

# Email Signatures

Version 1.2

## 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.

Regards,

**Beau Newell** (he/him)

National Program Manager

Pride in Sport Australia

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YOUR BUSINESS BANNER/LOGO OR OTHER CONTENT HERE



I am a [Pride in Sport LGBTQ+ ALLY](#)

## 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.

Regards,

**Beau Newell** (he/him)

National Program Manager

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I am a [Pride in Sport LGBTQ+ ALLY](#)

**pridein  
sport**

MEMBER  
2021

**[Organisation name]** is committed to providing a safe and welcoming environment for all people to participate, including those with diverse sexualities and genders. To strengthen this commitment, we are a part of Australia's [Pride in Sport](#) program.

## 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/>



**Flags:** Some organisations use different variations of pride flags. While there is no expectations, if you'd like to use more than just the rainbow and trans flag, they can be found at <http://www.prideinsport.com.au/flags/>



Rainbow Pride Flag



Trans Pride Flag



Asexual Pride Flag



Bisexual Pride Flag



Lesbian Pride Flag



Non-Binary Pride Flag



Pansexual Pride Flag

**'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.

### Different types of pronouns

Pronouns are generally grouped by whether they're 'gendered' or 'gender neutral'.

#### Gendered pronouns include:

he/him/his

she/her/hers

#### Gender neutral pronouns include:

they/them/their

To find out more about pronouns, please visit [www.transhub.org.au/pronouns](http://www.transhub.org.au/pronouns)

If you would like further guidance or support when developing your own email signature, please email us – [info@prideinsport.com.au](mailto:info@prideinsport.com.au)