THE VENUE BUSINESS BOOT CAMP

Smart, usable advice for running your wedding venue.

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venuebusinessbootcamp.com

How To Create a Custom Gmail Signature

It's easy – and free!

Don't overlook the power of your email signature! It's on every single email you send, after all. Get it right, and it's a powerful tool.

Our creative director Jenna Miller has put together **this video tutorial** to walk you step-by-step through exactly how to create a custom email signature in Gmail.

Watch the video, then reference the time stamped instructions below to create your own. Bonus points if you email us after to show us your handiwork!

Jenna Miller
Events Manager

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510-555-1234 • jenna@hopscotchestate.com

:21 – What You'll Need

- Gmail Account

- [Canva Account](#)
- [Google Doc](#)

:28 – Get Organized

- Have all website + social media links ready to go
- Create an "Email Signature" folder on your desktop with a high-quality headshot
- Include 2–3 fabulous photos of your venue in that folder, if you'd like to include them below your signature. Make sure they're the same height (e.g. 400px height)

:48 – Getting Started on your Google Doc

- Write out your name, job title, venue, name, phone number, email address, and your Brand Superpower Statement onto a clean Google Doc
- Paste full URLs for all website + social media links

:53 – Insert a 2x1 Table

- Place your cursor at the top of your Google Doc (above the info you just typed / pasted)
- Go to Insert > Table > and click 2x1

1:10 – Inserting Your Headshot

- Place your cursor in the left column of your table
- Go to Insert > Image > Upload from computer
- Select your headshot from your "Email Signature" folder on your desktop > click Open
- It will be placed into the left column of your table
- Click on the image and drag the squares along the edges to scale it down in size

1:26 – Adjust column sizing

- When your headshot is resized, click on the divider line in the center of your table
- Drag it to the left until it's right next to your photo

1:37 – Signature Text

- Copy and paste your name, job title, venue name, phone number, email address, and brand statement into the right column of the table

- Format however you'd like using your brand fonts and colors as well as bold, italics, etc.
  - **Pro Tip:** If you don't see your brand fonts in the default dropdown list, go to the first option that says "More Fonts" for a bigger selection.

2:10 – Linking Text to Website

- Copy your website URL
- Highlight the name of your venue in your signature text
- Click the link 🔗 icon in the toolbar, go to Insert > Link, or simply press Command K and paste your website URL into the link field
- Press Apply to link your venue name to your website.

2:25 – Creating Social Media Icons in Canva

- Log into Canva
- Click the "Create a design" button on the top left
- Select "+ Custom dimensions"
- Type in 40 x 40 px
- Click Create design

3:00 – Copying Multiple Artboards

- Create the same number of artboards as social media icons you'll need
- Go to the double page icon ⧉ above the artboard to copy the page
  - For example, we needed icons for Facebook, Instagram, and Pinterest so we created 3 artboards total.

3:13 – Finding Icons in Canva

- Go to "Elements" on the very left-hand sidebar of Canva
- Search for the name of the social platform you'd like an icon for
  - Optional: Click the filter icon ⚙ in the search bar to filter by free icons. Icons labeled "pro" means there's a small fee to use that icon.
- Click the icon you'd like, and it will appear on your artboard

3:39 – Resizing + Aligning Icons

- Click the icon in your artboard and drag a corner out until it's w: 32 h: 32
- Repeat with your other social icons until you have all the icons you need on their own separate artboards, all 32 x 32 px.

4:19 – Overlaying Brand Colors on Icons

- Highlight one of your icons
- Click the black color box on the top left of Canva's workspace to pop out the color palette sidebar
- Click a color from their default options, or click the New Color box to choose your own
    - **Pro Tip:** This is where you can paste the HEX code from one of your brand colors. Each color has its own 6-digit code that begins with a pound sign (for example, the pink used in this document's headers is #d08086).
        - If you don't know your brand's HEX codes, **use a color picker** to "click and pick" a specific color right from your website or marketing materials. A color picker looks like a tiny eyedropper icon, and can be accessed with a browser plugin like ColorZilla, which works with both Chrome and Firefox.

5:06 – Downloading Your Social Icons

- Go up to Publish on the top right of Canva
- Click download and save as a PNG file with a transparent background

5:41 – Inserting Social Icons to your Signature in Google Docs

- Go back to your Google Doc
- With your cursor placed where you want your social icon to appear, go to Insert > Image > Upload from computer and then find the social icons you just downloaded. Choose the first, and it will pop in to your signature.
- Repeat these steps with your remaining social icons. Tap the spacebar once or twice between icons to give them some room.

6:07 – Linking your Social Icons

- Copy your first social media URL

- Click on the corresponding social icon
- Click the link 🔗 icon in the toolbar, go to Insert > Link, or simply press Command K and paste your social media URL into the link field
- Press Apply to link that social media icon
- Repeat these steps with your remaining social icons.

6:57 – Table Properties to Make Border White

- Right click inside your table
- Go to Table Properties
- Under "Table border" select the color white
- Hit OK

7:14 – Adding Venue Photos

- Make sure the bottom of your signature is pretty even. Adjust your headshot until the bottom of the photo is about equal with the bottom of your social icons.
- Click to put your cursor directly underneath the table
- Go to Insert > Image > Upload from computer and select 2–3 fab photos of your venue
- Select Open and they'll drop into your Google Doc

7:55 – Resizing your Venue Photos

- Click on the images and drag the squares along the edges to scale them down in size
  - Hint: You can link your venue photos to your website if you'd like

8:18 – Copying Your Signature from Google Docs to Gmail

- Select the entire signature and hit Command-C or Control-C on a PC to copy

8:27 – Settings in Gmail

- Go to your Gmail account
- Click the gear icon on the top right to access Settings
- Scroll down to "Signature"
- Click "Create New"

8:39 – Create New Signature

- Choose a name for your new signature and click Create
- Put your cursor into the empty signature box, and press Command-V or Control-V on a PC to paste

8:55 – Testing and Troubleshooting

- Under "Signature defaults" select your new signature name in the "For New Emails Use" dropdown menu, and again on the "On Reply/Forward Use" dropdown
- Scroll to the bottom and click Save Changes
- Test out your new signature by clicking the "Compose" button on the top left of Gmail
- Your shiny new signature should appear in the message!