

Email Signature Guidelines

August 2025

RXO

Communications guidelines

Introduction

All users of RXO company email are expected to follow brand guidelines. Your emails to customers, prospects, vendor and other contacts should be written using courteous and professional language.

Checklist

Use the email signature generator tool – enter your information and the tool will generate your brand-compliant signature. You can copy and paste the signature into Outlook so the signature will appear at the bottom of all your emails.	Files containing customer details should never be downloaded or stored on your laptop or other non-secure devices.	Employees should refrain from “mass” emails to groups of customers via Outlook or Salesforce email templates.	Emails to customers should not contain animated gifs, clipart, copied imagery from other RXO emails, truck or equipment images, mixed font sizes/colors or modified brand images, etc.	Do not change the font style, size or color. Use the standard font: Arial, size 11, black.
---	--	---	--	--

FAQ

How can I add messaging about holiday hours and weather alerts to my email signature?	How can I create a more personal message if I can’t use images or different font types and colors?	What will happen if I don’t make changes to my emails?
If you want to include references, be sure to add the text to the body of the email, above the email signature. The email signature is the very last piece of text in the email.	Your emails are business communications that represent the company and the brand. Your personality will shine when you speak to customers on the phone and meet with them in-person.	Emails are subject to monitoring and non-compliant branding issues will be addressed accordingly.

Contact

For additional guidance, please contact Marketing@RXO.com

Email signature

Name

Arial Bold, ~10, Black

Title, department

Arial Regular, ~8.5, Black

All elements are upper and lowercase.

Note that title elements (position and department) should be separated by commas or the word "and."
IMPORTANT: Spell out titles – Vice President (NOT VP).

Line space

Arial Regular, ~8.5

RXO logo

Arial Bold, ~12, Black

Address line 1

Arial Regular, ~8.5, Black

Spell out address elements, such as Avenue, Lane, Road, Street.

Address lines 2+

Arial Regular, ~8.5, Black

Office and Mobile

Arial Regular, ~8.5, Black

DO NOT include your email address.

John Smith

Manager, Last Mile Operations

RXO

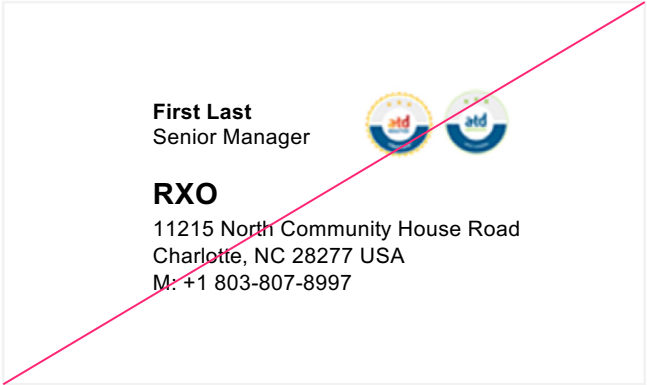
11215 North Community House Road
Charlotte, NC 28277
M: 800-123-4567

Email signature do nots

Do not add graphics.



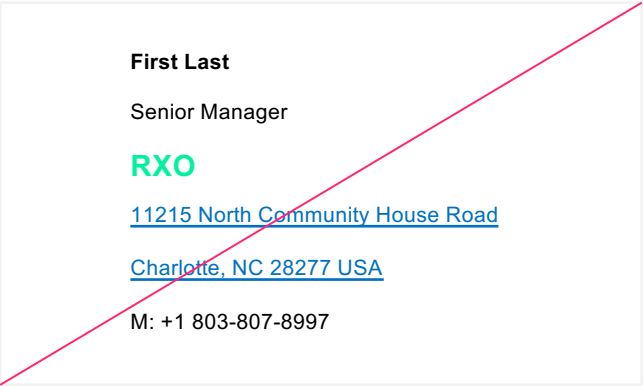
Do not add other logos or symbols.



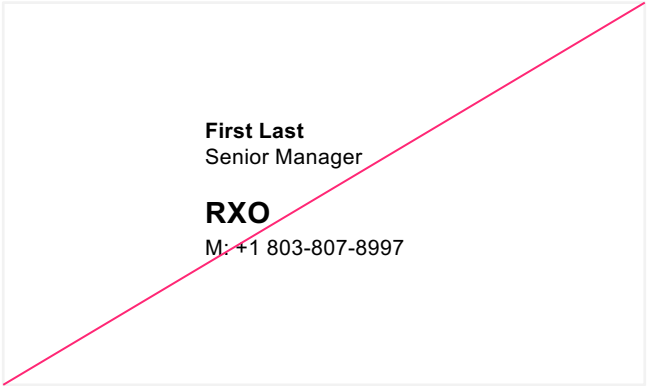
Do not use incorrect fonts.



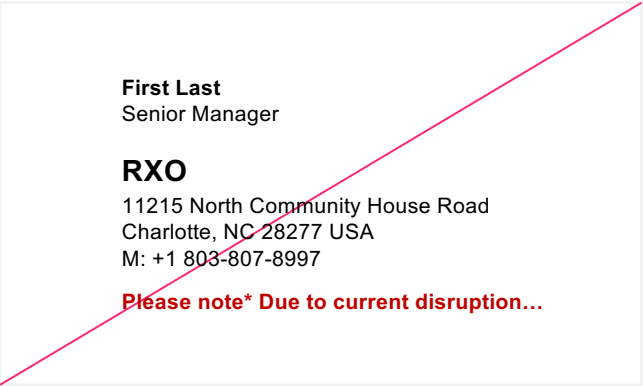
Do not use incorrect formatting or colors.



Do not remove information.



Do not add information.



RXO