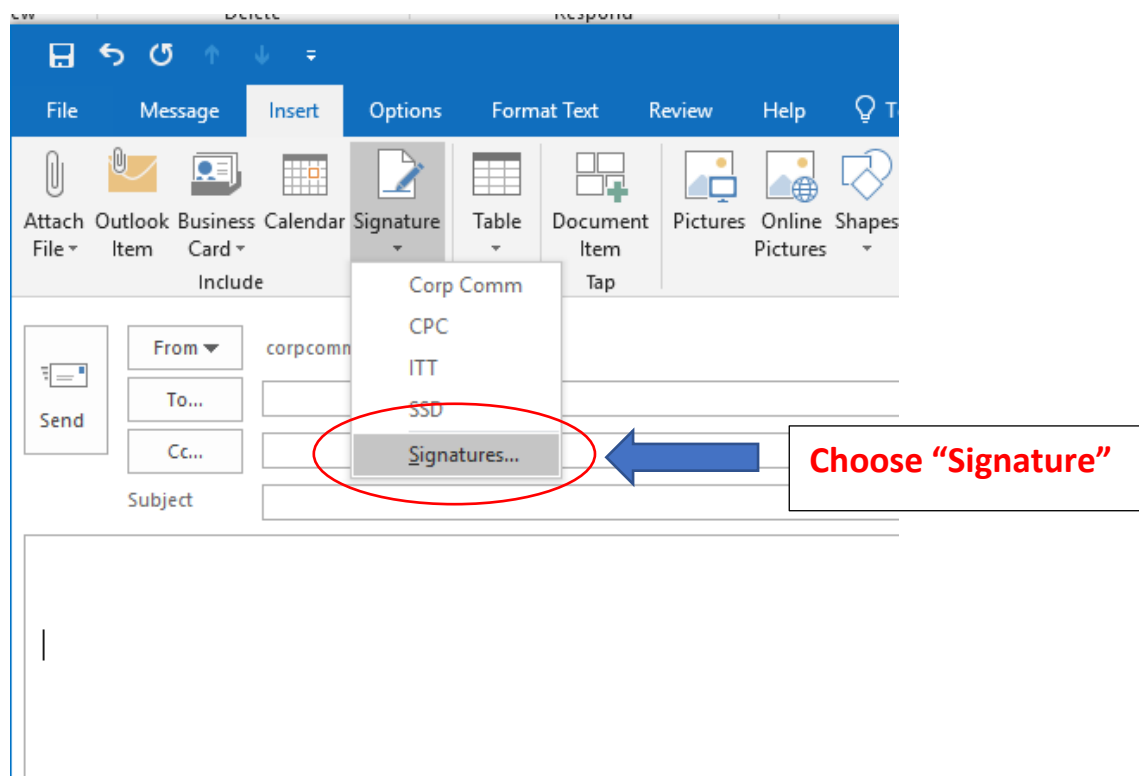
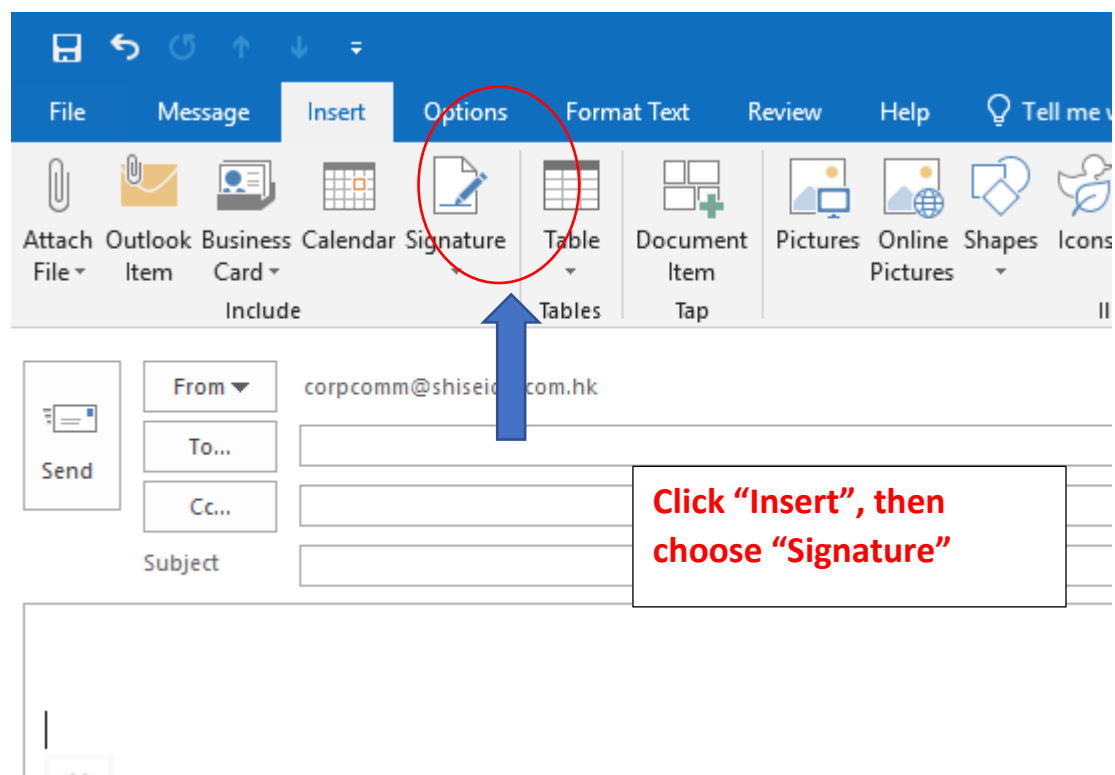
- 2) Click “New Email”



