



# **INVITATION STYLE GUIDE:**

Chancellor's Promotional Materials Process  
and  
Invitation Design Components

February 2015

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# Promotional Materials Approval Process

## For events hosted by the Chancellor, Associate of the Chancellor or Provost and Executive Vice Chancellor

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The design and content of event promotional materials bearing the name of the chancellor, the chancellor's spouse (associate of the chancellor) or provost and executive vice chancellor must be approved in advance by the Chancellor's Office. Event promotional materials include print and electronic versions of, but are not limited to: invitations, save the dates, advertisements, websites, programs, citations, and commemorative plaques.

### Promotional Materials Approval Instructions

Event Management & Protocol coordinates the approval process. All event promotional materials should be sent to Diane Viero, Event Management & Protocol, at [diane.viero@ucr.edu](mailto:diane.viero@ucr.edu).

- Email a PDF or JPEG of any printed piece, as well as any email and/or web versions, and send design (not just text copy) to Event Management & Protocol
- Event Management & Protocol will review the materials, forward them to the Chancellor's Office and provide you with feedback and/or approval
- Materials may not go to print until approval has been received
- Allow ten business days for approval. The schedule presumes the materials have been reviewed, edited and approved by your department prior to its submission to Event Management & Protocol

### Photographs

- Photographs of the chancellor used in event promotional materials may be obtained from Luis Sanz, Strategic Communications, [luis.sanz@ucr.edu](mailto:luis.sanz@ucr.edu). Any other photos to be used must be approved by Suzette Lyons, Chancellor's Office, [suzette.lyons@ucr.edu](mailto:suzette.lyons@ucr.edu)
- Photographs of the chancellor's spouse (associate of the chancellor) or provost and executive vice chancellor used in event promotional materials may be obtained from Luis Sanz, Strategic Communications, [luis.sanz@ucr.edu](mailto:luis.sanz@ucr.edu)

### Messaging/Letters/Remarks

- All messages/letters from the chancellor, the associate of the chancellor, or the provost and executive vice chancellor must be reviewed by Rebecca Trounson, [rebecca.trounson@ucr.edu](mailto:rebecca.trounson@ucr.edu), Office of Strategic Communications, for tone, style and grammar

### Biographies

- A biography of the chancellor may be obtained from <http://chancellor.ucr.edu/>
- A biography of the chancellor's spouse (associate of the chancellor) may be obtained from Tammy Giglio, Chancellor's Office, [tammy.giglio@ucr.edu](mailto:tammy.giglio@ucr.edu)
- A biography of the provost and executive vice chancellor may be obtained from Elaine Winn, EVCP's office, [elaine.winn@ucr.edu](mailto:elaine.winn@ucr.edu)

### Environmental Responsibility

In accordance with UCR's emphasis on environmental responsibility, the Chancellor's Office encourages departments to use soy or vegetable-based inks and recycled or FSC-certified papers for printed materials whenever possible. They also encourage efforts to email invitations,

utilizing printed invitations only for those individuals for whom email addresses are not available or when the formal tone of the event would warrant a printed invitation only.

**Forwarding Final Printed Event Invitations or Save the Date Pieces**

- For the Chancellor – Send one copy to Chancellor Kim A. Wilcox and one copy to Suzette Lyons, Administrative Specialist to the Chancellor to:  
UCR Chancellor's Office  
4108 Hinderaker Hall
- For the Associate of the Chancellor – Send one copy to Ms. Diane Del Buono and one copy to Tammy Giglio, Executive Coordinator to the Chancellor, to:  
UCR Chancellor's Office  
4108 Hinderaker Hall
- For the Executive Vice Chancellor and Provost – Send one copy to Provost and Executive Vice Chancellor Paul J. D'Anieri and one copy to Elaine Winn, Executive Administrative Specialist to:  
UCR EVCP Office  
4148 Hinderaker Hall

