

# HBA Member and Volunteer email signature

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The HBA's Members and Member Leaders are its ambassadors—and the visible faces—of our *United Force for Change*. To ensure consistency across our brand, and help stakeholders easily recognize who you are when communicating on behalf of the HBA, we ask that all Members and volunteer Member Leaders use an HBA email signature for all HBA-related correspondence.

Below is a template you can save and use as part of your email signature for ease and consistency in HBA communications.

A few important notes:

- Use only Tahoma or Palatino Linotype at 10 or 11 point fonts
- Spell out words and avoid abbreviations wherever possible
- Volunteers/Leaders: please ensure your HBA title fits the format listed in the examples (i.e. HBA Region/Chapter/Branch followed by role title (President, Regional Director, Director-at-Large, etc.) then function or focus area)
- HBA Members: rather than a volunteer title, please list Member | HBA (*Your Affiliated Region/Location*) | Healthcare Businesswomen's Association
- Please review the [HBA's Brand Guidelines](#) with questions

## Email Signature Template

**Firstname Lastname**

HBA Region/Chapter Role Title, Function/Focus Area | [Healthcare Businesswomen's Association](#)

Work job title, Company name

Preferred phone | Preferred email

## Usage Examples

**Suzie Curlers**

HBA Midwest President, Membership Experience | [Healthcare Businesswomen's Association](#)

VP, Important Things | XYZ Healthcare Company

+1 555 555 1234 | [scurlers@example.com](mailto:scurlers@example.com)

### **Daniel Exampleman**

HBA Milan Director at Large, Marketing and Communications | [Healthcare Businesswomen's Association](#)

Director, Awesomeness | ABC Healthcare Company

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### **Alyssa Namestein**

HBA Miami Committee Chair, Corporate Engagement, Southeast Region | [Healthcare Businesswomen's Association](#)

Manager, Stupendous Activities | LMNOP Healthcare Company

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### **George Sample**

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## **Optional Additions:**

**HBA logo w no text:**



The logo consists of the letters 'HBA' in a bold, purple, serif font. The 'H' and 'B' are connected at the top, and the 'A' is slightly offset to the right.

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