3) Email signature formatting: Set spacing and email format



4) Setup your own email signature template



Signatures and Stationery

Signatures and Stationery

E-mail Signature Personal Stationery

Select signature to edit

- Corp Comm
- CPB**
- CPC
- ITT
- SSD

Delete **New** Save Rename

Choose default signature

E-mail account: daisywong@shiseido.com.hk

New messages: Corp Comm

Replies/forwards: Corp Comm

Edit signature

Calibri (Body) 11 B I U Automatic Business Card

Click "New" to set up a new signature.

OK Cancel

Signatures and Stationery

E-mail Signature Personal Stationery

Select signature to edit

- Corp Comm
- CPB**
- CPC
- ITT
- SSD

Delete **New** Save Rename

Choose default signature

E-mail account: daisywong@shiseido.com.hk

New messages: Corp Comm

Replies/forwards: Corp Comm

Edit signature

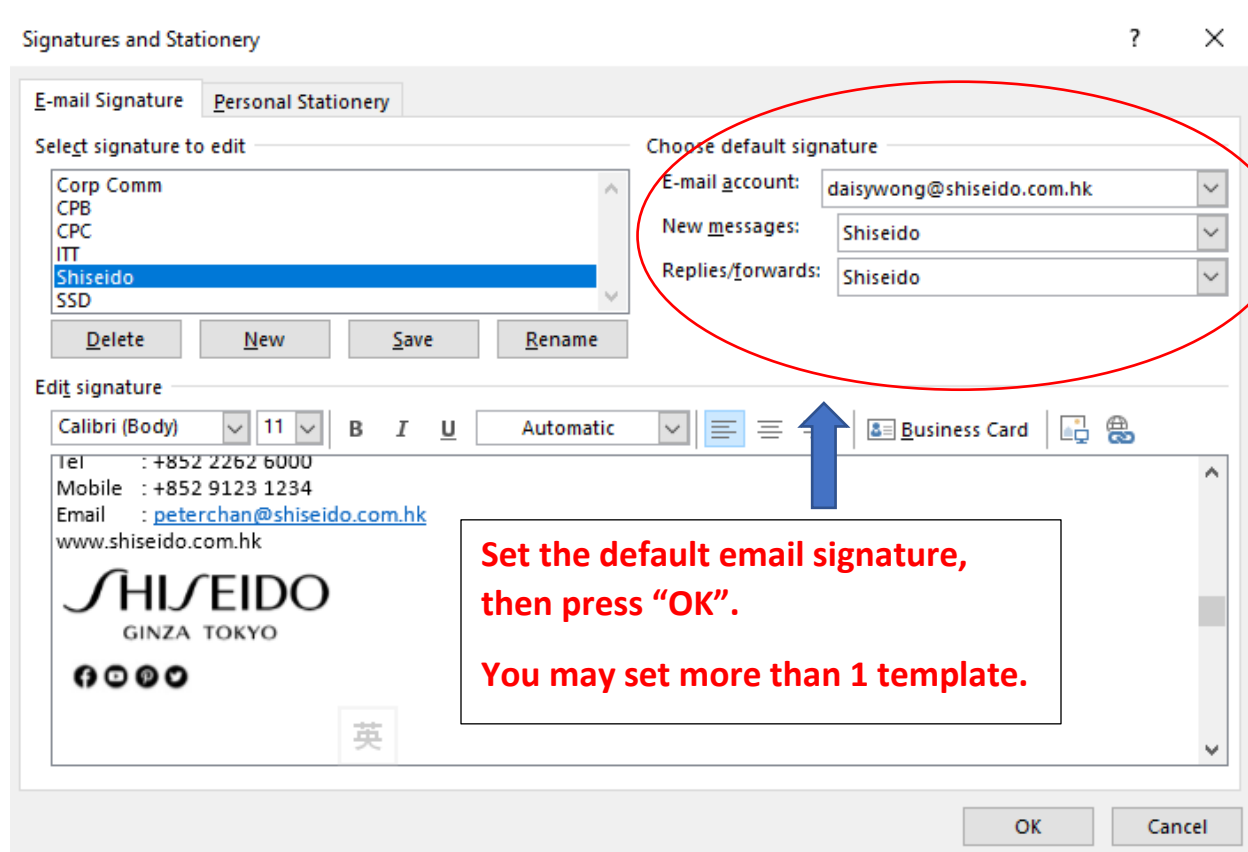
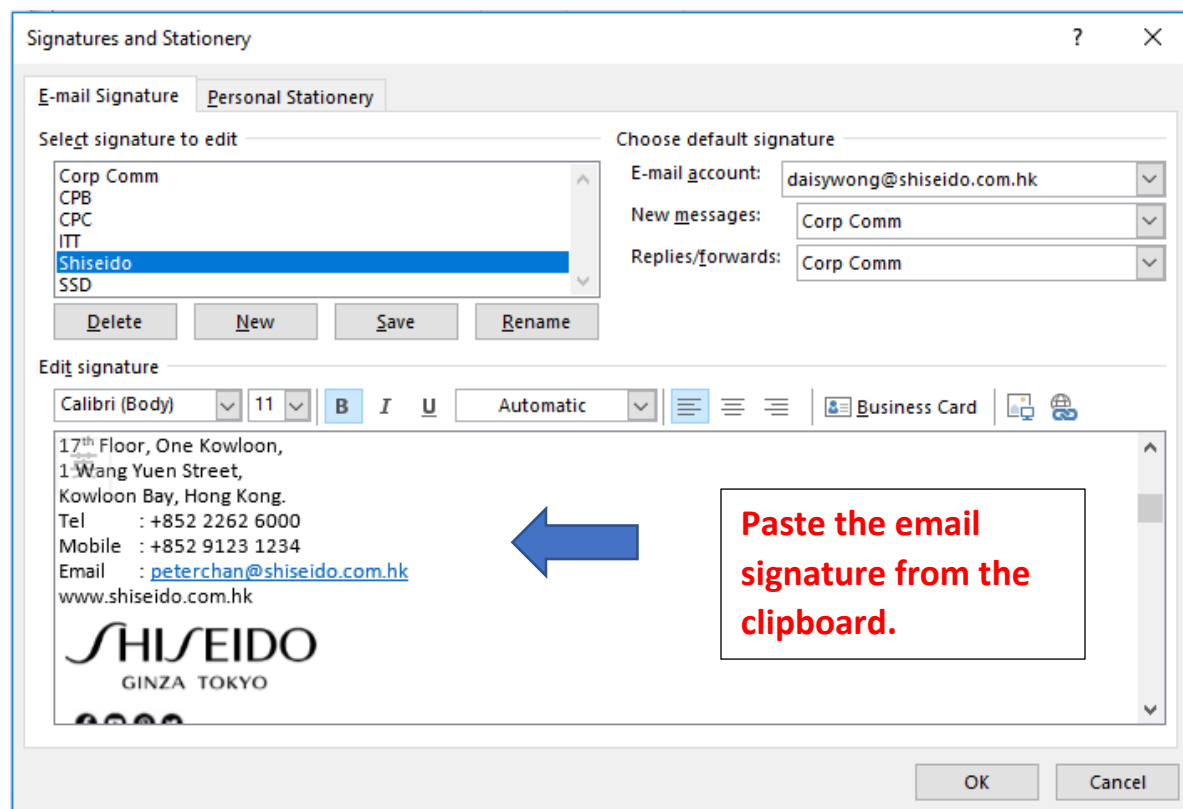
Calibri (Body) 11 B I U Automatic Business Card

