



**British Association of
Women Entrepreneurs**

Email Signature Instructions

Welcome

This manual explains how to add the British Association of Women Entrepreneurs (BAWE) “Proud Member” email signature to your email client. The signature includes your name and job title, email and website contact details, and a BAWE banner.

Because email clients can display signature code differently, the instructions provided below are designed to help the signature appear correctly across common platforms. Where a client does not support images or HTML formatting reliably, the manual also includes a simple fallback so contact details still display.

Use this guide to:

- Insert the BAWE signature template into your email account settings
- Confirm that the banner and links load as expected
- Verify formatting by sending a test email to yourself

By following the steps in this manual, you will ensure your emails present a consistent professional identity.

Downloading the files

To download the files, access the cloud folder here:

<https://files.bawe-uk.org/>

Inside the folder, you'll find:

- The banner image (download separately)
- The HTML code (download to use the full signature layout or simply click on the file to open it in your Chrome browser window)

How to use the files

Choose the appropriate option:

1. Banner only (if you want to add the BAWE banner under an existing signature), or
2. Full BAWE layout (if you want to use the complete signature design).

Download your chosen file(s) to your desktop. Right click on the banner and choose 'save image as'.

Follow the instructions in the manual if you're using the full BAWE layout.

Opening the html signature file

Before you start (do this once)

Open the full HTML signature file you downloaded in Google Chrome:

1. Go to your Downloads folder.
2. Find the file named (full BAWE email signature HTML).
3. Click the file to open it in Chrome.
4. Press Ctrl (Windows) or Command (Mac) and A to copy all of the signature

1) Outlook (Windows Desktop) — Microsoft 365 / Outlook 2019+

1. Open Outlook.
2. Go to File → Options → Mail.
3. Under Signatures, click Signatures...
4. Click New (create a new signature name), then select it.
5. Paste the HTML into the signature editor.
6. Amend placeholder text to include your details.
7. Click OK to save.
8. Send a test email to yourself and confirm the layout.

2) Outlook on the Web (Outlook.com / Microsoft 365 Web)

1. Open your webmail.
2. Go to Settings (gear icon) → Mail → Compose and reply.
3. Find Email signature.
4. Select/create a signature.
5. Paste the full HTML into the signature area.
6. Amend placeholder text to include your details.
7. Click OK to save.
8. Send a test email to yourself and confirm the layout.

3) Outlook for Mac

1. Open Outlook on your Mac.
2. Go to Tools/Settings → Signatures.
3. Create or select your signature.
4. Paste the full HTML into the signature editor.
5. Amend placeholder text to include your details.
6. Save, then test by emailing yourself.

4) Gmail (Web) — mail.google.com

1. Gmail often sanitises HTML signatures, so full HTML can be unreliable (especially images/icons).
2. Open Gmail in a browser.
3. Go to Settings (gear) → See all settings.
4. Open General → Signature.
5. Paste what you can:
6. If HTML works and the banner appears: save
7. If HTML formatting is removed: switch to using text for Name/Title/Email/Website
8. For the banner:
9. Insert image in the signature editor, to upload/select the banner file.
10. Amend any placeholder text to include your details.
11. Save changes and test.

5) Apple Mail (macOS)

1. Open Mail → Settings/Preferences → Composing
2. Make sure Message format is set to rich text
3. Open Mail → Settings/Preferences → Signatures.
4. Select your account/signature.
5. Delete out any text / images you no longer want to use.
6. Make sure you have unchecked 'always match my default message font'
7. Paste the HTML into the signature area.
8. Amend placeholder text to include your details.
9. Send a test email to confirm banner + icons display.
10. If images don't show: Use the text for Name/Title/Email/Website and insert the banner image below (Apple Mail can be inconsistent with remote images in signatures).



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