

The UCLA logo is centered at the top of the page. It consists of the letters "UCLA" in a bold, blue, sans-serif font. The letters are contained within a light blue rectangular background that has a subtle gradient and a slight drop shadow.

UCLA

INVITATION STYLE GUIDE

Chancellor's Printed Materials Process and
Basic Invitation Design Components

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Created by UCLA Special Events and Protocol

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Printed Materials Approval Process

For events hosted by the Chancellor, EVC and Provost, or Mrs. Block

The design and content of event printed materials with the Chancellor's, his spouse's or Executive Vice Chancellor and Provost's names must be approved by the Chancellor's Office. This includes, but is not limited to: invitations, save-the-date cards, programs, citations, commemorative plaques and tribute books.

All academic or non-External Affairs printed materials should be sent directly to David Miller, deputy assistant chancellor, for approval at dmiller@conet.ucla.edu. Antoinette Mongelli (amongelli@conet.ucla.edu) and Tracy Hershey (tracyh@support.ucla.edu) should be copied on the email.

Instructions for External Affairs

- Email PDF or JPEG and send a mockup draft design (not just text copy) to Patricia Lippert in Special Events and Protocol, tricial@support.ucla.edu.
- After approval by Special Events and Protocol, the final proof will be forwarded to David Miller for Chancellor's Office approval. Antoinette Mongelli, Nancy Lumsden (nlumsden@support.ucla.edu) and Tracy Hershey will be copied on the email. If the Chancellor's spouse's name is included on the printed piece, Christina Kaye Murphy (cmurphy@conet.ucla.edu) and Jamie Murphy (jmurphy@conet.ucla.edu) will also be forwarded the final proof.
- Allow 5-7 working days for the printed piece to be approved.
- Printed materials may not go to print until they have final approval from the Chancellor's Office.

Photographs

- Photographs of the Chancellor and/or his wife used in printed materials must be approved in advance. Contact Mary Daily, Executive Communications, mdaily@conet.ucla.edu for photos.

Messaging/Letters/Remarks

- All messages/letters from the Chancellor, his spouse or the EVC and Provost must be reviewed by Mary Daily, Executive Communications, mdaily@conet.ucla.edu, for tone, style and grammar.

Biography

- Biographies of the Chancellor and/or his spouse must be obtained and approved in advance. Contact Mary Daily, Executive Communications, mdaily@conet.ucla.edu, for the most recent and appropriate biography for your event needs.

Environmental Responsibility

- In accordance with UCLA's emphasis on environmental responsibility, the Chancellor's Office strongly encourages departments to use soy or vegetable-based inks and recycled or FSC-certified papers for all printed materials whenever possible.

Forwarding Copies of the Final Printed Piece

- For Chancellor – Send one copy to Chancellor Gene D. Block and one copy to Dawn Scherer, Executive Assistant to the Chancellor to:
UCLA Chancellor's Office
2147 Murphy Hall
Mail Code 140501
- For Mrs. Block – Send one copy to Mrs. Carol Block and one copy to Christina Kaye Murphy, Chancellor's Residence Manager to:
UCLA Chancellor's Residence
10570 Sunset Boulevard
Mail Code 161406

Invitation Protocol

For UCLA Chancellor's Residence events

This protocol applies specifically to events held at The UCLA Chancellor's Residence.

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

Chancellor Gene D. Block

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

Chancellor Gene D. Block and Mrs. Carol Block

- If Mrs. Block is hosting the event without the Chancellor, it should read:

Mrs. Carol Block

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

Chancellor Gene D. Block
and
Dean Christopher Waterman
UCLA School of the Arts and Architecture

- The host name(s) should be no more than four points larger than the body text.
- Attire instructions are not usually necessary unless the event is black tie.
- A map must accompany all Chancellor's Residence events. Contact Jamie Murphy jmurphy@conet.ucla.edu for the most recent version.
- Reply envelope address should read:

UCLA Chancellor's Residence
Ms. Jamie Murphy
10570 Sunset Boulevard
Box 951614
Los Angeles, California 90095-1614

Parts of an Invitation and Basic Design Guidelines

General Guidelines of Good Invitation Design:

- The UCLA acronym or 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
- Do not include periods to close sentences, unless in a paragraph format
- Consult the University Communications Dictionary of Style www.identity.ucla.edu/resources/dictionary.shtml
- Consult UCLA's Graphic Identity Program www.identity.ucla.edu/
- Standard Parts of a Formal Invitation:
 - Name of host
 - Invitational
 - Event type/name/purpose
 - Date
 - Time
 - Place
 - Reply instructions
 - Disabled instructions
 - Attire instructions (if black tie only)
 - Event directions/map