New Signature

Type a name for this signature:

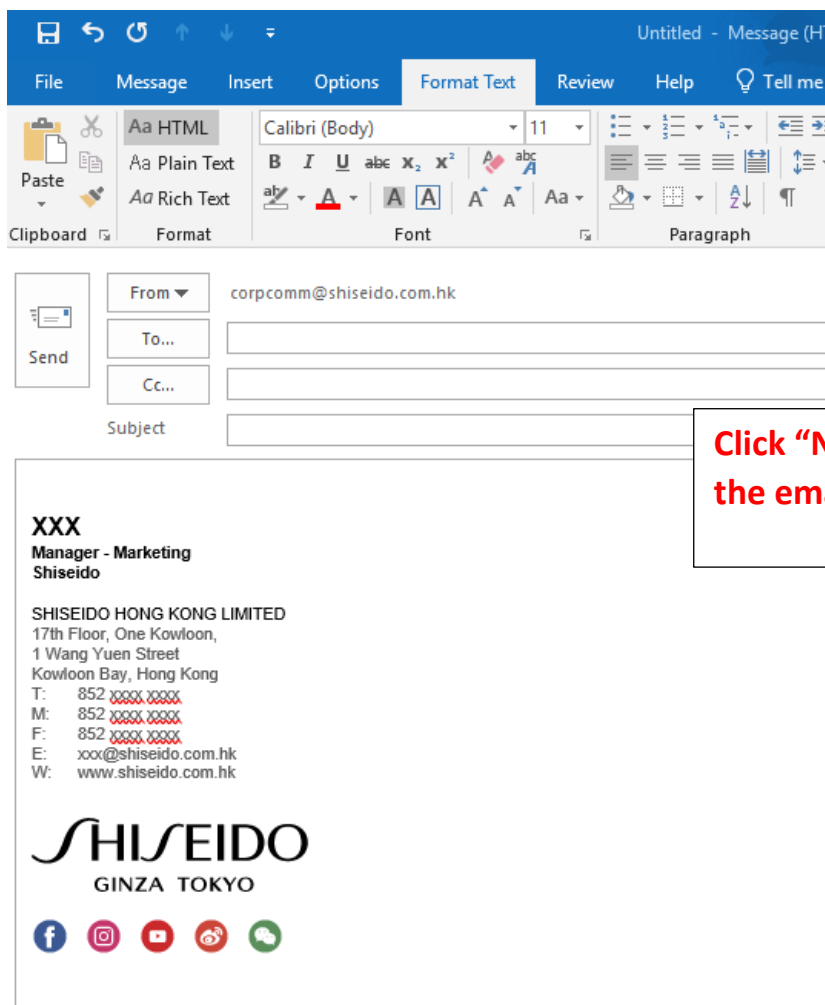
OK Cancel

OK Cancel





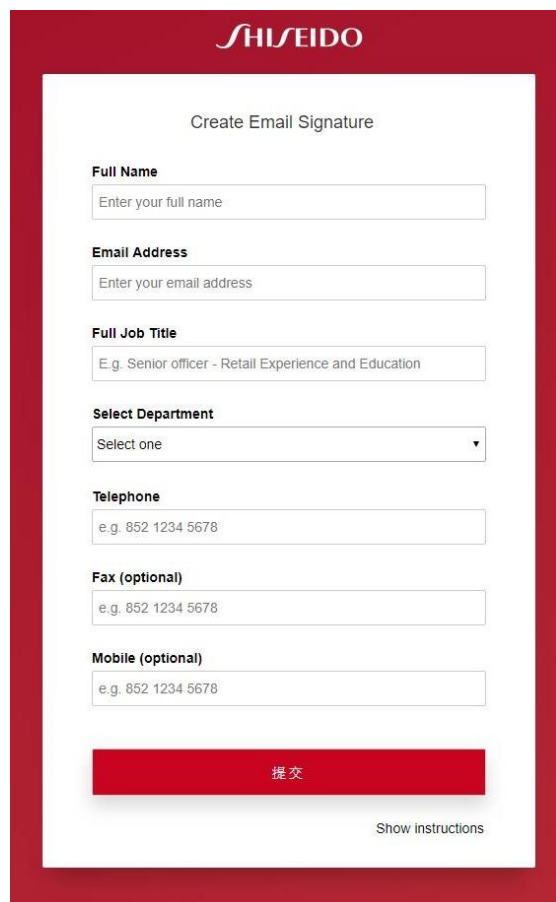
5) Check if the email signature



Click "New Email" and check if the email signature is working.

