



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><i>Note:</i> - Mobile and fax number are optional - Title format should be the same as HR record 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 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.

SHISEIDO

Create Email Signature

Full Name
Enter your full name

Email Address
Enter your email address

Full Job Title
E.g. Senior officer - Retail Experience and Education

Select Department
Select one

Telephone
e.g. 852 1234 5678

Fax (optional)
e.g. 852 1234 5678

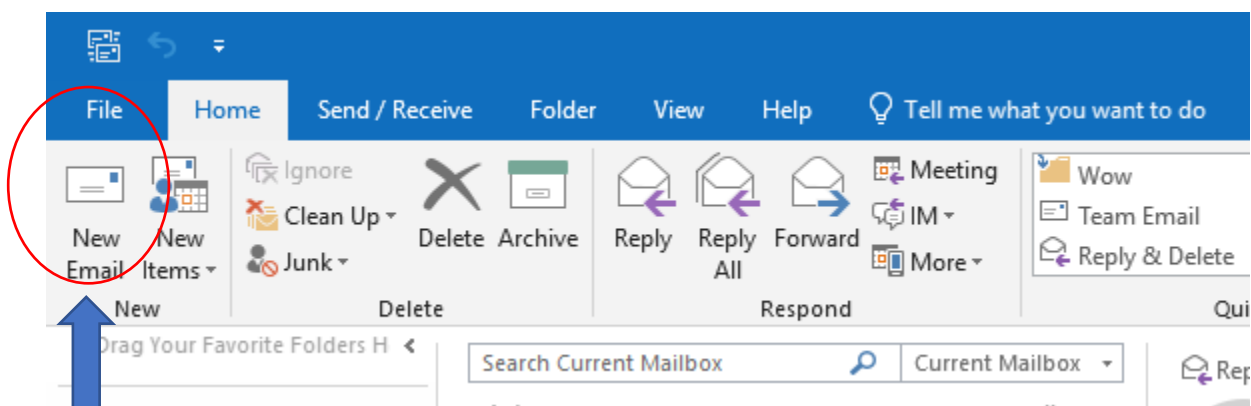
Mobile (optional)
e.g. 852 1234 5678

提交

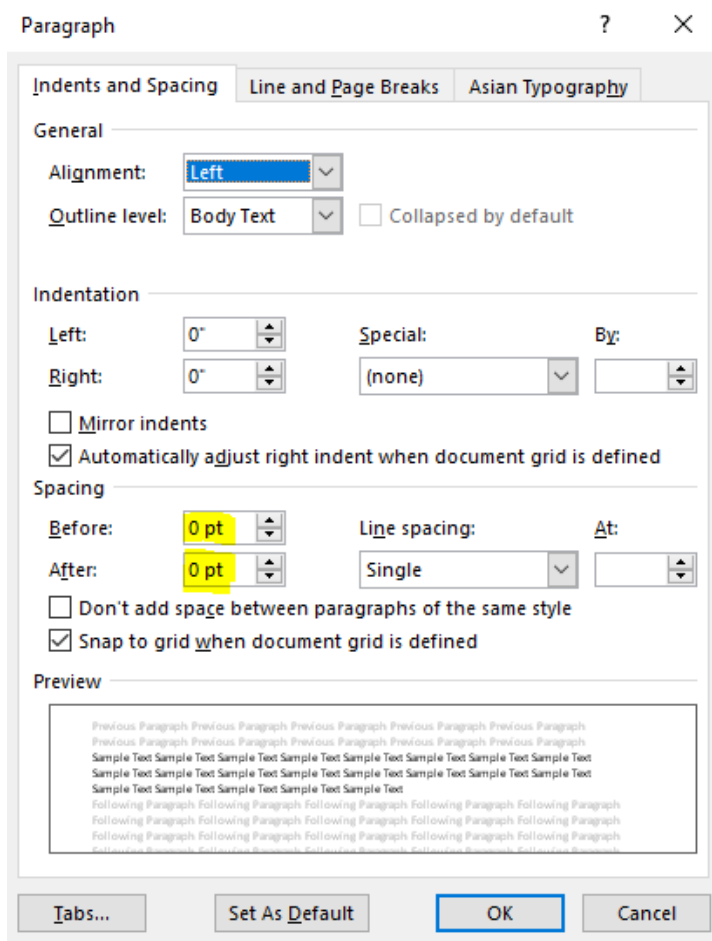
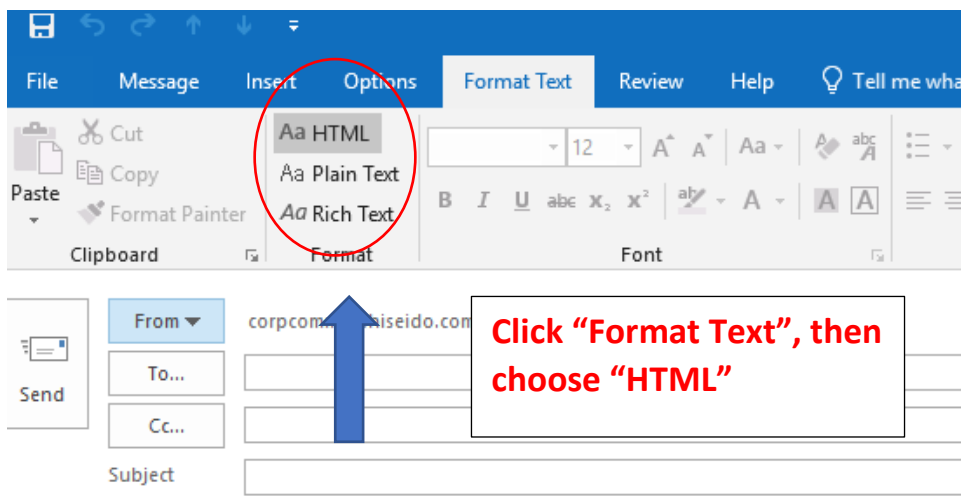
Show instructions

