

Usage of Edgar Sandoval signature

Effective for all materials in market beginning October 1, 2018.

Approved signatures:

Full name:



First name:



Use these guidelines for sign-offs:

<u>USE/AUDIENCE</u>	<u>SIGNATURE</u>	<u>SIGN-OFF</u>	<u>EXAMPLES</u>
Marketing communications	May use <i>full name</i> or <i>first name</i> signature, depending on context and audience.	Most often, the signoff should include full name and title. <i>For example:</i>  Edgar Sandoval Sr. President	Direct marketing appeals Twitter/social media Media interviews, op-eds Note: <i>Edgar Sandoval Sr.</i> is consist with current Twitter handle.
Legal documents	<i>Signed in person</i>	Managed by Finance	WVUS financial contracts
Internal - employees	<i>First name</i>	Edgar	The Vine articles

As shown, **don't include a comma between "Sandoval" and "Sr."** This punctuation aligns with AP and other major style guides, as well as Edgar's Twitter name.

When including his **title**, format as:

- World Vision U.S. President Edgar Sandoval Sr. [title before name]
- Edgar Sandoval Sr., president of World Vision U.S. [title after name]
- Edgar Sandoval Sr., President [below written signature on WVUS stationery]

Please contact Rae Kelly in Creative, Strategy & Planning with any questions.