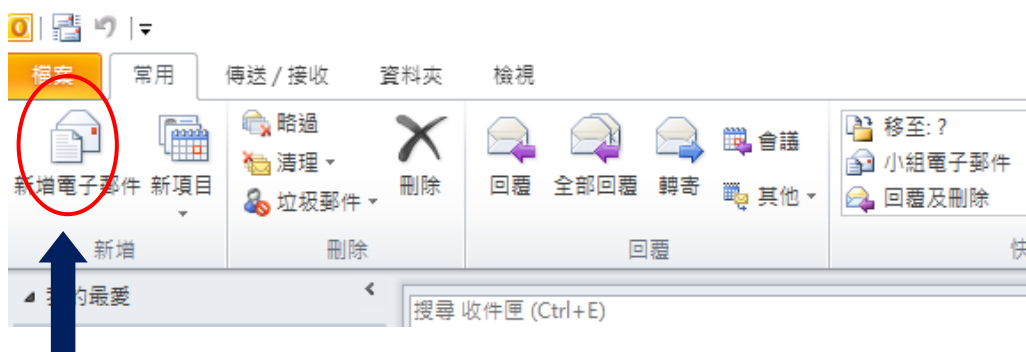
Appendix II

- 1) 從 <http://EmailSignature/Tool/index.php> 建立電郵名片
填寫表格以建立個人的電郵名片，並複製到剪貼板。

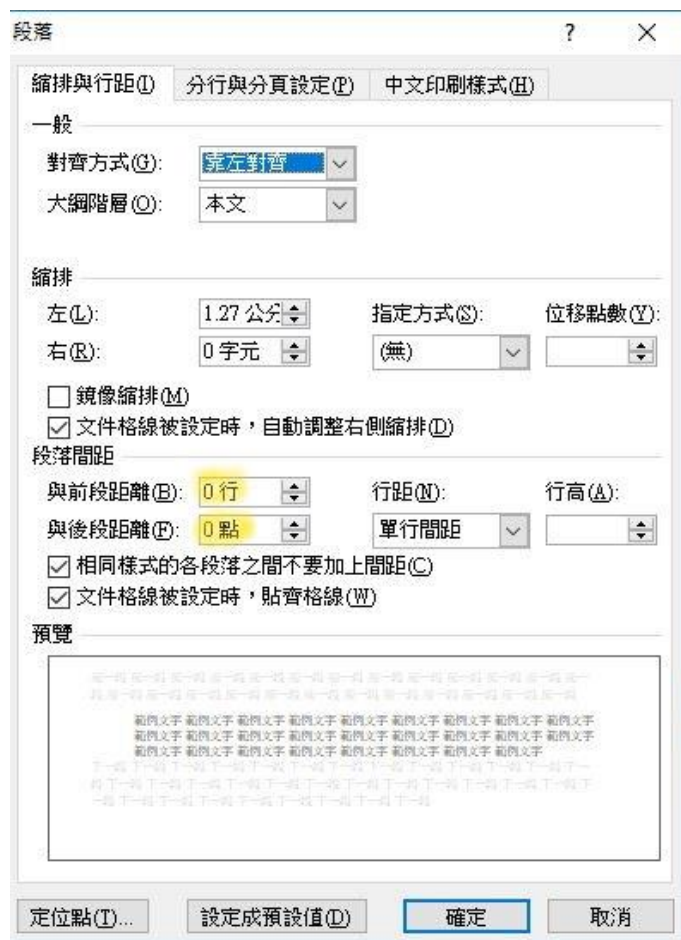
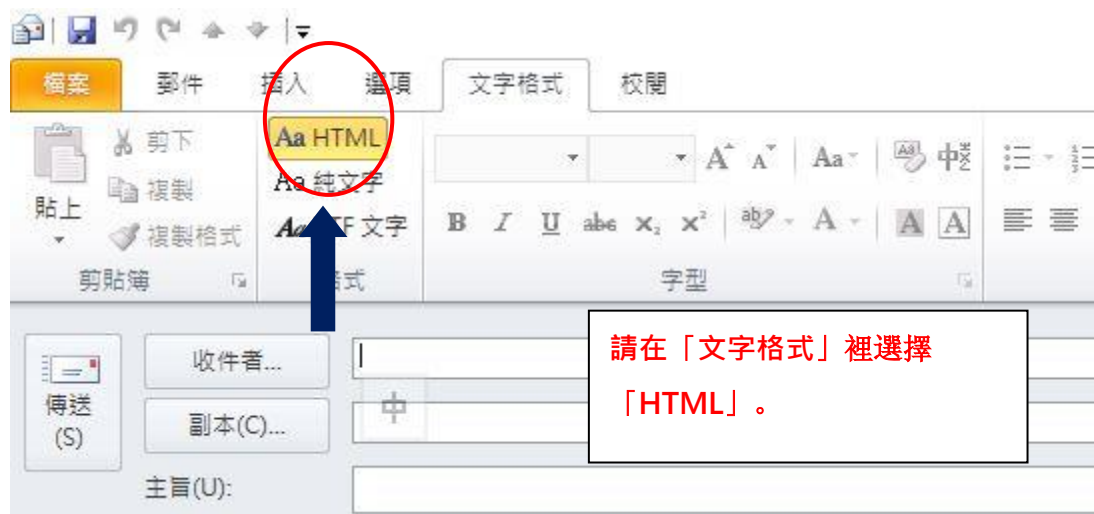


The screenshot shows a web form titled "Create Email Signature" with the Shiseido logo at the top. The form contains several input fields: "Full Name" (placeholder: "Enter your full name"), "Email Address" (placeholder: "Enter your email address"), "Full Job Title" (placeholder: "E.g. Senior officer - Retail Experience and Education"), "Select Department" (a dropdown menu with "Select one" selected), "Telephone" (placeholder: "e.g. 852 1234 5678"), "Fax (optional)" (placeholder: "e.g. 852 1234 5678"), and "Mobile (optional)" (placeholder: "e.g. 852 1234 5678"). At the bottom, there is a red button labeled "提交" (Submit) and a link labeled "Show instructions".

