# Email Signature Manager

Email Audit & Management · https://gatlabs.com/knowledge/tech-tips/email-signature-manager/

## Email Signature Manager

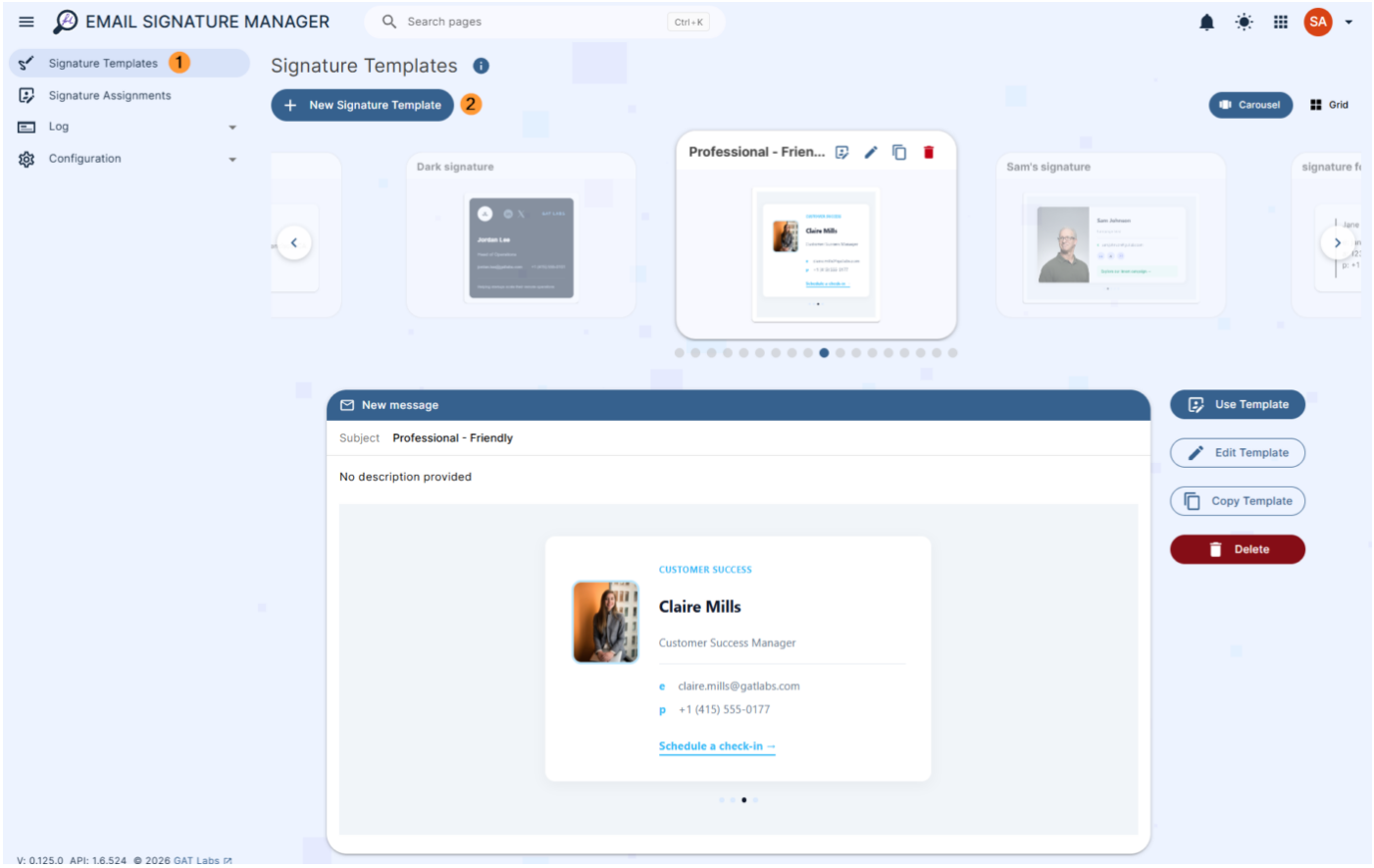
**Standardize Your Brand. Automate Compliance. Eliminate Manual Work.**

Maintaining consistent email branding across a growing organization is an uphill battle, especially when employees alter, misformat, or remove required signatures.

**Email Signature Manager** gives Google Workspace administrators centralized, automated control over corporate signatures. Design custom HTML templates or choose from ready-to-use designs, pull dynamic user attributes automatically, and deploy tailored signatures across individual users, specific groups, or entire Organizational Units (OUs). With daily automated enforcement, unauthorized edits are corrected automatically, ensuring 100% brand consistency across your domain without administrative overhead.

## Create the signature

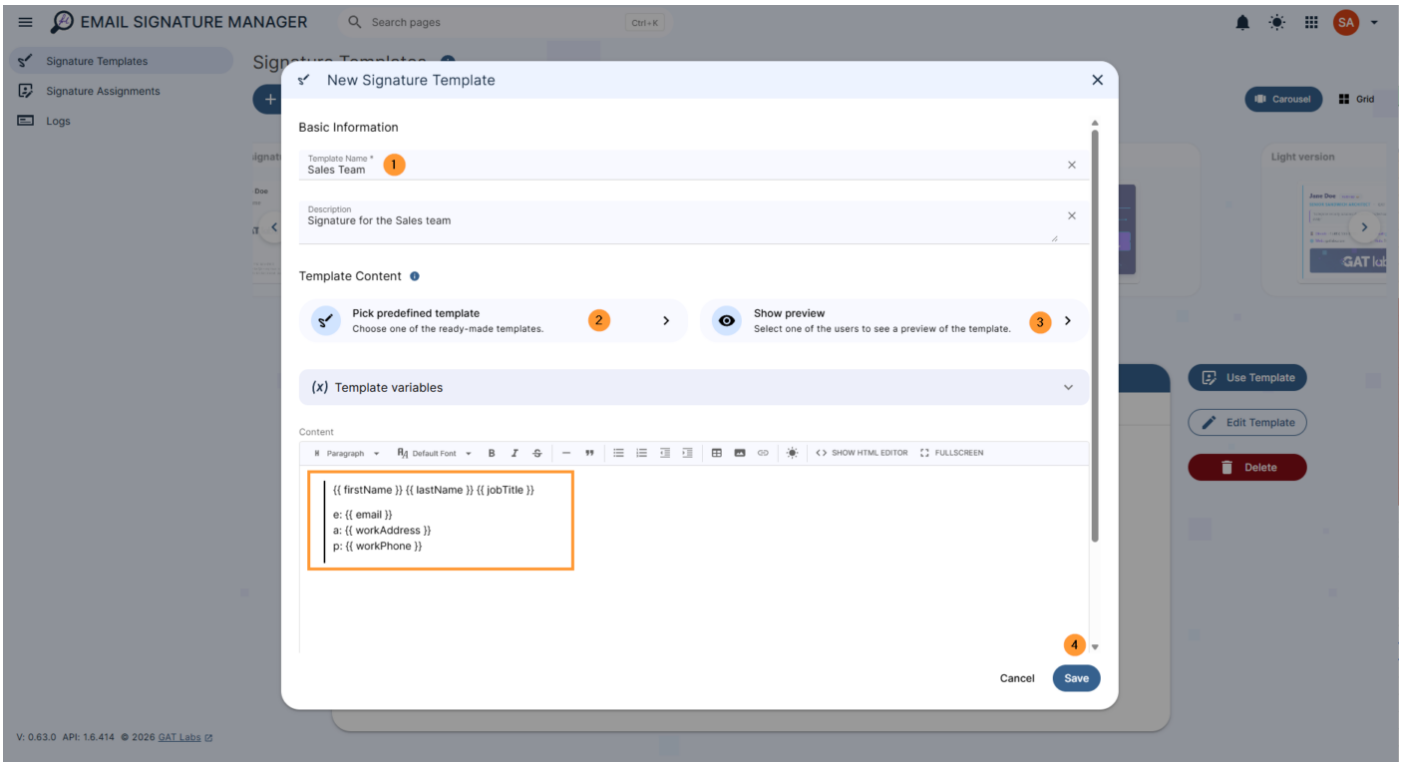
On the left menu, navigate to **Signature templates >** and click on the **+ New Signature template** button




Next, fill in the **Basic information**

- **Template name** - enter a name for this template
  - **Description** - enter a description for the template

- **Template content** - this is the design of the signature template
  - **Pick predefined template** - Choose from any of our ready-made templates
  - **Show preview** - Preview what the signature would look like, using the attributes from a particular user of your choice
    - **Template variables** - Choose an attribute from theuser'ss account to include in their signature
    - **HTML editor** - Use the HTML editor to create the signature




The following options are available when creating a signature template:

