

BACKGROUND:

All event-related printed materials that include the name of the Chancellor, the Associate of the Chancellor, or the Provost and Executive Vice Chancellor **require approval prior to publication and/or distribution**. The Office of Event Management and Protocol coordinates this process. Such printed materials, include, but are not limited to the following:

- Invitations, save the date cards (printed or electronic)
- Programs, tribute books, brochures
- Commemorative language on awards and plaques
- Promotional, event-related advertisements

PROCESS:

- Submit materials to Diane Viero (x 2-3289), Director, UCR Event Management and Protocol, diane.viero@ucr.edu.
- All materials (design and text) should be provided in electronic format (PDF or JPEG), with a mock-up if the design and layout is complex.
- To comply with university efforts to cut back on printed materials, every effort should be made to use email invitations, utilizing printed invitations only for those whom we do not have email addresses. This will often mean there will be both email and print versions of an invitation distributed for an event.
- When submitting email invitations with graphics included, also submit a plain text version for those who have email programs that do not support graphics.
- Event Management and 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.
- For information on design basics and protocol, see the Chancellor's Invitation Style Guide located on the Event Management and Protocol website Protocol Guidelines section at <http://emp.ucr.edu/guidelines.html>.

SCHEDULE:

Allow ten (10) business days for review and approval by Event Management and Protocol and the Chancellor's Office. The schedule presumes the printed materials have been reviewed and approved by your department prior to its submission to Event Management and Protocol.