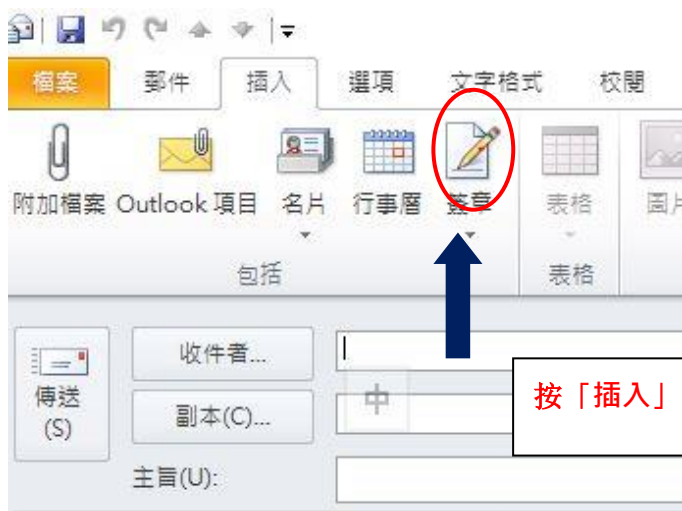
- 2) 請按「新增電子郵件」



3) 電郵名片格式：設置行距和電郵格式



4) 設置您的電子郵件簽名模板



簽名及信箋

電子郵件簽名(E) 個人信箋(P)

選取要編輯的簽名(C)

- Corp Comm
- CPC
- ITT
- SSD

刪除(D) 新增(N) 儲存(S) 重新命名(R)

選擇預設的簽名

電子郵件帳戶(A): miudeng@shiseido.com.hk

新郵件(M): Corp Comm

回覆/轉寄(F): Corp Comm

編輯簽名(I)

Arial

SHISEIDO HONG KONG LIMITED
17/F, One Kowloon, Wang Yuen
Street,
Kowloon B
T: 22626
E: peter

SHISEIDO

按「新增」以創建一個新範本。

確定 取消

簽名及信箋

電子郵件簽名(E) 個人信箋(P)

選取要編輯的簽名(C)

- Corp Comm
- CPC
- ITT
- SSD

刪除(D) 新增(N) 儲存(S) 重新命名(R)

選擇預設的簽名

電子郵件帳戶(A): miudeng@shiseido.com.hk

新郵件(M): Corp Comm

回覆/轉寄(F): Corp Comm

編輯簽名(I)

新細明體 (本文中) 12

重新命名簽名

輸入這個簽名的名稱(I):

英 確定 取消

名片(E)

確定 取消

電子郵件簽名(E) 個人信箋(P)

選取要編輯的簽名(C)

Corp Comm
CPC
ITT
SSD

刪除(D) 新增(N) 儲存(S) 重新命名(R)

選擇預設的簽名

電子郵件帳戶(A): miudeng@shiseido.com.hk

新郵件(M): SSD

回覆/轉寄(F): SSD

編輯簽名(I)

Arial 8 B I U

SHISEIDO HONG KONG LIMITED
17/F, One Kowloon, 1 Wang Yuen Street,
Kowloon Bay, Hong Kong
T: 22626420
E: peterchen@shiseido.com.hk

SHISEIDO

名片(B)

貼上剪貼板中的電郵名片。

確定 取消

電子郵件簽名(E) 個人信箋(P)

選取要編輯的簽名(C)