Name of Host

- The host name is always listed first
- 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 UCLA faculty who have received special awards (*the event purpose*)

Date

- The date may be noted numerically or spelled out:
 - Monday, November 19, 2007
 - on Monday, the nineteenth of November
Two thousand and seven
- 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)
 - at half past seven o'clock
 - cocktails at seven o'clock, dinner at eight o'clock
 - from seven to eight o'clock
 - from seven to half past eight o'clock
- Twelve o'clock noon is expressed as twelve o'clock or 12:00 p.m.
- 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. Do not abbreviate.
- Be sure the UCLA acronym is noted as part of the place name.
 - Freud Playhouse, UCLA MacGowan Hall

Reply instructions

- For large or formal events, a reply card is preferred. See section on Reply Card Components.
- Include a telephone number in case guests have questions.
- Include at least two (phone, email, website, fax) methods to RSVP

Please respond by Monday, November 12

(310) 555-1234

 events@ucla.edu


Map enclosed

Reply card and map enclosed

Inquiries (310) 555-1234

 events@ucla.edu

Reply card enclosed

(310) 555-1234 Inquiries Parking available for \$8
events@ucla.edu  in Parking Structure 2

Disabled Instructions

- According to the ADA compliance office, the disabled logo (♿) or language providing hearing impaired/disabled individuals with the means to contact the event manager or access services needs to be listed on the invitation.
- For simplicity, use the disabled logo (♿), a phone number and an alternate method of communication such as email, website or fax
 - Example: ♿ Fax (310) 555-1235
 - Example: ♿ eventrsvp@ucla.edu
- The disabled logo should be listed beneath the reply/inquiries telephone number on a separate line

Attire Instructions

- Attire instructions are not usually necessary unless the event is black tie

Event Directions/Map

- It is suggested 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 \$9 in Parking Structure 5
 - Complimentary (or valet) 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 UCLA.
- Driving directions may be included on the map

Reply Card Components

A reply card should accompany each invitation whenever possible. All components of the reply card should be center aligned and include:

- Event name
- Date
- Line(s) for the guest name(s)
- Line for a daytime telephone number
- Attendance indicator
- Special instructions
- Reply card envelope

Event Name

- The event name should be listed at the top and closely 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

M _____
Please print

M _____

- The letter “M” may be included directly in front of the guest name line to encourage guests to write in “Mr.,” “Mrs.” or “Ms.”

Line for Daytime Telephone Number

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

Attendance Indicator

- Guests indicate their acceptance/declination. Check box options are also acceptable.

I/We _____ accept
(Guests to fill in the words DO/DO NOT or WILL/WILL NOT)

- I will attend
- I will not attend

Special 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
 - Food preferences/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 Vegetarian

Reply Card Envelope

- Preprint the address on the envelope

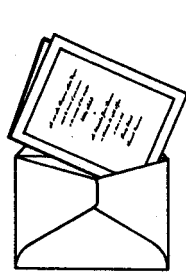
Assembling the Invitation

Mailer Envelope

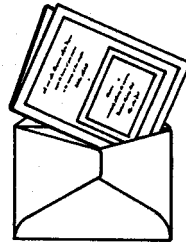
- The mailer envelope is the outside envelope addressed to the invited guest. The return address should be listed in the upper left corner of the front of the envelope, not on the back flap.

Assembling the Invitation

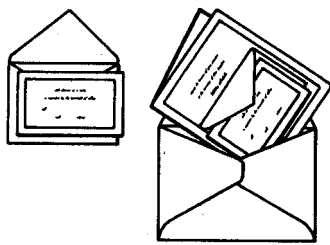
- Invitations are assembled in size order:
 - Invitation
 - Enclosure card(s) are stacked, face up, on top of the invitation from largest to smallest, not inside invitation
 - Reply card sits on top of invitation
 - Reply card is nested face up beneath the flap of the reply envelope. The reply envelope 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.



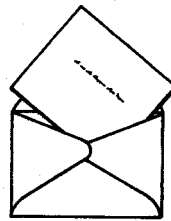
A single-fold invitation
Inserted into an envelope



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 Bluebook of Stationery*.

Invitation Sample

(graphic elements located on inside portion of panel card are not to scale)



Chancellor Gene D. Block and Mrs. Carol Block

cordially invite you to a dinner honoring

Jane Doe

in recognition of her receiving The Nobel Prize

Monday, November 19, 2008
5:00 p.m. to 6:30 p.m.