**Pick predefined templates** - select and pick a prepared template.

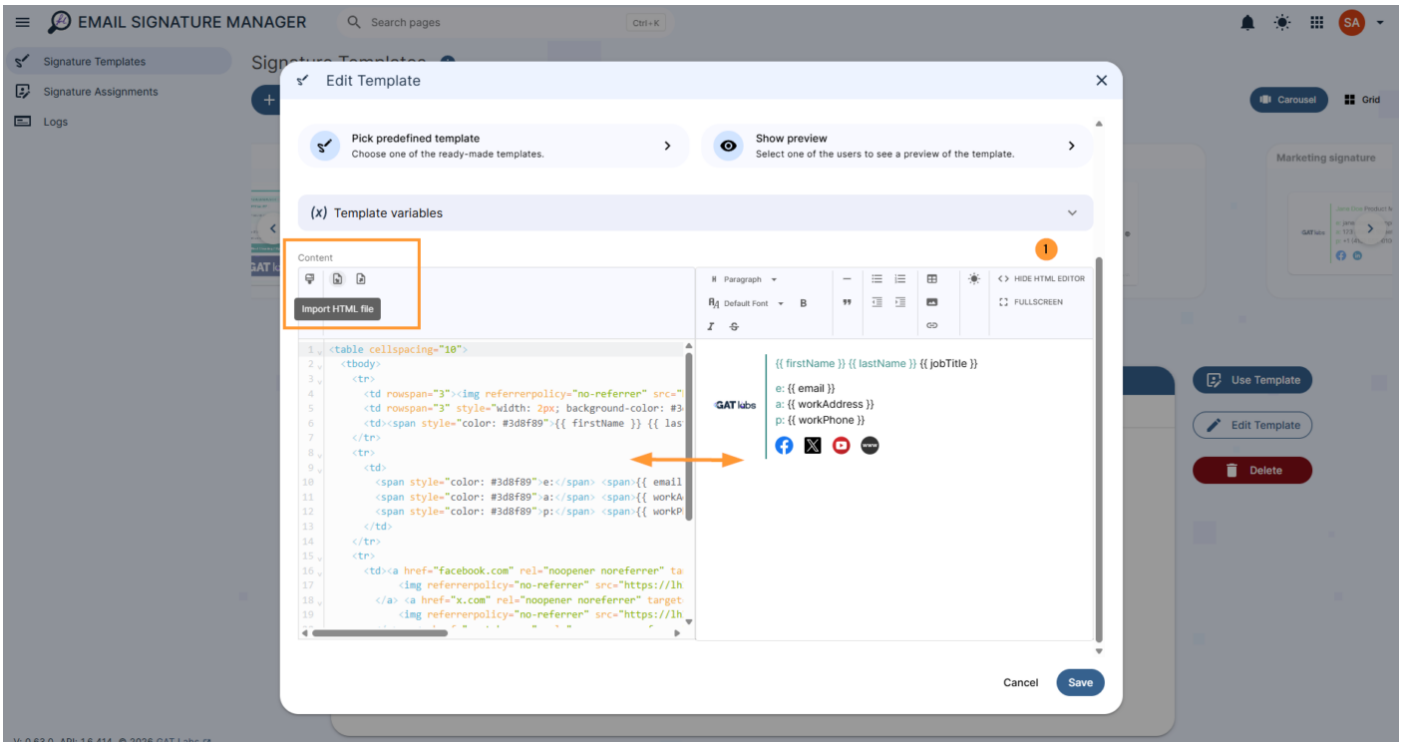
## HTML signature

Admins can copy and paste HTML code from already existing signatures.

Click on and select the **HTML editor** under "Content" of the signature, and create the signature manually. You can **import and export HTML files**

You can copy and paste from an external resource and create the signature as you wish.

Click on **Save** when changes are applied.

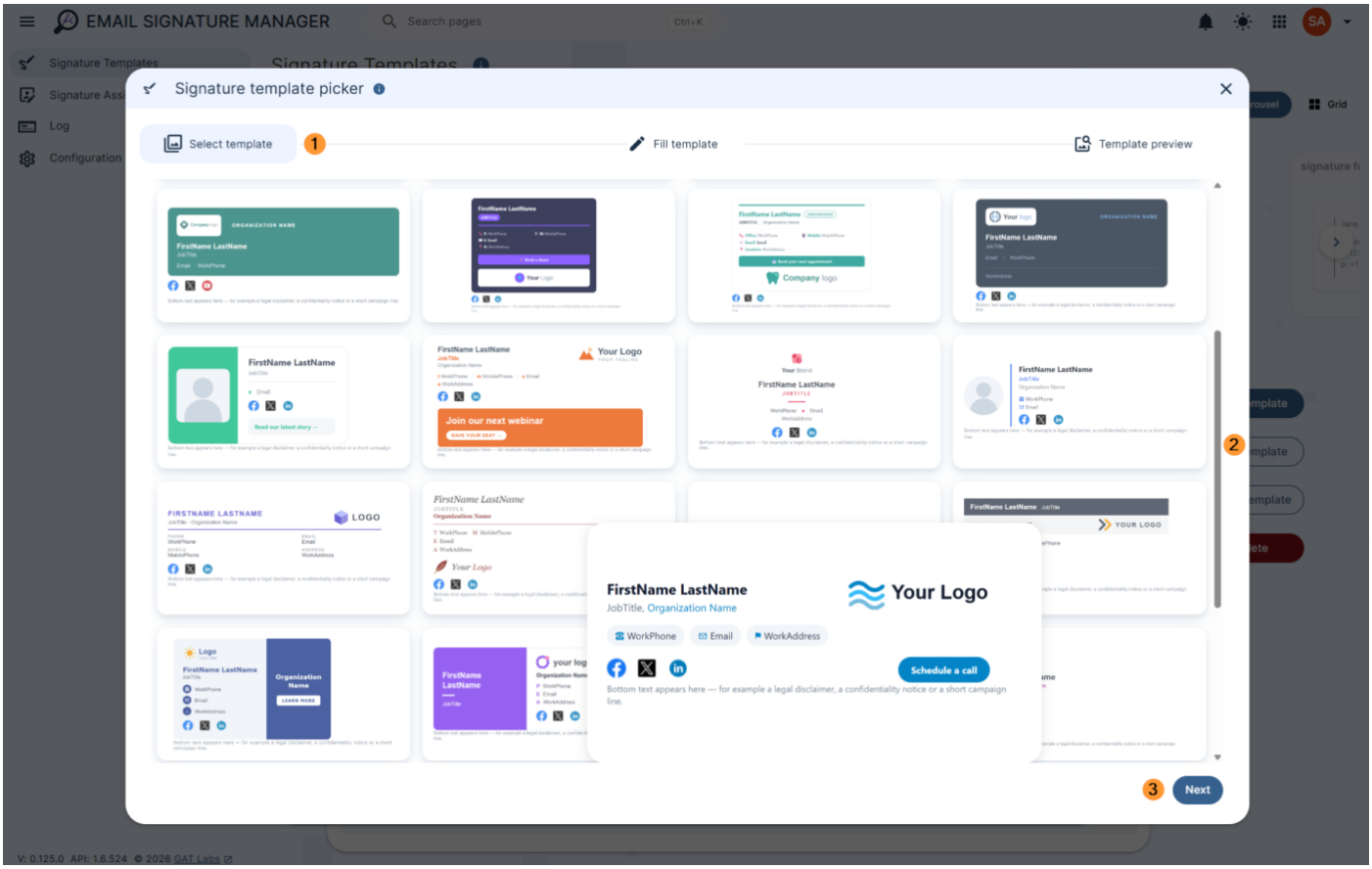



## Select template

In **Select template**, scroll down/up and pick any of the prepared templates.

Hover over any of the template and select it.

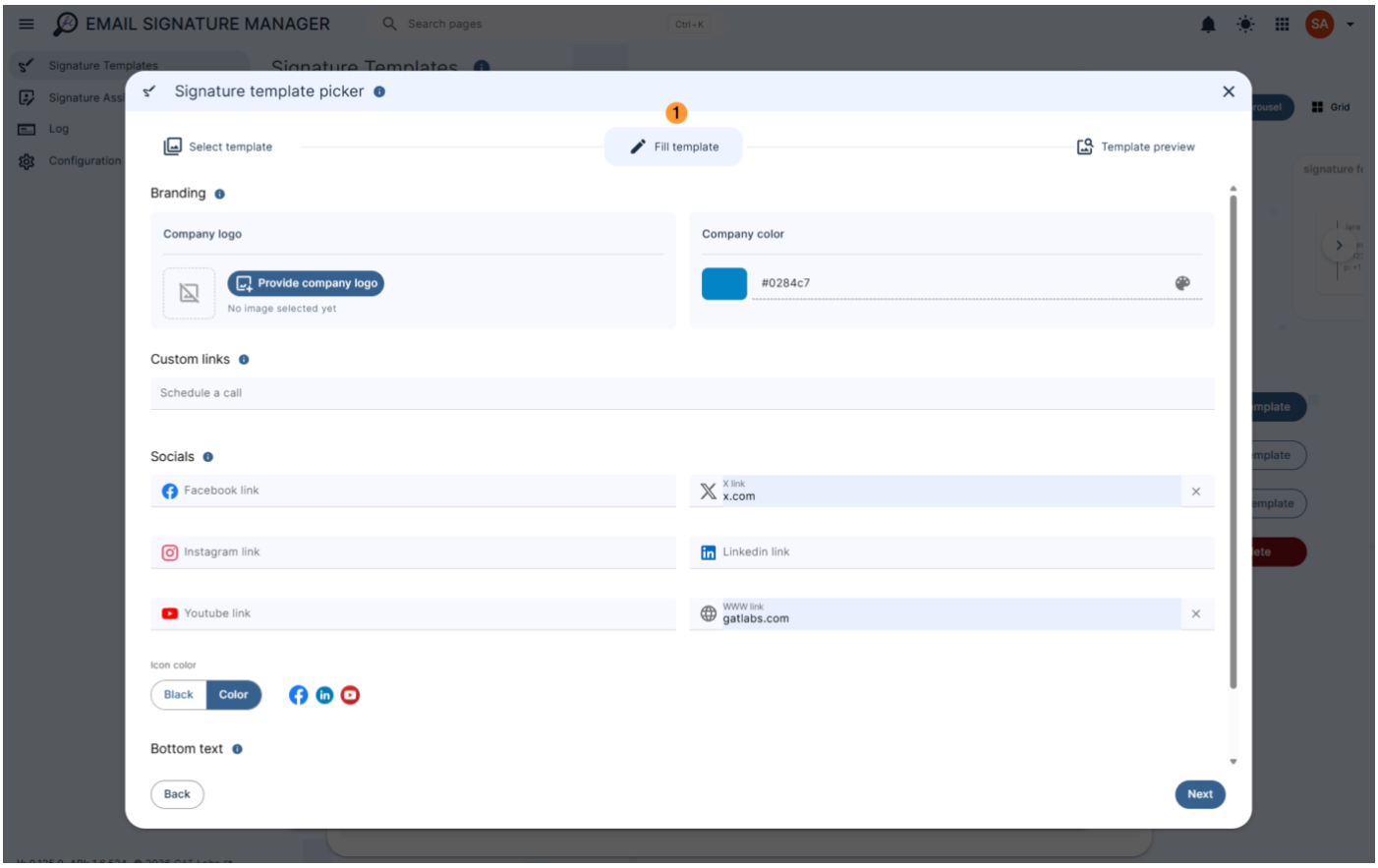
Click on the "next" buttom.