**Forwarding Final Electronic Event Invitations or Save the Date Pieces**

- For the Chancellor – Send to Suzette Lyons, Administrative Specialist to the Chancellor: [suzette.lyons@ucr.edu](mailto:suzette.lyons@ucr.edu)
- For the Associate of the Chancellor – Send to Tammy Giglio, Executive Coordinator to the Chancellor: [tammy.giglio@ucr.edu](mailto:tammy.giglio@ucr.edu)
- For the Provost and Executive Vice Chancellor – In addition to sending an email to the Provost and Executive Vice Chancellor, also send a copy to Elaine Winn, Executive Administrative Specialist to the Provost and Executive Vice Chancellor: [elaine.winn@ucr.edu](mailto:elaine.winn@ucr.edu)

# Invitation Protocol

## For UCR Chancellor's Residence Events

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This protocol applies specifically to events held at The UCR Chancellor's Residence and includes both printed and electronic media, as appropriate.

- As the host of the event, the Chancellor's name should be listed first on the invitation. It should be listed as:

Chancellor Kim A. Wilcox

- The Associate of the Chancellor's participation will be determined on a case-by-case basis. If the Associate of the Chancellor is hosting the event with the Chancellor, it should read:

Chancellor Kim A. Wilcox and Diane Del Buono

- If the Associate of the Chancellor is hosting the event without the Chancellor, it should read:

Diane Del Buono

- If the Chancellor is co-hosting the event with another person, his name is listed first, followed by his co-host:

Chancellor Kim A. Wilcox  
and  
Dean Reza Abbaschian  
UCR Bourns College of Engineering

- The host name(s) should be no more than four points larger than the body text
- If the event is a dinner with a reception prior, do not include separate start times for the reception and dinner. Note either the start time of the reception alone or also include the following language:

6:30 p.m. Reception followed by dinner

If the event is a reception, include both start time and an end time.

- When noting the UCR Chancellor's Residence as the location on an invitation, the address should read:

UCR Chancellor's Residence  
4171 Watkins Drive  
Riverside, California 92507

- Attire is assumed to be business and instructions are not usually necessary unless other attire is required.

- Include at least two (phone, email, website) RSVP methods
- A map must accompany all Chancellor's Residence events. Contact Tammy Giglio, Executive Coordinator, [tammy.giglio@ucr.edu](mailto:tammy.giglio@ucr.edu), for the most recent version
- Parking at the Chancellor's Residence is not permitted on Watkins Drive before 5:00 p.m., Monday through Friday
- For both mailing and reply envelopes, the return address should be the sponsoring department's address. If the sponsoring department is the Chancellor's Office, the address should read:

Office of the Chancellor  
University of California, Riverside  
900 University Avenue  
Riverside, California 92521

- In general the Chancellor's Residence encourages the use of electronic replies instead of a reply card and envelope

# Parts of an Invitation and Basic Design Guidelines

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## General Guidelines of Good Invitation Design:

- In general, UCR encourages the use of electronic invitations instead of print
- The UCR acronym or approved institutional logo should be prominently listed throughout the invitation
- Limit font styles to no more than two
- No more than four font sizes should be included in the same invitation
- Spell out all words - do not abbreviate except for UCR/UC Riverside
- Do not include periods to close sentences, unless in a paragraph format
- Consult UCR's Identity Standards Manual: <http://creativdesign.ucr.edu/ism/>
- Standard Parts of a Formal Invitation:
  - Name of host
  - Invitational
  - Event type/name/purpose
  - Date
  - Time
  - Location
  - Reply instructions
  - Special instructions or accommodations
  - Attire instructions (if black tie only)
  - Event directions/map

## Name of Host

- The host name is always listed first and is always the chancellor and/or associate of the chancellor as appropriate for events at the Residence
- The host name(s) should be no more than four points larger than the body text
- For co-hosts list both names and include titles

