EMAIL SIGNATURES

Respect all Fear none

A QUICK GUIDE TO CREATING INCLUSIVE EMAIL SIGNATURES

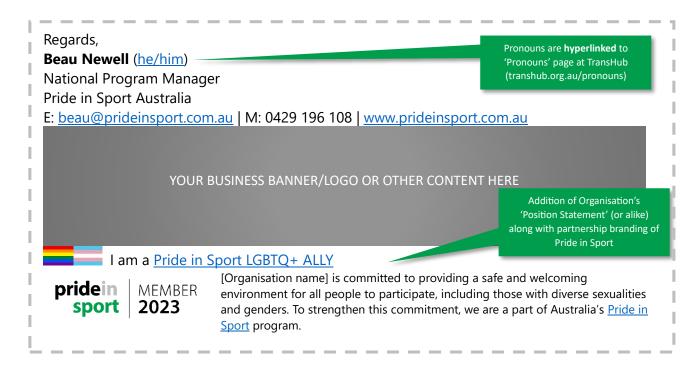
Simple Example:

This is where you simply add the rainbow/trans flag to your email signature and articulate your position as an LGBTQ+ Ally. The example below has a hyperlink the Pride in Sports terminology page where it explains further what an 'ally' means.



Intermediate Example:

In addition to the above, this level is a step up from the simple example, and includes the flags, and a blurb of your organisation's values on inclusion and anti-phobias.



Advanced Examples:

While anything is better than nothing, some organisations will go above and beyond by developing their own dedicated artwork to emphasise their organisations commitment to LGBTQ+ inclusion.

Rainbow logos: This may include a rainbow version of your company's logo, and/or links to dedicated LGBTQ+ inclusion pages on your organisation's website. For example:

Standard business logo

Rainbow style business logo



Permission was given by Melbourne University Sport for Pride in Sport to share their logo variations as inspiration. You can also check out their work on LGBTQ+ inclusion at https://sport.unimelb.edu.au/programs/pride-in-sport

Including statistics: This may include one of the above example email signatures along with some key learnings to emphasise why this work is so important to your organisation. For example:



LGBTQ days of significance: Some organisation even develop new email signatures for their staff on a regular basis. If this is the case for your organisation, consider developing one that aligns with the official LGBTQ+ Days of Significance, as found at

http://www.prideinsport.com.au/days-of-significance/





'Ally' variations: some organisations use the above flags; however, an individual may prefer to articulate that they are an 'Ally'. This is regularly seen with the text "ALLY" written over the flag. For example:





Badges: If your organisation has participated in the Pride in Sport Index (PSI), you may also wish to consider using your respective digital badge, supplied to organisations at the release of index and benchmarking results each year. For example:







*Please note: PSI badges are trademarked and must only be used with the approval of Pride in Sport Australia, if supplied to your organisation at the time of PSI results announcement.

Pronouns in email signatures

Pronouns are words that we use to refer to people when we're not using their name. Pronouns are pretty useful because it can sometimes feel silly to say someone's name over and over ("Mark made pasta and Mark put cheese on top and then Mark gave me a bowl and then Mark and I sat at the table and ate"). Using the right pronoun for a person is one of the easiest simplest ways of showing them respect.

Pronouns are a special part of the English language as they are often used to indicate a person's gender. For many trans people, having people know and use correct and affirming pronouns is an important and validating part of their gender affirmation.

To find out more about pronouns, please visit www.transhub.org.au/pronouns

If you would like further quidance or support, please email Pride in Sport – info@prideinsport.com.au

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