## Fill template

In the **Fill template,** add all the required details.

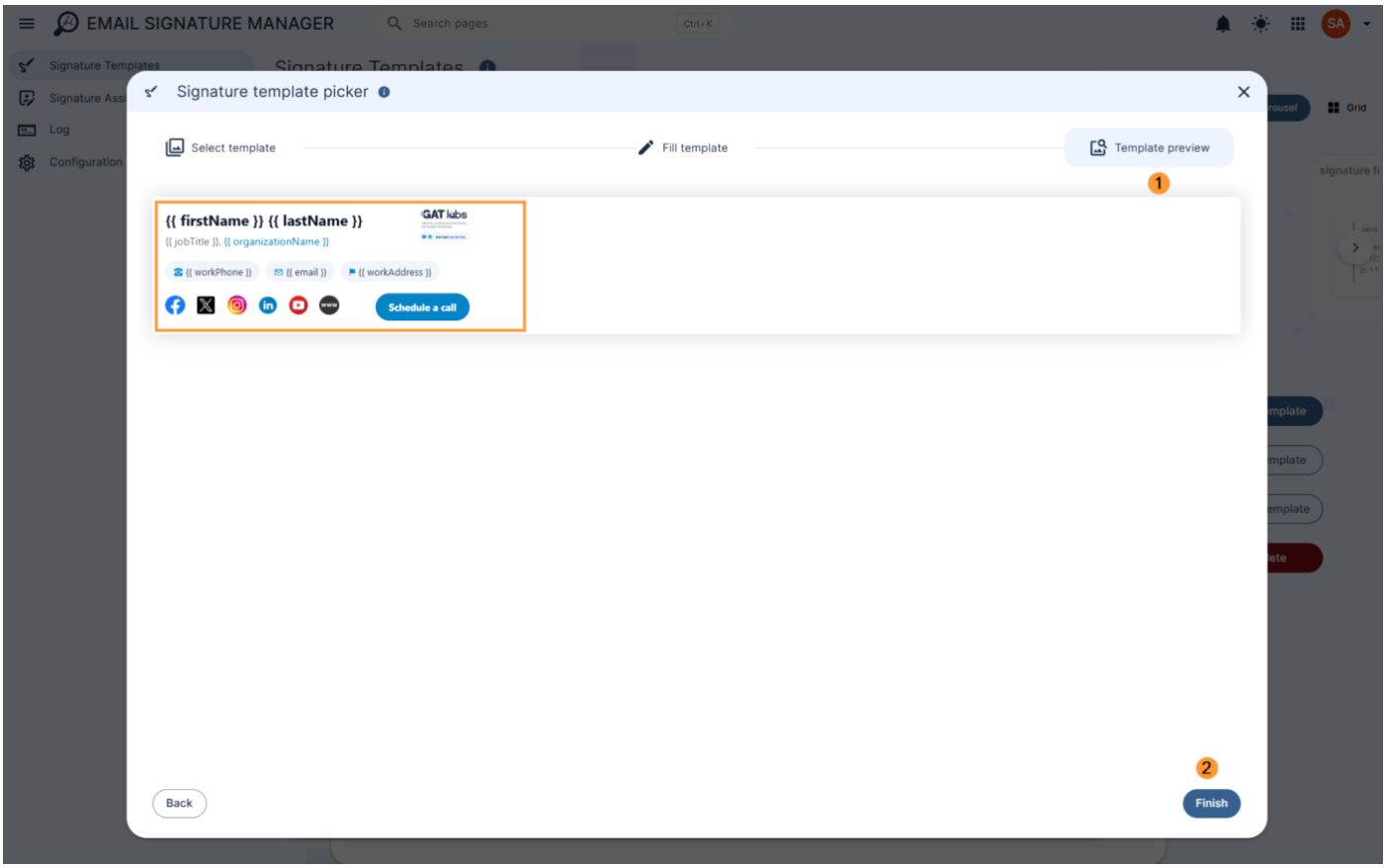
- **Company logo** - enter the company logo or use the user photo.
- **Company color** - choose and select the company color.
- **Custom links** - Enter the address each button in the template opens. If you leave it empty, the button still appears but does not link anywhere.
- **Social media links** - add the social media links needed
  - **Social media icons** - choose default-color social icons or black social icons
  - **Bottom text** - enter bottom text for the signature
- **Next** - click to proceed




## Template preview

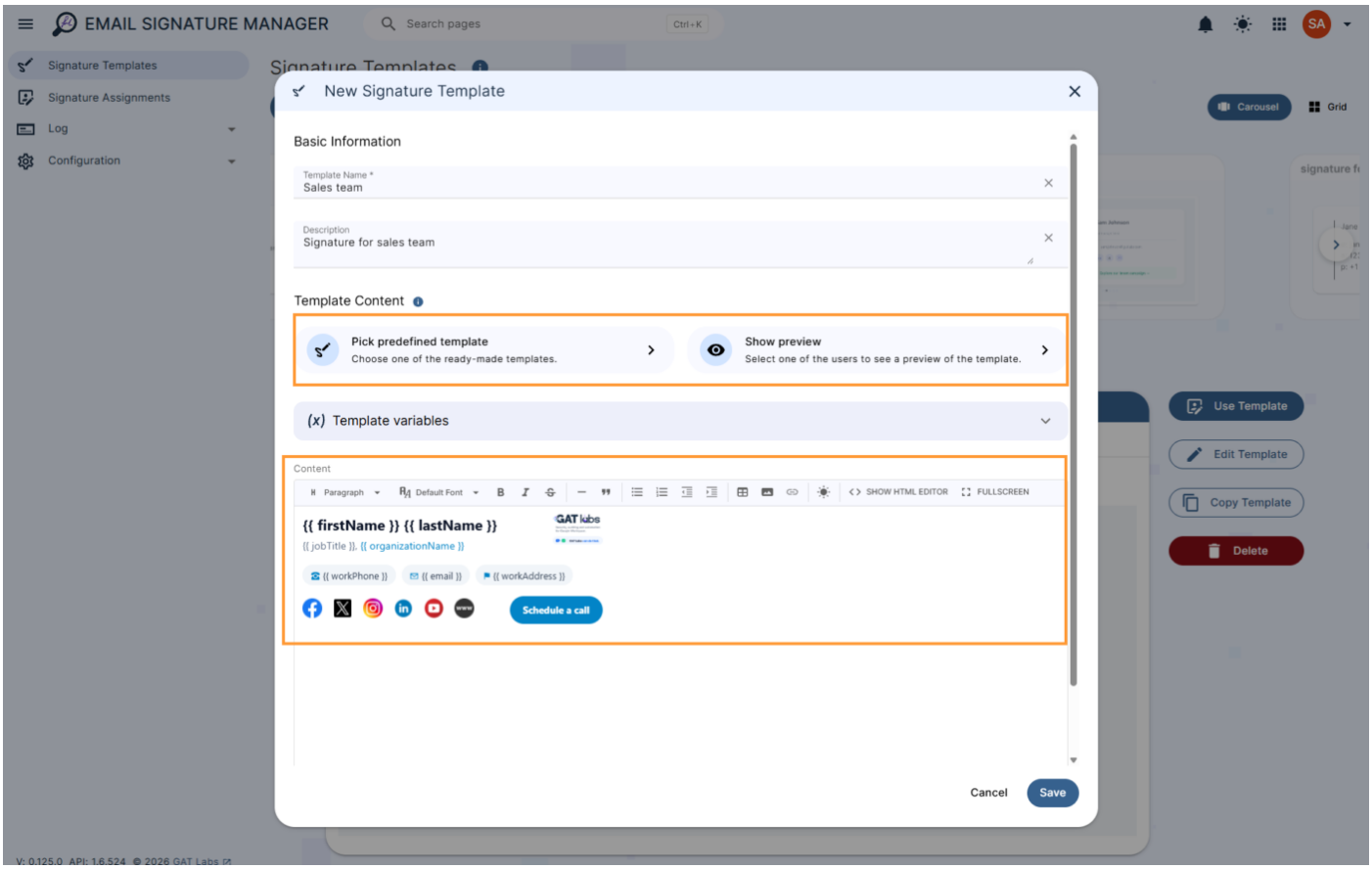
Preview how the Signature will look for the users.