## Invitational

- The invitational is the phrase used to invite the guests to the event. Options for the invitational phrase include:
  - requests the pleasure (or honor) of your company
  - requests the honor of your presence
  - (cordially) invites you to

## Event Type/Name/Purpose

- The event type denotes the social occasion - luncheon, dinner, reception, lecture
- The event name may include the official name of the event, the name of an honoree, the title of a lecture, or a combination of the above. The font size of the event name should be equal to the font size used for the name of the host
- While optional, the event purpose further describes why the event is being held and should be the same size as the body text of the invitation

Faculty Honors Reception (*the event name*)  
recognizing UCR faculty who have received special awards (*the event purpose*)

## **Date**

- The date may be noted numerically or spelled out:
  - Monday, November 11, 2013
  - on Monday, the eleventh of November  
Two thousand and thirteen
- Always include the year on the invitation

## **Time**

- Be consistent with date and time – write both numerically or have both spelled out (for more formal events)
  - 7:00 p.m.
  - 7:00 p.m. to 8:30 p.m.
  - at seven o'clock (in the morning, afternoon or evening as appropriate)
  - at half past seven o'clock
  - reception at seven o'clock followed by dinner
  - from seven to eight o'clock
  - from seven to half past eight o'clock
- Twelve o'clock noon is expressed as twelve o'clock, 12:00 p.m. or noon
- Always use a.m. or p.m. (lower case with periods) when noting the time numerically
- When noting a span of time numerically, a colon and zeroes should follow each time
  - 7:00 p.m. to 8:30 p.m.
  - NOT 7:00 – 8:30 p.m.
- Never combine numerals with the word o'clock (7 o'clock)

## **Place**

- Confirm the correct name of the campus building or outside location. Do not abbreviate except for UCR or UC Riverside
- Be sure the UCR acronym is noted as part of the place name
  - Third Floor Ballroom, UCR Highlander Union Building

## **Reply Instructions**

- In general, UCR encourages the use of electronic replies instead of a reply card and envelope
- If a reply card is used, see section on Reply Card Components for more information
- Include a reply by date
- Include a telephone number in case guests have questions
- Include at least two (phone, email, website) methods to RSVP

Please respond by Monday, November 8  
(951) 555-1234  
specialevents@ucr.edu  
Map enclosed

Reply card and map enclosed  
Inquiries (951) 555-1234  
specialevents@ucr.edu

Please respond by Monday, November 8  
(951) 555-1234                      Parking available for \$6  
specialevents@ucr.edu              in Parking lot 1



**Attire Instructions**

- Attire is assumed to be business and instructions are not usually necessary unless other attire is required

**Event Directions/Map**

- It is suggested that a map and parking instructions be included especially if an external audience is invited. Include parking fees or indicate if it is complimentary
- If there is a building or garage, it is a structure – Parking Structure 5. If there is an open area for parking, it is a lot - Parking Lot 36
- Options
  - Map enclosed
  - Parking is available for \$10 in Parking Structure 5
  - Complimentary parking available in Parking Lot A
- It is preferable that the map be a separate insert from the invitation. Include markers such as major streets/freeways, parking location, parking instructions, event venue, compass indicator and the UCR logo or word mark
- Driving directions may also be included on the map
- If a map to the event venue is not available, driving directions may be substituted

# Reply Card Components

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UCR encourages the use of electronic replies whenever possible. If a reply card is being utilized, include:

- Event name
- Date
- Line(s) for the guest name(s)
- Line for a daytime telephone number
- Line for an email address
- Attendance indicator
- Line for special accommodations needed, such as dietary or ADA
- Instructions, such as reply by date
- Reply card envelope

## Event Name

- The event name should be listed at the top and match the one used on the invitation.