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

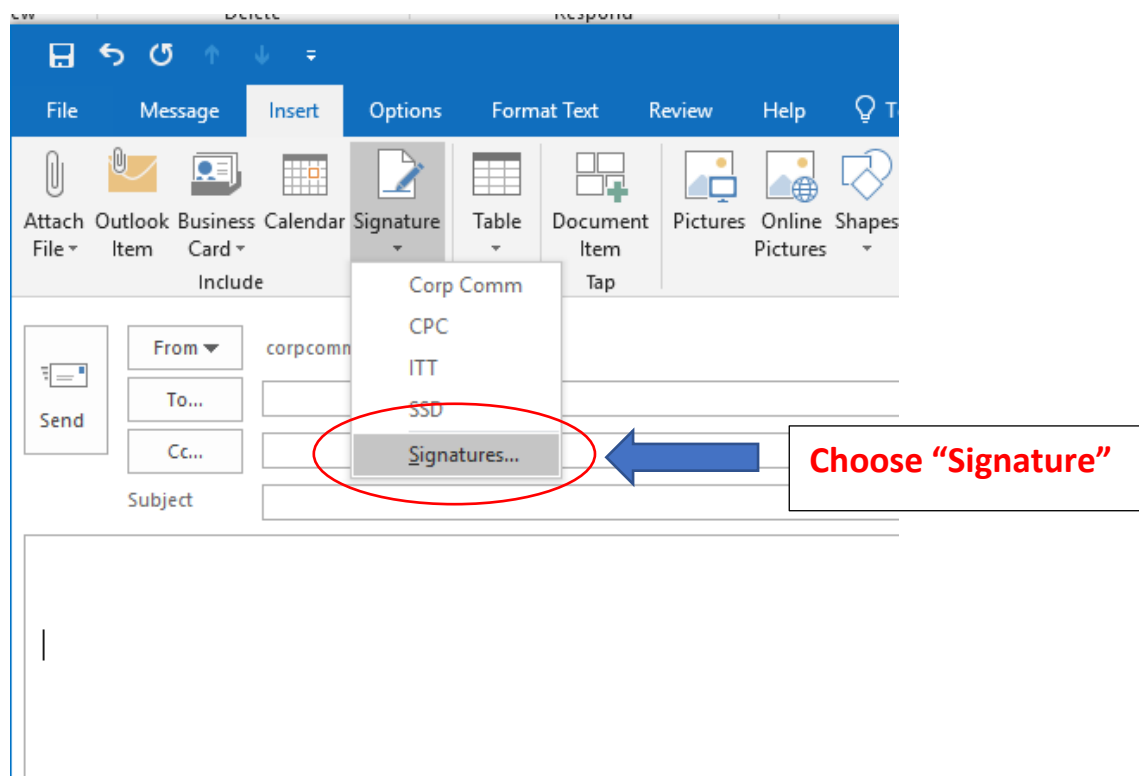
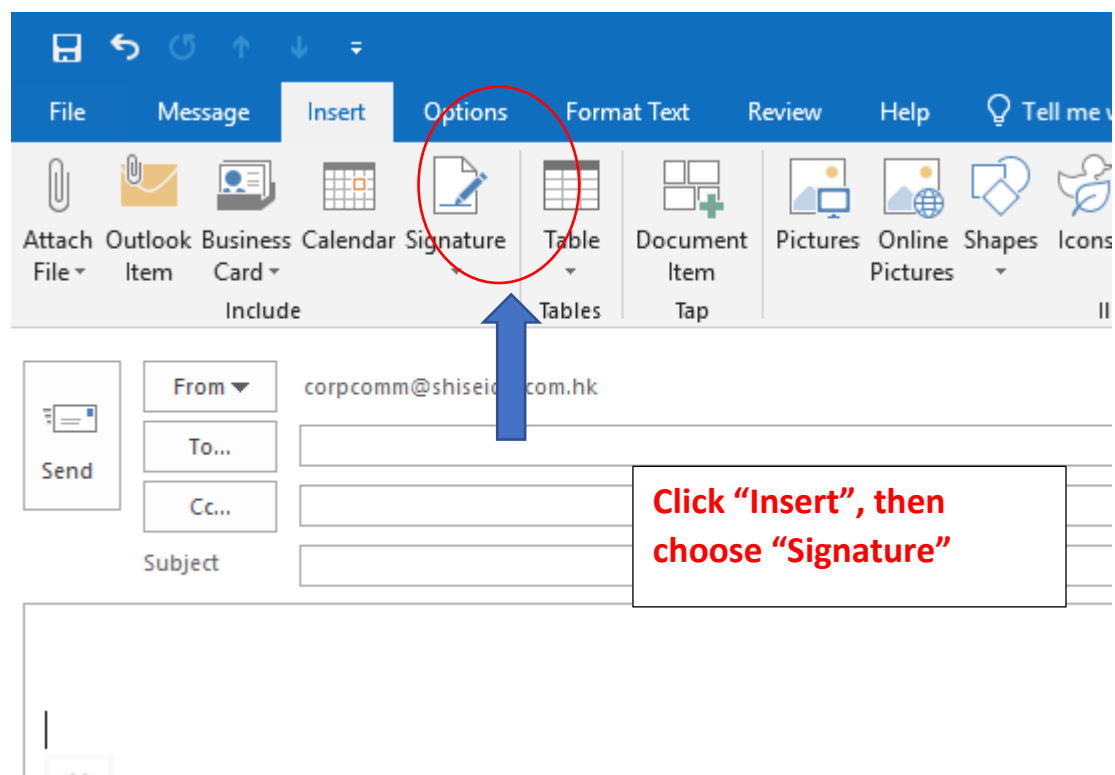
- 2) Click “New Email”