Click on the **Finish** button




### Add further edits

- Use **Template variables** to further update the signature.
- Use the "**Content**" field to further update the signature
- Use the "**Show HTML editor**" to manually create or update the signature

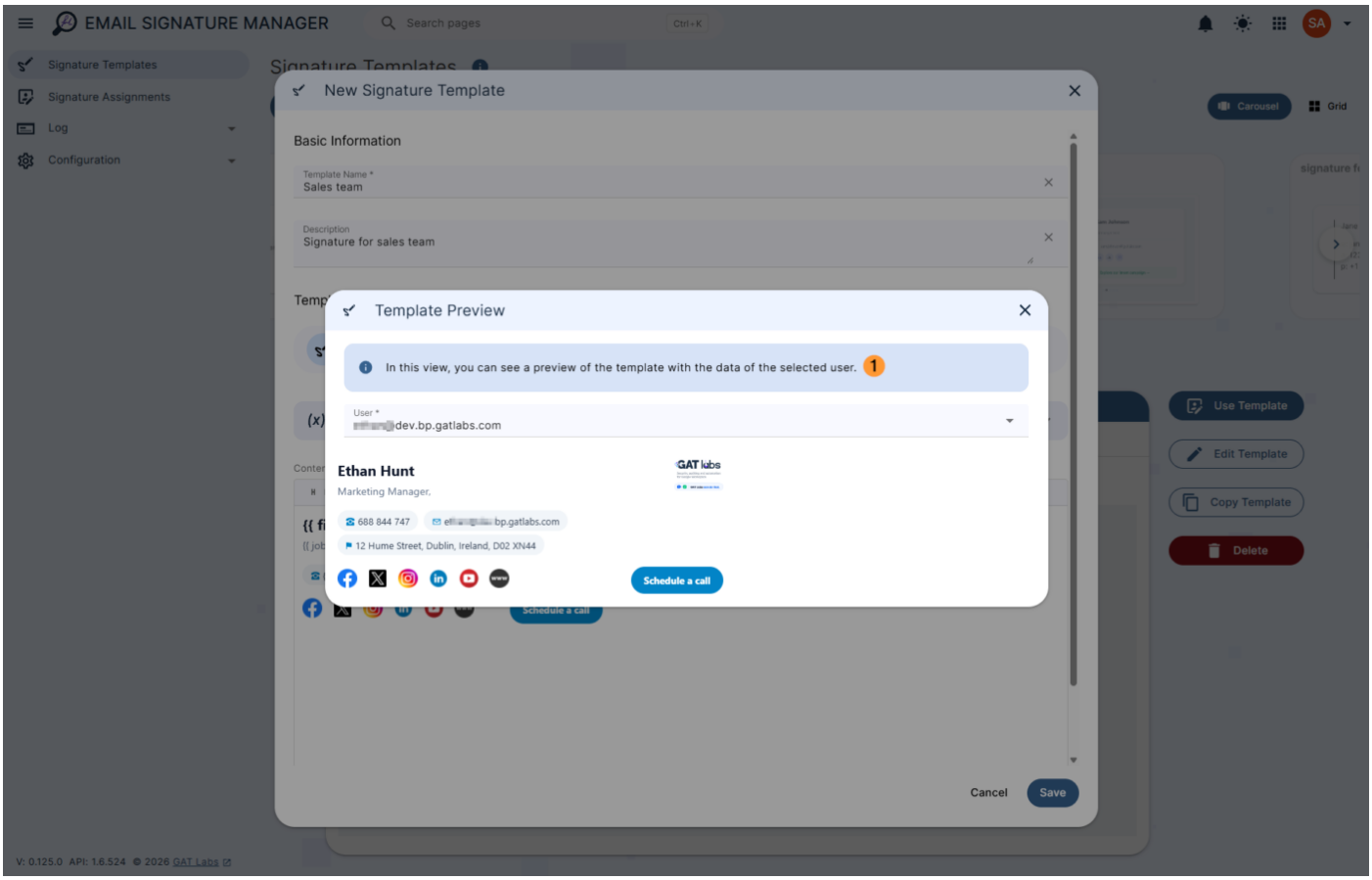



Click on the **Save** button to save the template.

## Show preview

The Show preview will allow you to select a specific user from your domain and see how the signature would look for them, given the attributes on their account.

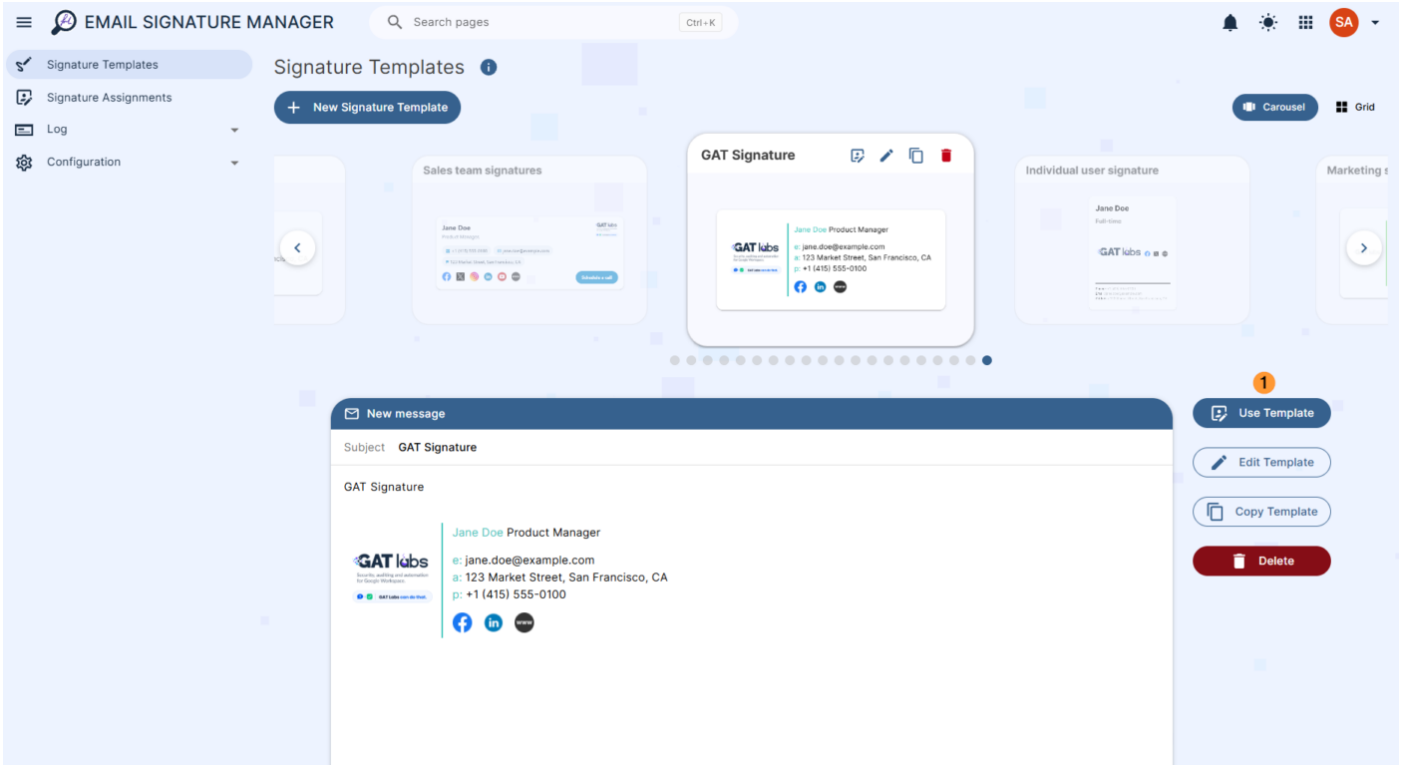
Click on "**Show preview**" to open a new field, and enter the email address of the user whom you want to preview.




## Apply the signature

As the template is created, it can be easily applied to a user, group, or org. unit of users. In the signature templates, search for and select the template.

**Pick the template** you want and click on **Use template**




Fill in all the details for whom to apply the signature.