## Date

- Inclusion of the date on the reply card is optional
- Be consistent with formatting on invitation and reply card

## Lines for Guest Name(s)

- These lines are provided for guests to fill in the names of who is attending the event

\_\_\_\_\_

Please print

\_\_\_\_\_

Please print

## Daytime Telephone Number

- Request a daytime telephone number in case you must contact the guest

## Email Address

- Request an email address in case you must contact the guest

## Attendance Indicator

- Guests indicate their acceptance/declination. Check box options are also acceptable.
  - I will attend
  - I will not attend

## Special Accommodations

- This line is provided for guests to fill in with ADA requirements and dietary restrictions and/or preferences

## Instructions

- Special reply instructions might include:
  - Reply date (ex. Please respond by Monday, November 17)
  - Inquiry telephone number
  - A 48-hour cancellation notice is requested

- Seating is limited
  - Food options
    - Generally, food options are not listed on the reply card since the menu is typically set and should always include a vegetarian option.
    - However, at times it may be necessary to include food options, depending upon the nature of the event, the audience, or religious dietary restrictions. Check boxes are acceptable
- Entrée option: Ahi tuna      or      Vegetarian

**Reply Card Envelope**

- Preprint the address on the envelope

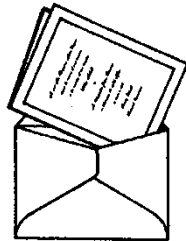
# Assembling the Invitation

## Mailer Envelope

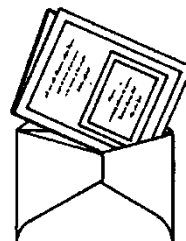
- The mailer envelope is the outside envelope addressed to the invited guest. The return address should be listed in the upper left corner of the front of the envelope, not on the back flap

## Assembling the Invitation

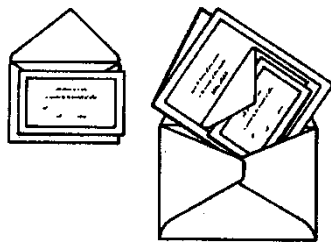
- Invitations are assembled in size order:
  - Invitation
  - Enclosure card(s) are stacked, face up, on top of the invitation from largest to smallest, not inside invitation
  - Reply card sits on top of invitation
  - Reply card is nested face up beneath the flap of the reply envelope. The reply envelope is placed face down on the invitation so that the face of the reply card is visible
  - When the invitation is pulled from the envelope by a right-handed person, it is face up in reading position. If the invitation can be read without turning it, it was stuffed correctly



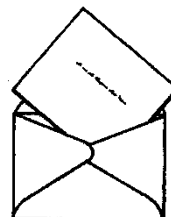
A single-fold invitation  
Inserted into an envelope



Inserting a single-fold invitation  
with an enclosure card



Enclosing a reply card  
and envelope




Placing an inner envelope  
into an outer envelope

Note: The above graphic is from *Crane's Blue Book of Stationery*.

# Invitation Sample

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Chancellor Kim A. Wilcox  
and  
Diane Del Buono

cordially invite you to a dinner honoring

John Doe

in recognition of him receiving The Nobel Prize

Monday, November 11, 2013  
5:00 p.m.