UCLA Chancellor's Residence
10570 Sunset Boulevard
Los Angeles, California

Reply card and map enclosed
Inquiries (310) 555-1234
☎ Fax (310) 555-1235

Name of host

Invitational

Event type

Event name/purpose

Date/Time

Place

Reply Instructions

Event Directions/Map

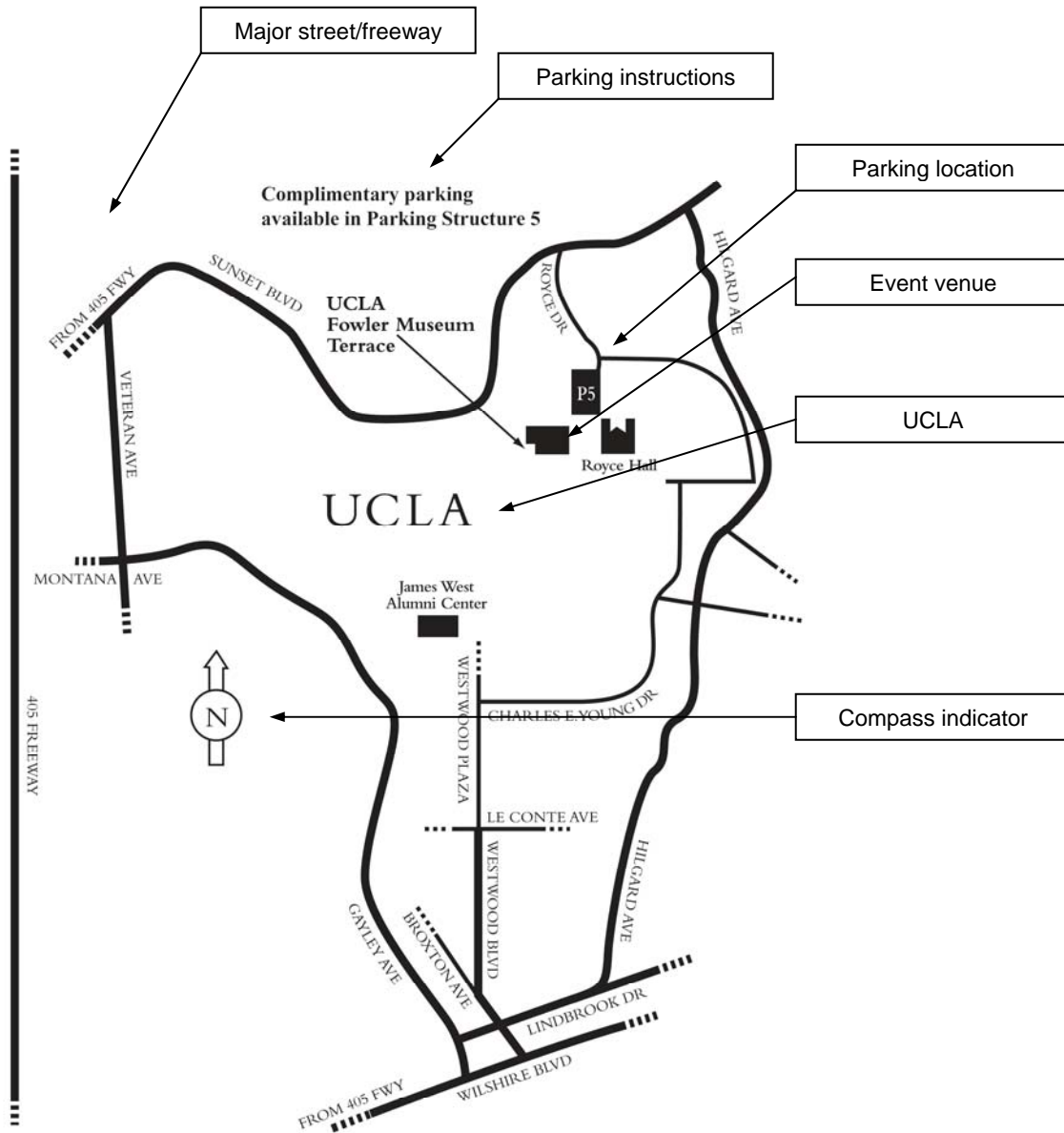
Disabled Instructions

Reply Card Sample

(not to scale)

A Dinner Honoring Jane Doe	←	Event name
Monday, November 19, 2008	←	Date
M _____ Please print		
M _____	←	Line for Guest name(s)
Daytime telephone _____	←	Line for telephone
I/We _____ accept	←	Attendance indicator
Please respond by Monday, November 12	←	Special instructions

Map Sample



The UCLA logo can be downloaded at <http://www.identity.ucla.edu/> or use same font style as invitation.

For events held at the Chancellor's Residence, contact Christina Kaye Murphy cmurphy@conet.ucla.edu or Jamie Murphy (jmurphy@conet.ucla.edu) for the most recent version of their map.