## Select recipients

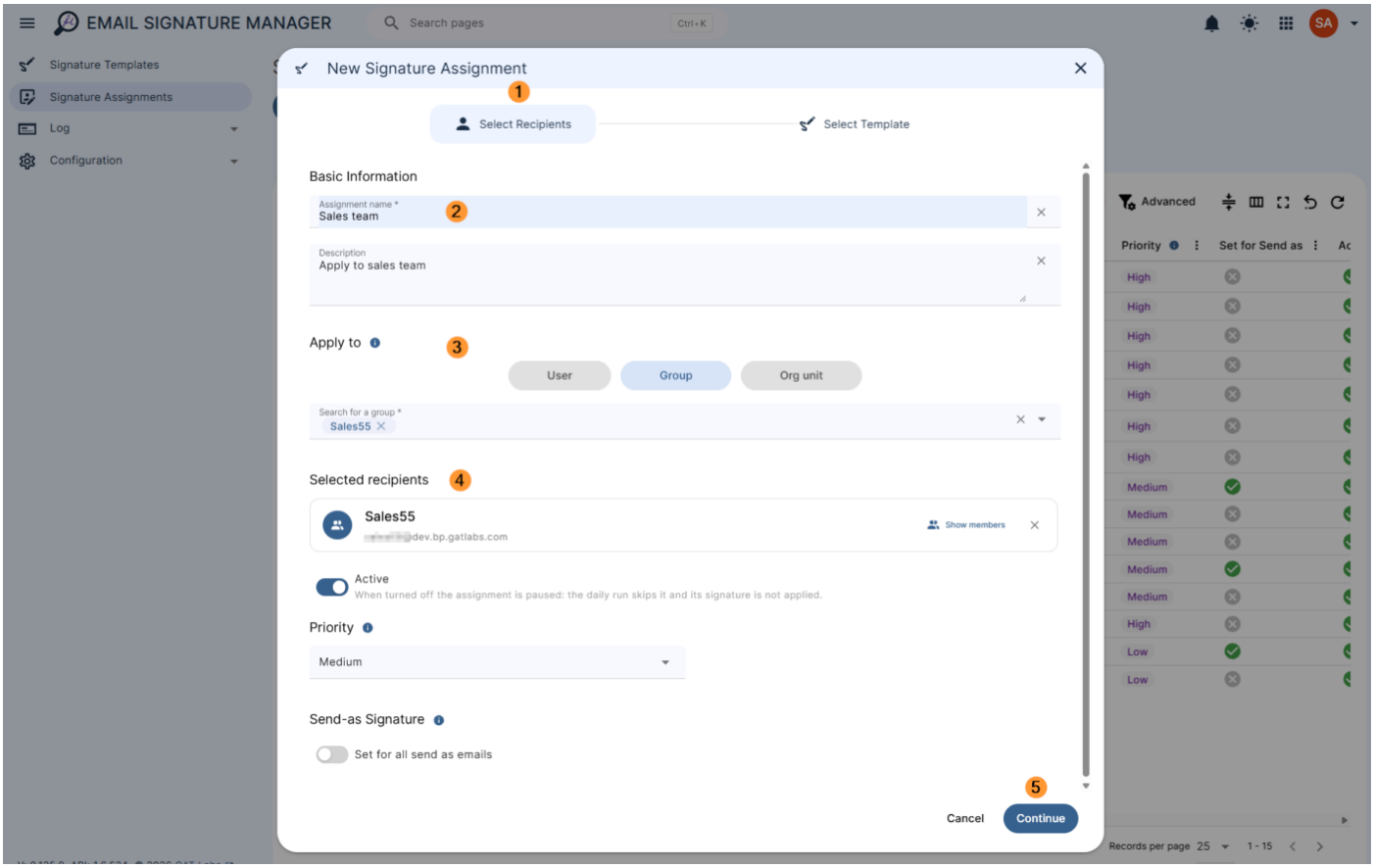
- **Basic information** - fill in the required info
  - Assignment name - enter the name for the signature assignment
  - Description - (optional) - enter a description for the signature

- **Apply to** - Choose a single type for this assignment: **recipients of the signature** - users, groups, or organizational units.
  - User - signature will be applied to the selected user
  - Group - signature will be applied to all members of the selected group
  - Org. Unit - signature will be applied to all members of the selected org. unit
    - Click on "show members" to view the list of users included in the set list

- **Priority** - Select the order of signature application
  - Higher priority assignments win when a user matches more than one.
  - Defaults:
    - High = 100 for users,
    - Medium = 200 for groups

- Low = 300 for organizational units.
- Custom - Choose Custom to set your own number between 1 and 1000.

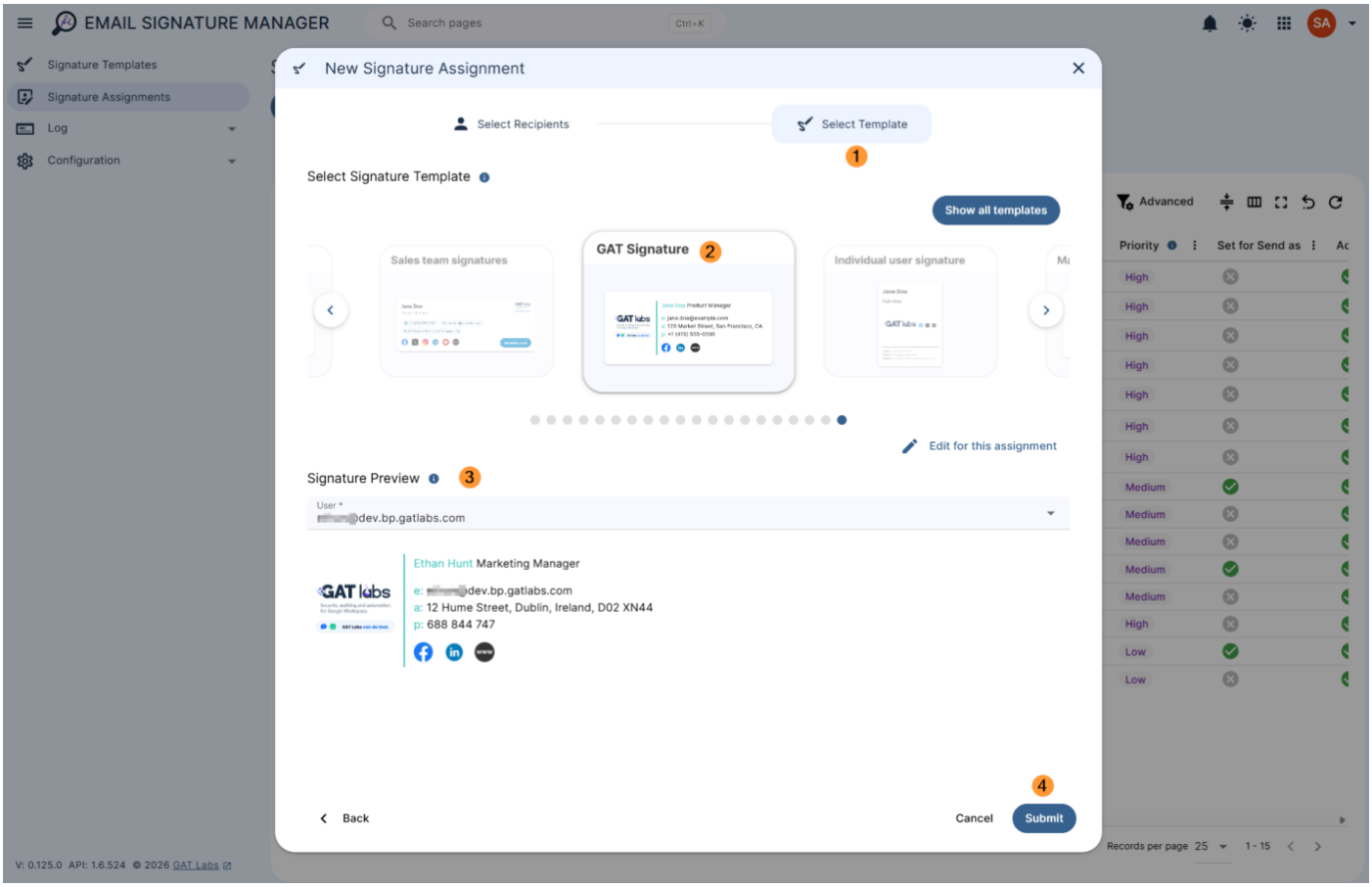
- **Send-as signature** - When enabled, this signature is also set as the user's send-as signature in Gmail; otherwise, only the user's primary email address will have this signature.




## Select template

In "Select template", the template will be selected.

- **Select the template** - pick the template
- **Signature preview** - Select a user to preview the signature with their real directory values.
- **Submit** - click to **apply the signature template**




## Result of signature applied

When the template and recipients are selected, the signature is applied and submitted; it will be automatically executed for all the selected users.

**This is automated signature application**

## Automatic assignment of the signature

By default, the signature will be applied and re-applied on a daily basis for all selected users automatically.

If an end user on your domain happens to modify their signature, **Email Signature Manager will re-apply the assigned signature automatically.**

If **there is more than one signature applied per user**, the **priority set would be used to decide the signature assigned.**

**Higher priority assignments** win when a user matches more than one.

- **Priority** - Select the order of signature application

- Higher priority assignments win when a user matches more than one.
- Defaults:
  - High = 100 for users
  - Medium = 200 for groups
  - Low = 300 for organizational units.
  - Custom - Choose Custom to set your own number between 1 and 1000.