UCR Chancellor's Residence  
4171 Watkins Drive  
Riverside, California 92507

Reply card and map enclosed  
Inquiries (951) 555-1234  
specialevents@ucr.edu

← Name of host

← Invitational

← Event type

← Event name/purpose

← Date/Time

← Place

← Reply Instructions

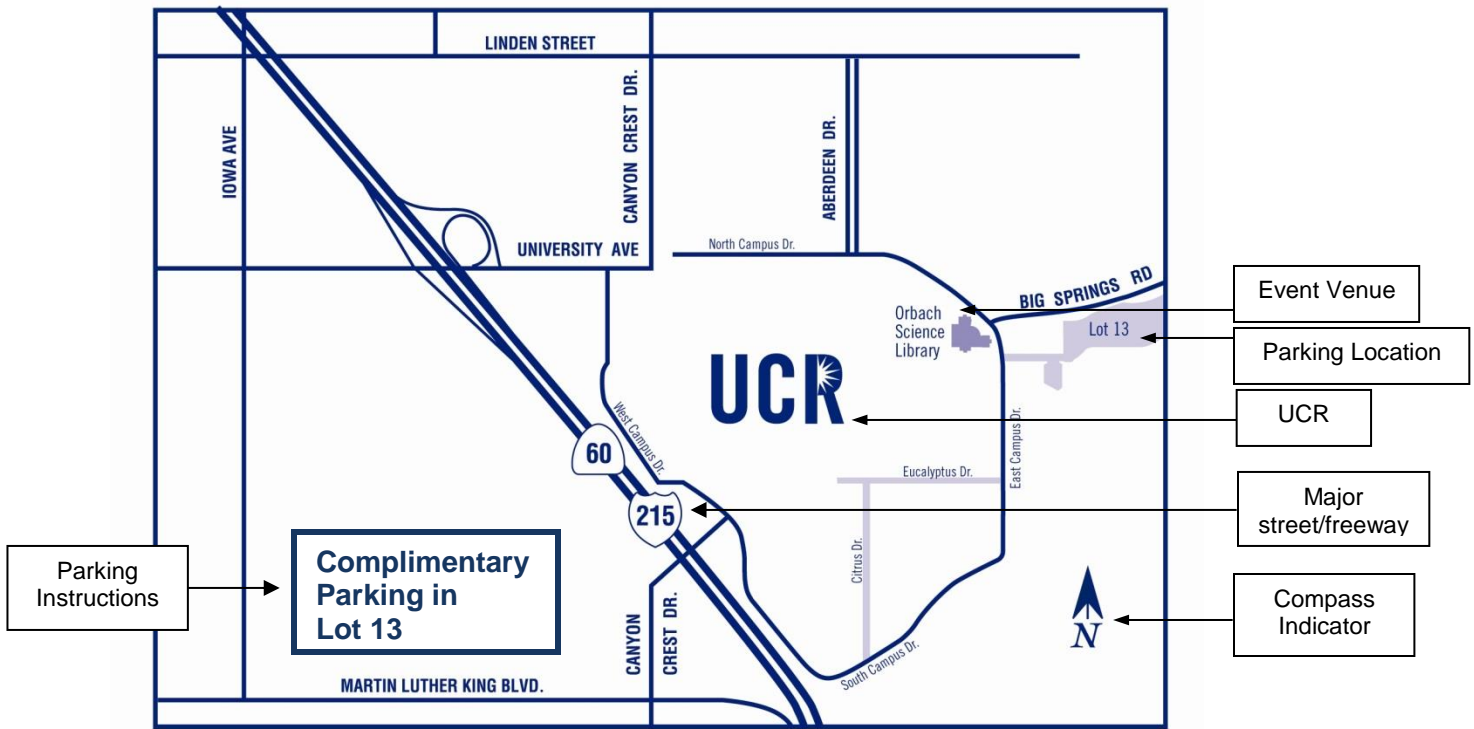
← Event Directions/Map

# Reply Card Sample

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<b>A Dinner Honoring John Doe</b>	←	Event name
<b>Monday, November 11, 2013</b>	←	Date
_____ Please print	←	Line for Guest name(s)
_____ Please print		
Daytime telephone _____	←	Line for telephone
Email _____	←	Line for email
<input type="checkbox"/> will attend <input type="checkbox"/> will not attend	←	Attendance indicator
Special accommodations: _____	←	Line for special accommodations
Please respond by Monday, November 4	←	Instructions

# Map Sample



The UCR logo can be downloaded at <http://creativedesign.ucr.edu/standards.html> or use same font style as invitation.

For events held at the Chancellor's Residence, contact Tammy Giglio, [tammy.giglio@ucr.edu](mailto:tammy.giglio@ucr.edu) for the most recent version of their map.