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

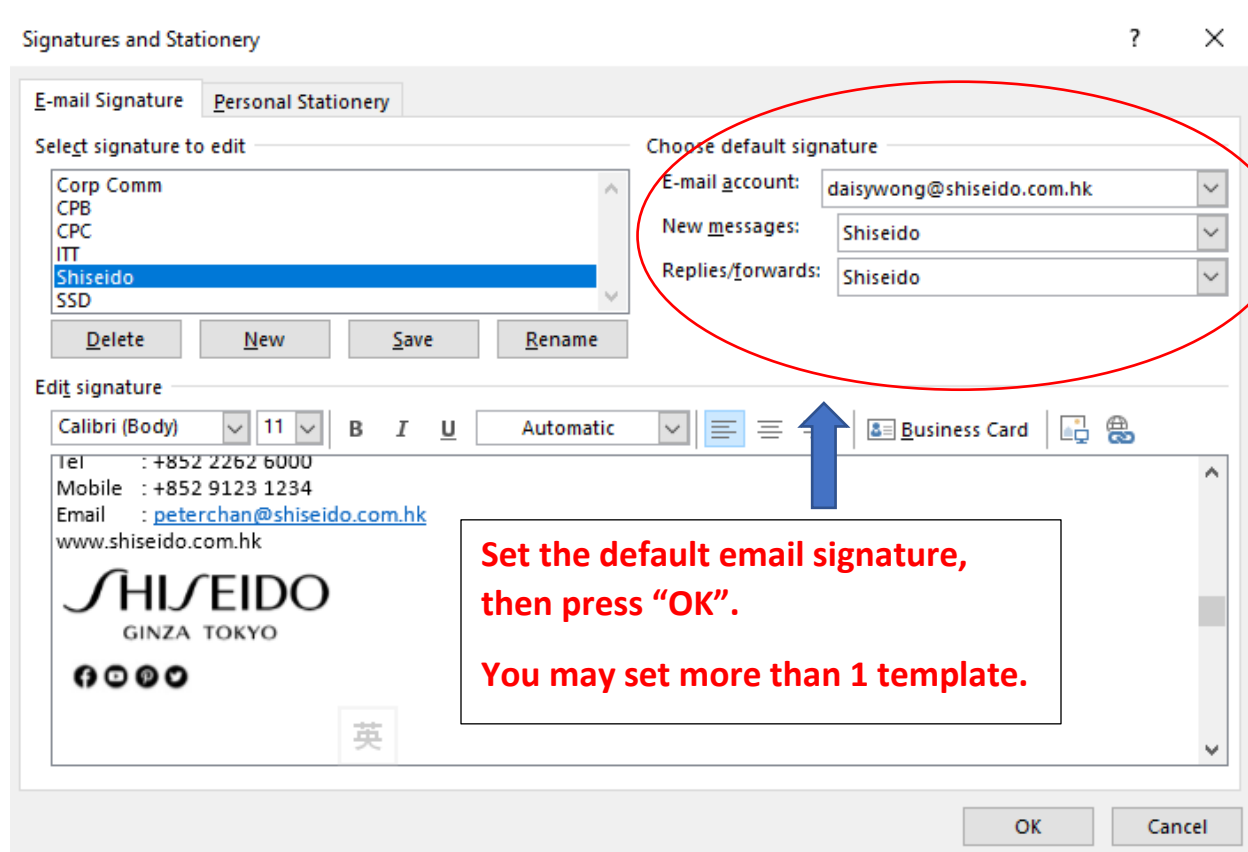
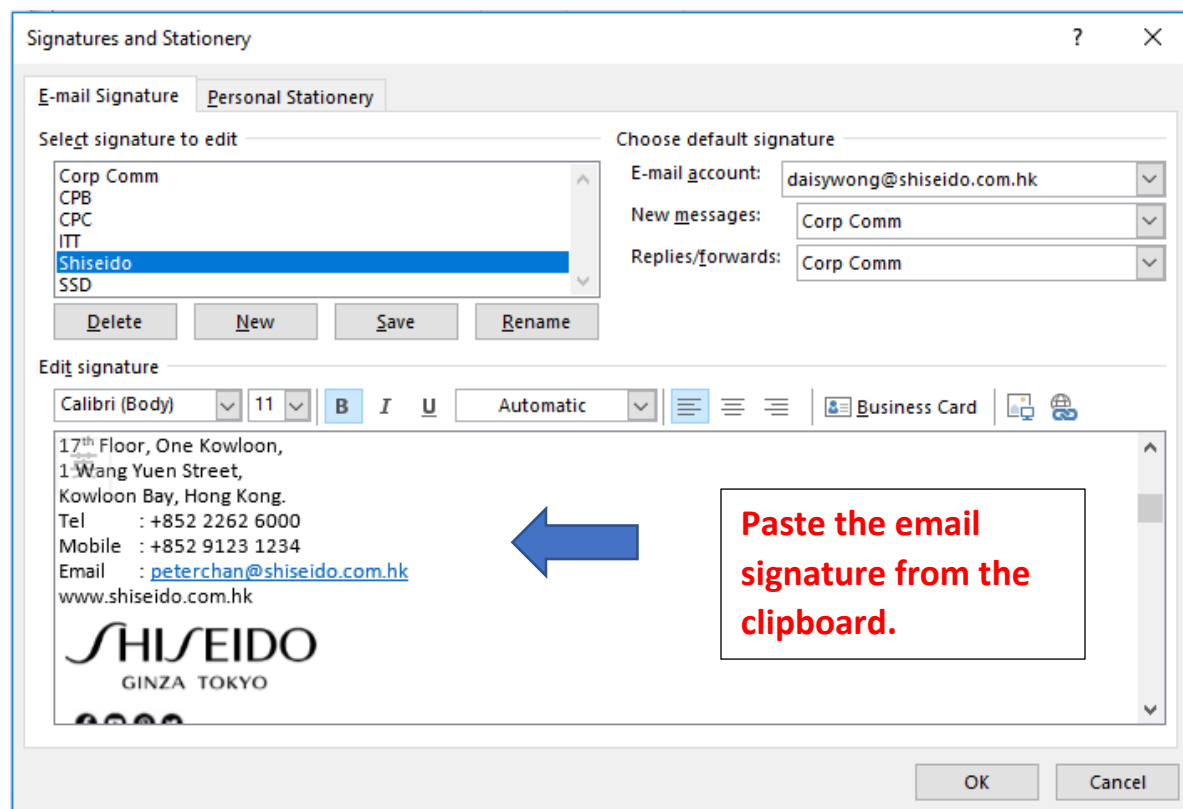
Calibri (Body) 11 B I U Automatic Business Card

New Signature

Type a name for this signature:

OK Cancel

OK Cancel





5) Check if the email signature

The screenshot shows an email client interface with the 'Format Text' ribbon selected. The ribbon includes options for 'Aa HTML', 'Aa Plain Text', and 'Aa Rich Text'. The 'Format' group shows 'Calibri (Body)' font and size '11'. The 'Font' group includes bold, italic, underline, and text color options. The 'Paragraph' group includes bullet points, numbered lists, and indentation options. Below the ribbon, the 'Send' button is visible. The email fields are: 'From' (corpcomm@shiseido.com.hk), 'To...', 'Cc...', and 'Subject'. The email body contains the following signature block:

XXX
Manager - Marketing
Shiseido

SHISEIDO HONG KONG LIMITED
17th Floor, 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

SHISEIDO
GINZA TOKYO

Facebook, Instagram, YouTube, Weibo, WeChat icons

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