## Signature assignments

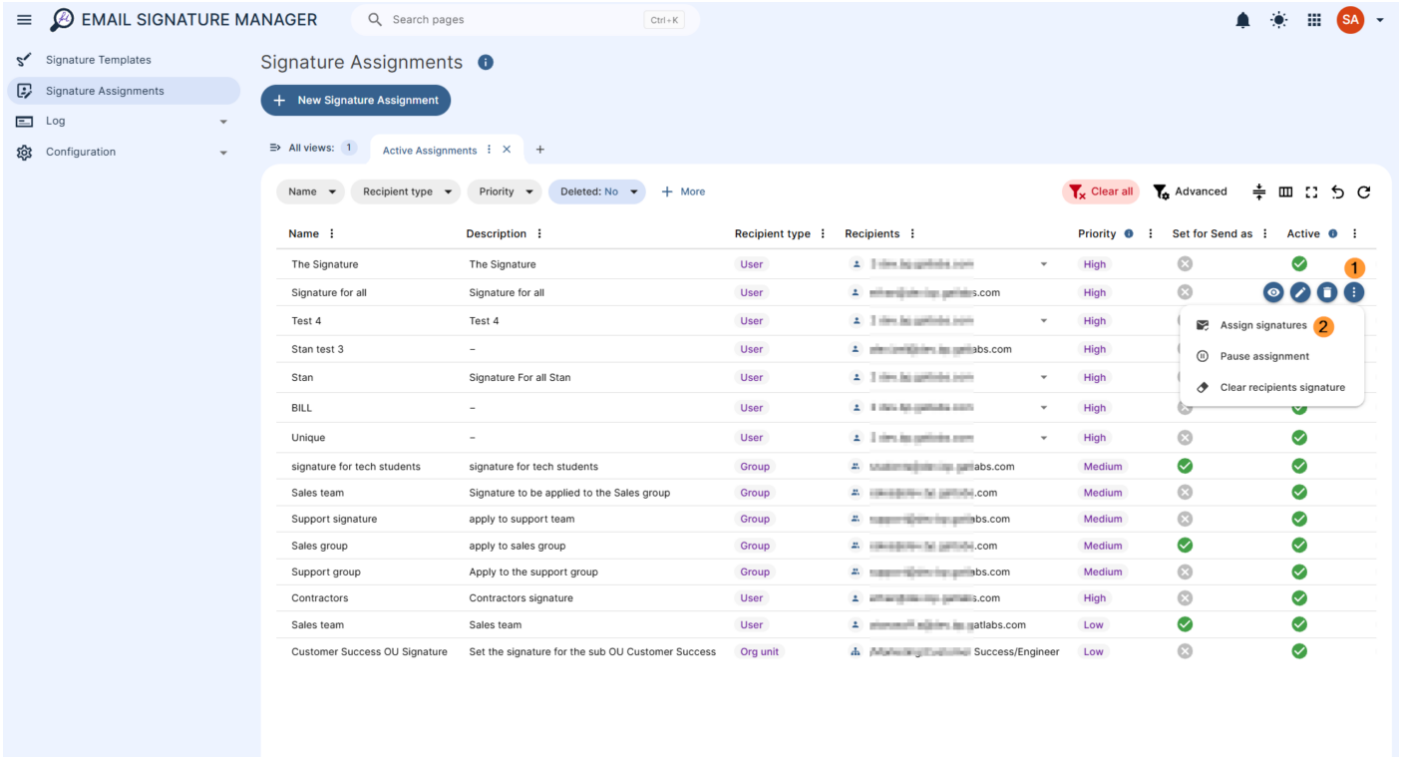
View all the signatures that are applied in the **Signature Assignments** section.

On the right side, you can take a few actions.

- **Preview signature** - In this view, you can see a preview of the template with the data of the selected user.

### Manually trigger signature sync

- **Assign signature** - click to **force and assign the signature right away** (not to wait for the automated run)
  - Hover over the signature you want to **apply and select the "email icon"** and **"assign signatures".**
    - Use to test the signature

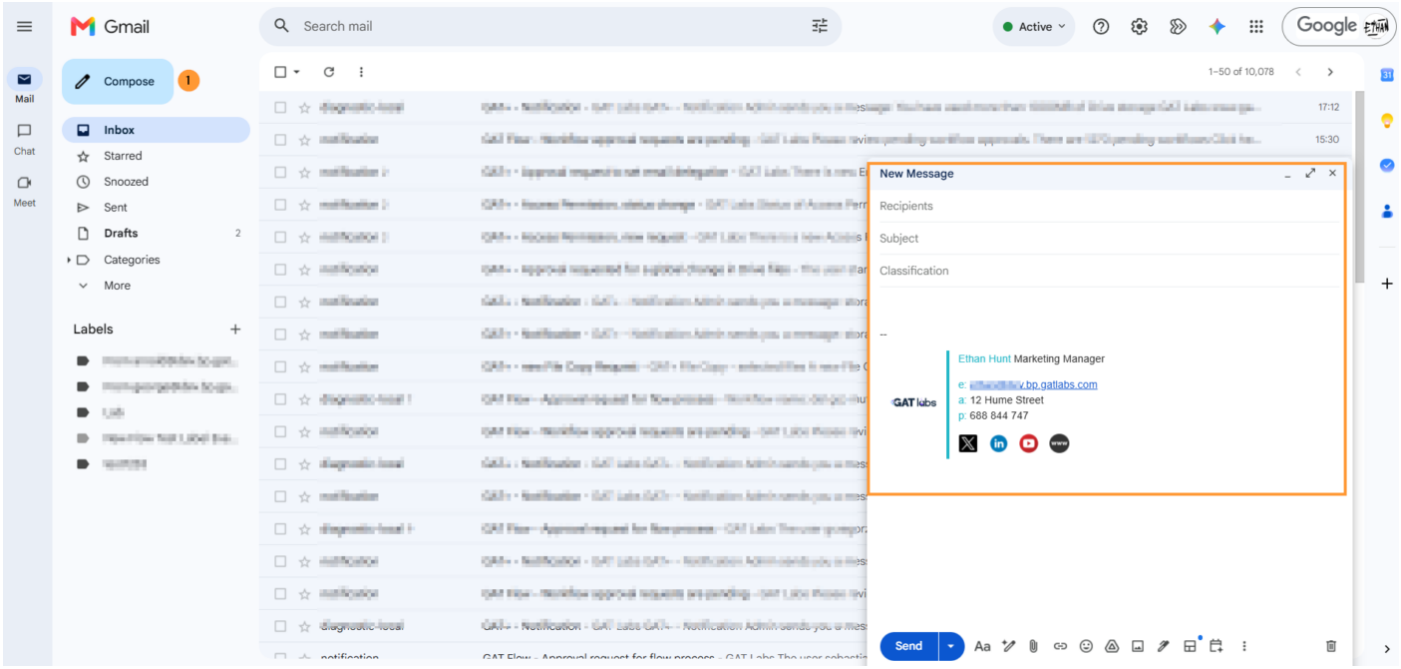



- **Edit** - click on the "pen icon" to edit the signature
- **Delete** - click on the "bin/trash icon" to delete the signature
- **Pause assignment** - The daily run skips this assignment while it is paused. Signatures already applied stay in place.
- **Clear recipients signature** - This blanks the Gmail signature of every recipient of this assignment. The assignment itself is kept, so its signature is applied again on the next daily run. Pause it first to keep the signatures cleared.
  If a recipient is also part of another signature assignment, their signature will still be updated as part of that assignment.

## Result for users

When the signature is run automatically daily, the end users will have it automatically applied to their accounts.

When composing a new message, the signature will be applied in the user's Gmail.



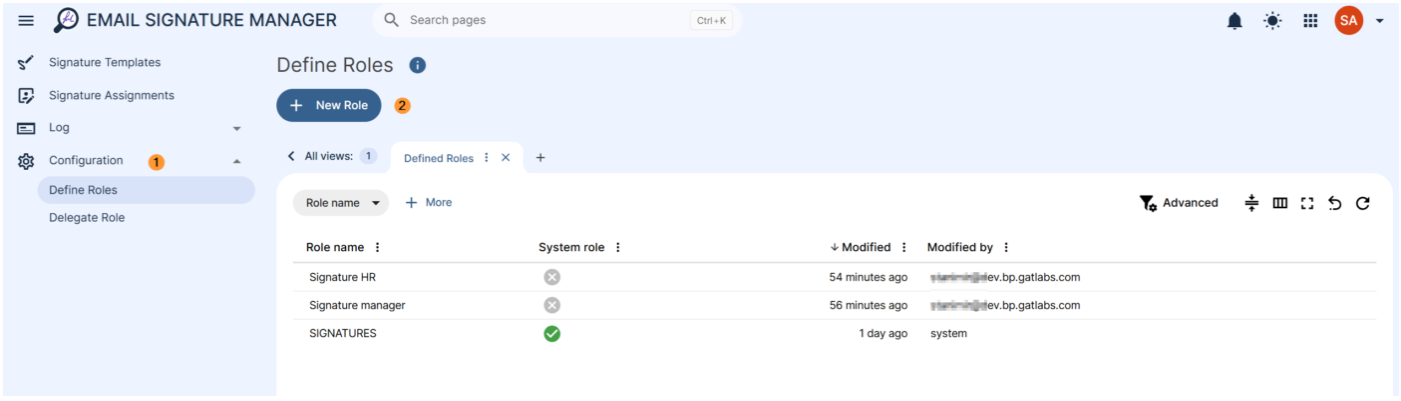

## Delegate Access to Email Signature Manager tool

This will **allow the delegation of the use of the Email Signature Manager to a non-admin account.**