Corp Comm
CPC
ITT
SSD

刪除(D) 新增(N) 儲存(S) 重新命名(R)

選擇預設的簽名

電子郵件帳戶(A): miudeng@shiseido.com.hk

新郵件(M): SSD

回覆/轉寄(F): SSD

編輯簽名(I)

Arial 8 B I U

SHISEIDO HONG KONG LIMITED
17/F, One Kowloon, 1 Wang Yuen Street,
Kowloon Bay, Hong Kong
T: 22626420
E: peterchen@shiseido.com.hk

SHISEIDO

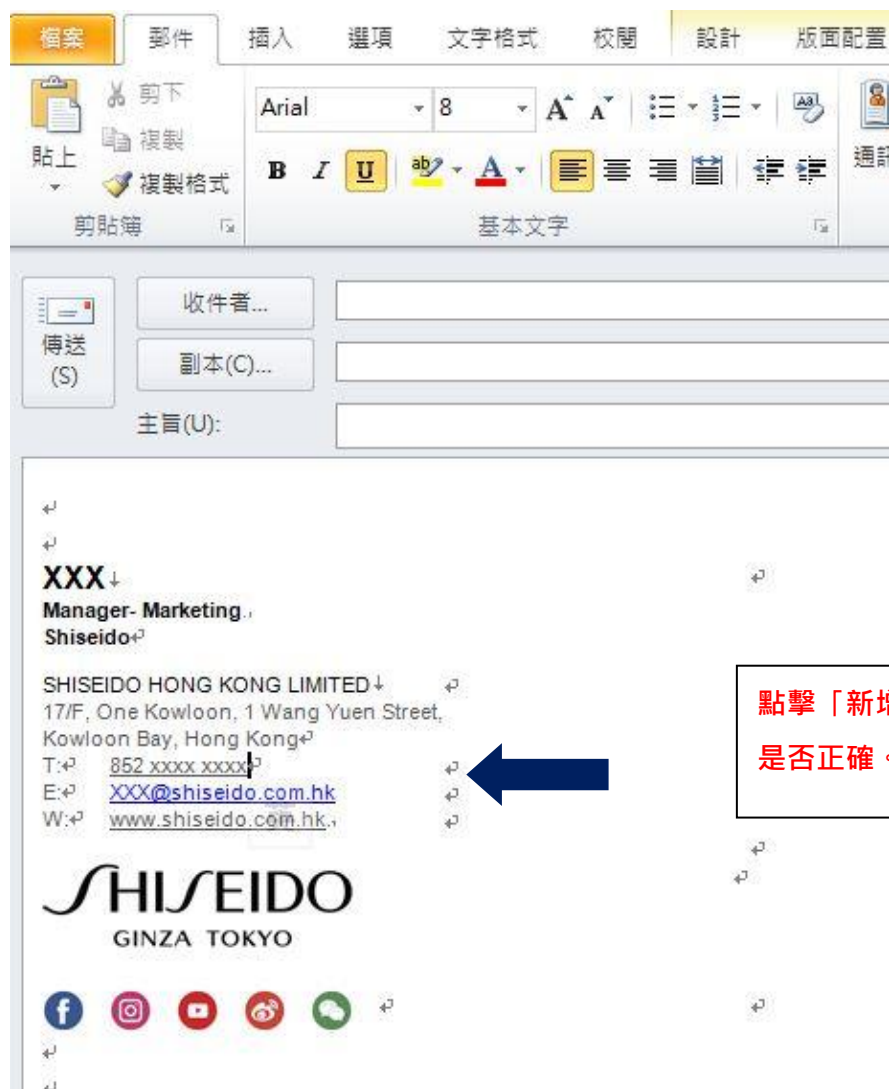
名片(B)

選擇預設的電郵名片，然後按「確定」。

您可以設置多個電郵名片。

確定 取消

5) 檢查您的電子郵件簽名



點擊「新增電子郵件」，檢查電郵名片
是否正確。