



The *Polished* Email Signature Checklist

How to Make Every Email Look On-Brand and
Leave a Professional Impression

WWW.DRAPERDESIGNS.STUDIO

Created by Draper Designs - a Fortune 500-level branding studio for founders who don't play small.



The Polished Email Signature Checklist

How to Make Every Email Look On-Brand and Leave
a Professional Impression

If your email signature feels like an afterthought, it's time for a glow-up. This checklist is built for founders, creatives, and professionals who know that every touchpoint matters. Because yes — your email signature is part of your brand. Let's make sure it looks as good as your business actually is.

Go section by section, then use the examples at the end to upgrade your own with confidence and consistency.

Basic Info That Builds Trust

- ☐ Full name
- ☐ Job title or role
- ☐ Business name or brand (linked to website)
- ☐ Professional headshot (optional, but impactful)

Pro Tip: If they're emailing you, they should know exactly who you are — and why they can trust you.

Clear Contact Options

- ☐ Email (clickable)
- ☐ Phone number
- ☐ Website (clickable)
- ☐ Calendly link or booking button (if applicable)

Pro Tip: Make it stupid easy for people to take the next step. One click should lead to the calendar, not confusion.



The Polished Email Signature Checklist

How to Make Every Email Look On-Brand and Leave
a Professional Impression

Social Media Icons or Links

- ☐ Include 1–3 MAX (only where you're active + branded)
- ☐ Use icons or clean hyperlinks
- ☐ Make sure links open in a new tab

Pro Tip: Only link what you're proud of. Dead or off-brand socials hurt more than help.

Legal/Optional Add-Ons

- ☐ Confidentiality disclaimer (if required)
- ☐ Professional certification (LinkedIn, awards, affiliations)
- ☐ Brand tagline (short + sweet only)

Pro Tip: Legal fine print should support trust, not take over the entire footer.

Design & Layout

- ☐ Uses brand fonts (or clean, universal email-safe font)
- ☐ Aligned brand colors (no rainbow chaos)
- ☐ Logo/icon is sized appropriately
- ☐ Mobile-friendly and tested across email platforms

Pro Tip: Keep it clean, spaced, and scroll-stopping — not cluttered. Less is always more here.

★ Example #1: Clean + Corporate

Victoria Draper

Founder & Brand Strategist

www.draperdesigns.studio

✉ hello@draperdesigns.studio | ☎ (555) 123-4567

[LinkedIn Icon] [Instagram Icon]

Building Brands That Rise Above the Rest

★ Example #2: Personal + Creative

Victoria Draper

Creative Director ♦ Draper Designs

🌐 draperdesigns.studio | 📞 [Book a Strategy Call](#)

✉ victoria@draperdesigns.studio

⚡ @draperdesigns | 🍷 Making Brands Rise



The Polished Email Signature Checklist

How to Make Every Email Look On-Brand and Leave
a Professional Impression

Scoring & Insights - ★ Total Score: ____ /18

For every checked box, give yourself **one** point. Total it up and see where your homepage stands.



16-18 : *Signature Star*

Your email signature is crisp, on-brand, and working hard for you. Every send builds trust, recognition, and credibility — this is how it's done.



12-15 : *Almost There*

You're close! A few tweaks to layout, alignment, or tone could make a big difference. Aim for tighter branding and fewer distractions.



7-11 : *Inconsistent Impression*

Some parts feel polished, others miss the mark. Time to clean up the visual hierarchy and tighten your messaging.



0-6 : *Time for a Rebuild*

If your signature looks like a default template or screams "DIY," this is your sign. Let's build a clean, professional touchpoint that matches your brand's quality.

Ready to *Rise* Above the Rest?

You've completed the checklist — now let's turn your email signature into a branded touchpoint that builds trust, boosts credibility, and leaves a lasting impression with every send.



Book a **Brand Touchpoint Audit**