First, you need to define the role, then delegate the role

### Define roles

Navigate to **Email Signature Manager > Configuration > Define Role**

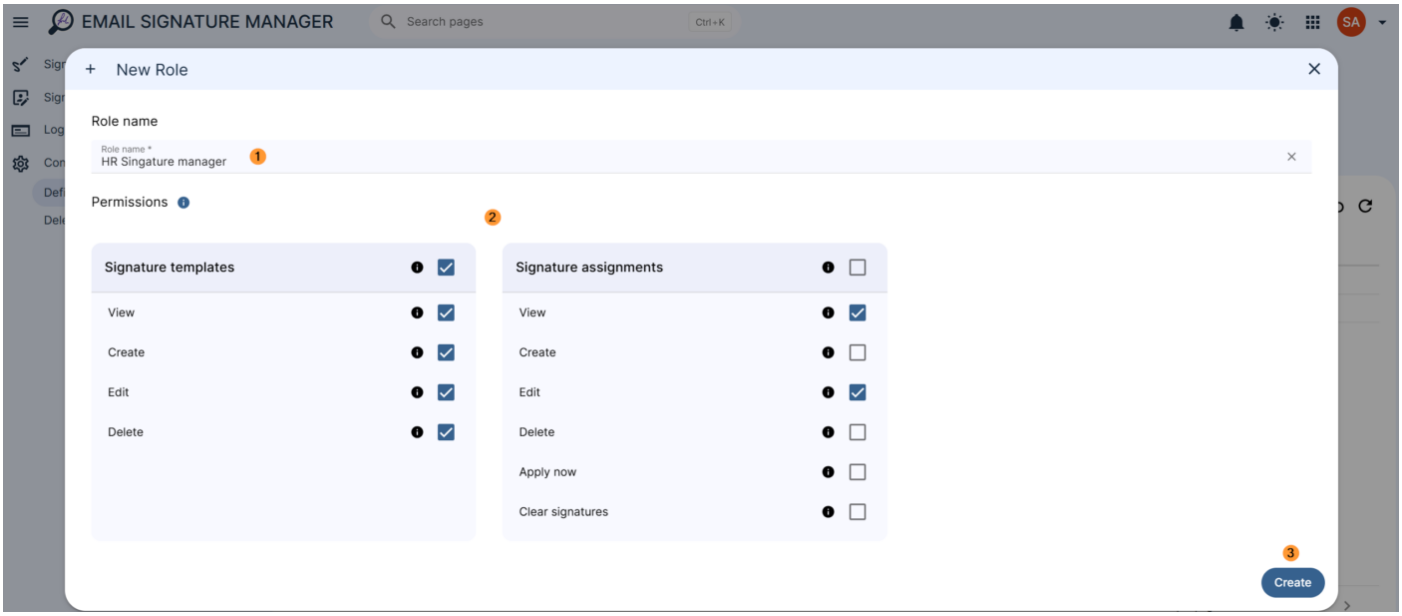



Click on **New role** and fill in the options

- **Signature templates** - The permissions that control the signature templates.
  - View - The user can open the signature template list and the template preview.
  - Create - The user can create a signature template and upload a template picture.
  - Edit - The user can change a signature template and upload a template picture.

- Delete - The user can delete and restore a signature template.

- **Signature** - The permissions that control the signature assignments.
  - View - The user can open the signature assignment list and the assignment status.
  - Create - The user can create a signature assignment.
  - Edit - The user can change a signature assignment and set the assignment active or inactive.
  - Delete - The user can delete and restore a signature assignment.
  - Apply now - The user can write the assignment signatures into the mailboxes of the target users.
  - Clear signatures - The user can remove the signatures from the mailboxes of the target users.




Click on **Create** to create the role

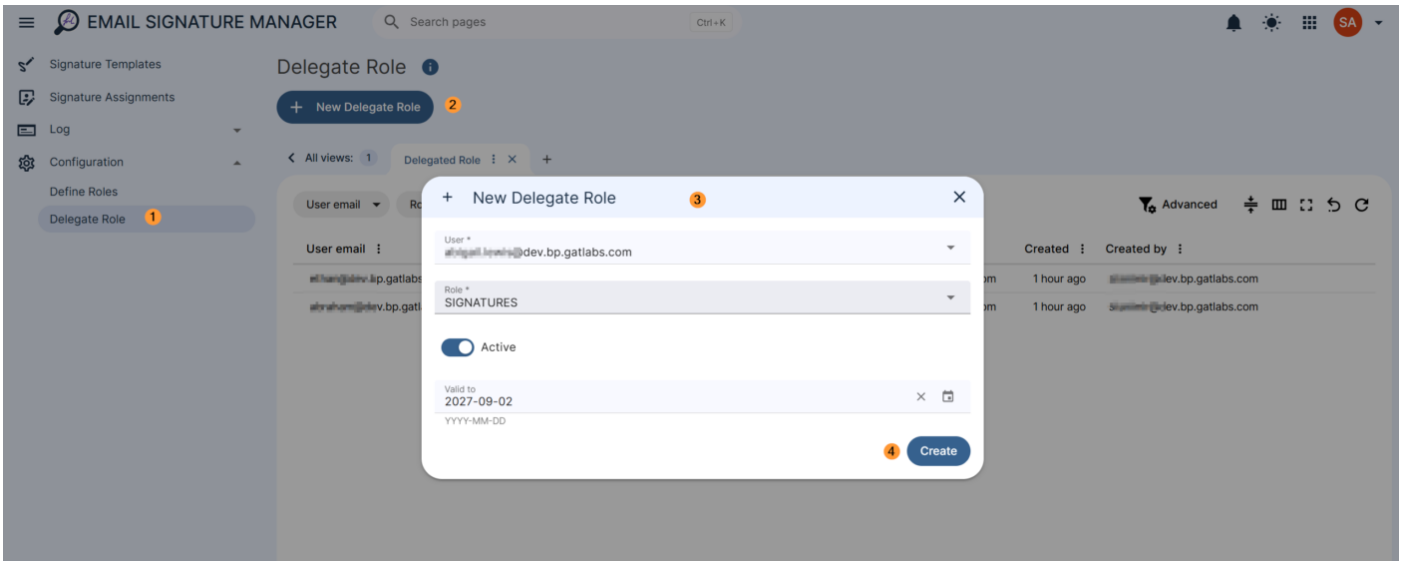
### Delegate role

When the role is defined, it can be simply delegated to any non-admin account in the domain.

Click on **+ New delegate role**

- User - select the user who will have the delegated role
- Role - pick the role
- Active - enable or disable the role
- Valid to - select and set the time for the validity of the role

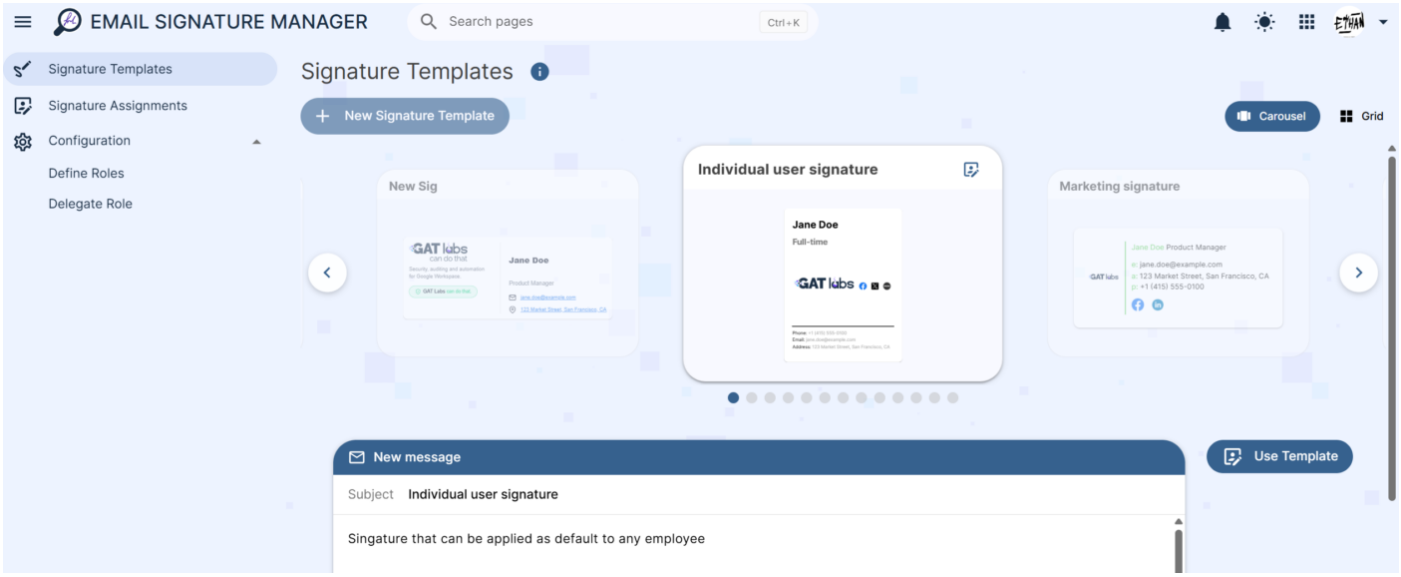
- Create - click to create the role




### Result for Delegated access

When the Email Signature Manager access is deleted, the user will be able to log in to the tool and use it.

The access will be based on how it is set up.



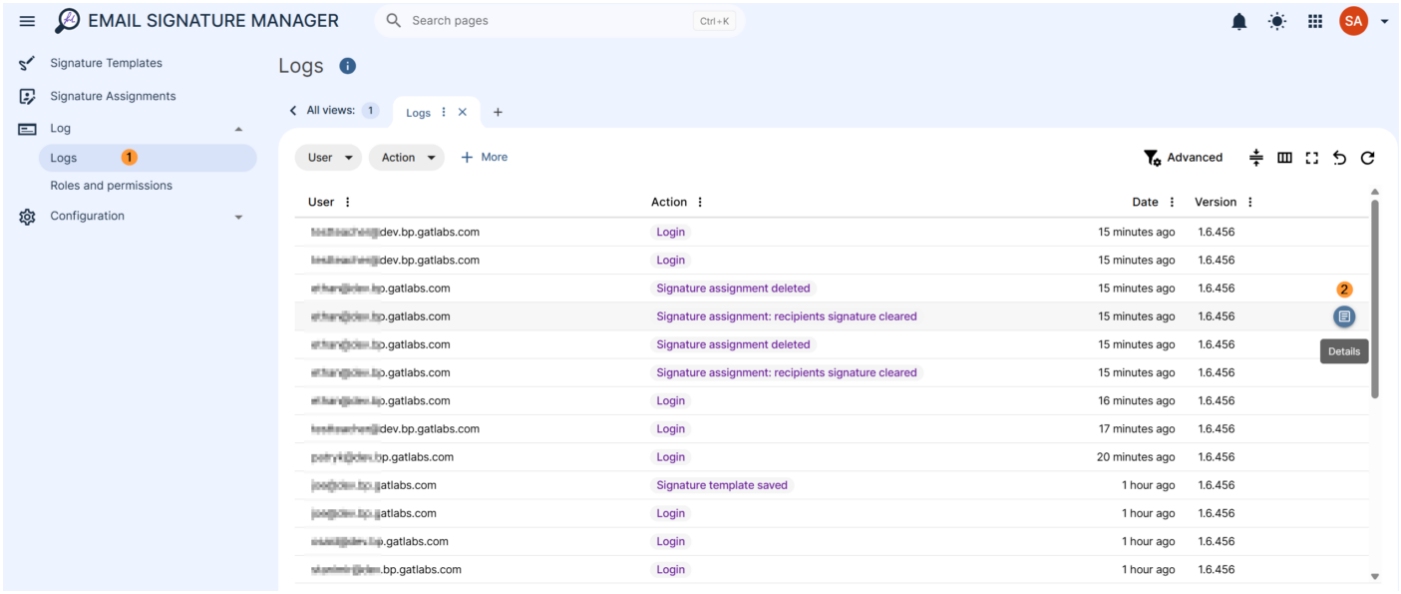

## Logs

The logs show details for the user of the tool. It will show when and what signatures were applied, automatically or manually pushed by Admins.

Navigate to **Email Signature Manager > Logs > Logs**

View users' activity as well as system activity when the signature was automatically applied

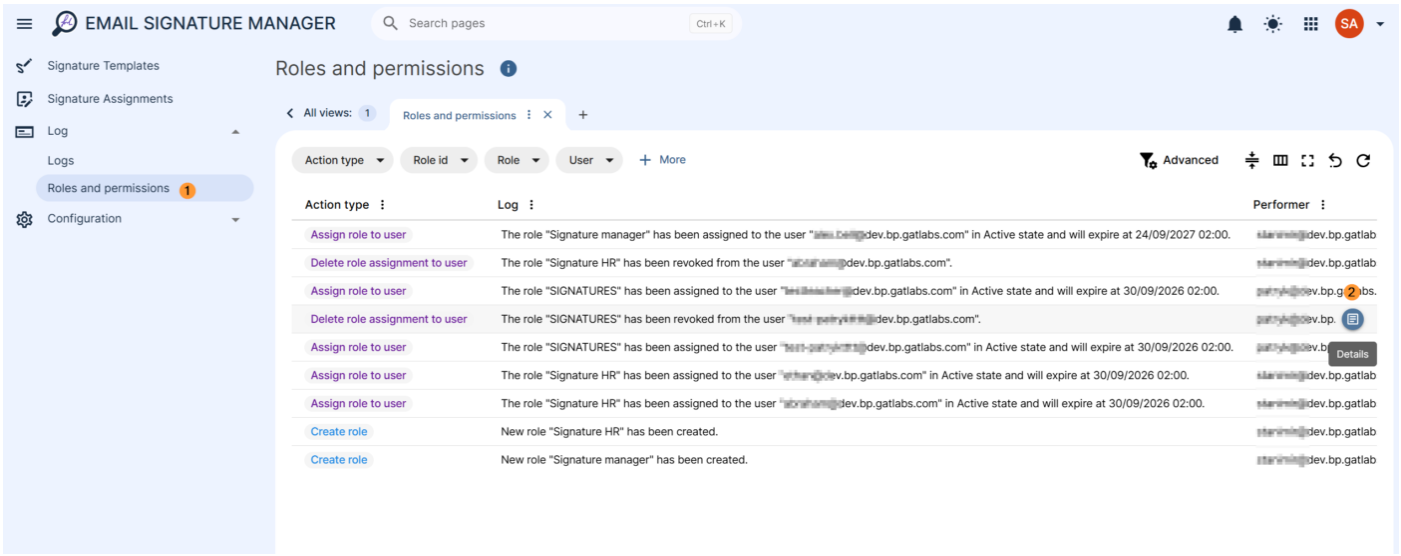
Hover over any action, then click the details button on the right.




## Roles and permissions

Navigate to **Email Signature Manager > Logs > Roles and Permissions**

View and audit roles and permissions added to users, and full details




# Manage Your Email Signatures from One Dashboard

By combining dynamic HTML editing with automated daily synchronization, the **Email Signature Manager** eliminates the manual hassle of deploying corporate signatures.

Whether you need to enforce a unified brand identity, update social media links, or manage complex multi-department assignments, this tool ensures your users' primary and send-as emails always feature accurate, professional, and up-to-date signatures.

Take complete control of your domain's email presence with automated signature management.

## Frequently Asked Questions

**1. I saw the Email Signature Manager appear on my domain. Do I have to pay extra for that?**

No, it has been released as a free tool for all administrators with the Essential Plus plan and upward. If you see it on your domain, you do not have to pay extra.

**2. Can I apply a different email signature to different Google Workspace users?**

Yes. Email Signature Manager allows administrators to apply email signatures to individual users, groups, or Organizational Units (OUs).

**3. Can I create custom HTML email signatures?**

Yes. You can create a custom HTML email signature using the HTML editor or choose from our predefined templates.

**4. Can I preview an email signature before deploying it?**

Yes. The 'Show preview' option lets you preview how the email signature will appear for a selected user before applying it.

**5. Can I assign different email signatures to different users or departments?**

Yes. Email signatures can be assigned to users, groups, or Organizational Units. If a user matches multiple assignments, the assignment with the highest priority is applied.

**6. Are email signatures applied automatically?**

Yes. By default, Email Signature Manager automatically applies signature assignments daily to the selected users.

**7. At what time of day does the signature get assigned?**

It will run roughly every 24 hours and is dependent on the time of the GAT+ scan that has run within the same time period, so it will differ slightly each time.

**8. Where is the signature image saved?**

It's saved in your organization's shared drive. The admin who first sets the signature will become the shared drive manager. This shared drive will be created automatically and will be public by

default.

**9. What if the admin leaves the organisation; will that break the signature?**

No, the signature is stored in the organisation's shared drive and made public for robustness.

**10. What type of images are supported?**

JPEG, JPG, PNG, and GIF image files are all supported.

**11. I use a different signature manager tool; can I transfer my signature from there?**

Yes, just paste the HTML from your previous signature into the HTML window in the Email signature manager when creating the template. Watch out for variables in the signature; your previous signature tool may use a different placeholder variable to display attributes on the user's profile. Ask the GAT Assistant for help replacing the variables so that they will work with the Email Signature Manager, and it will fix that for you in a few seconds

**12. I have some custom attributes on my users' accounts; is there a way I can get a dynamic variable for those**

Yes, you will see the variable for any custom attributes you have in Google Workspace readily available in the 'Template variables' dropdown window; just select the Custom Attribute section on the left-hand side.

**13. I want my variable to be uppercase; is there a way to configure that?**

Yes, the Liquid Templating language can be used to cover this case. Use {{ name | upcase }} to display the full name in all capitals, for example.

**14. What happens if I add a variable to the signature and a user doesn't have that attribute? Will that break the signature?**

No, the attribute will simply be left blank on the user's signature.

**15. Can I omit a whole chunk of the signature if the user doesn't have an attribute?**

Yes, you can omit the whole line about their work phone number if they don't have a work phone, using {% if workPhone %} Work Phone: {{ workPhone }} {% endif %}

**16. Is there a limit to the number of signatures I can store and use?**

No, you can store and use as many templates as you like.

**17. Is there any way to outright stop my users from modifying their signature in Gmail?**

Yes, GAT Shield can handle this case. You can find out how to do it here.