EVENT PRINT MATERIAL STYLE GUIDE

The Event Print Material Style Guide sets forth uniform standards for all invitations and promotional materials in which the name of the UC Regents, UC President or Chancellor are listed either as host(s) or participant(s). This guide may be used for other campus events.

EVENT PROMOTIONAL MATERIALS MAY INCLUDE, BUT ARE NOT LIMITED TO:

- Invitations (printed and email)
- Event programs
- Save-the-date cards
- Event websites
- Promotional, event related advertisements
- Commemorative language on awards and plaques to be given to a donor/speaker/guest (presented by the Chancellor during an event)

OVERALL REVIEW AND APPROVAL PROCESS

TIMING

DESIGN AND CONTENT OF ALL EVENT PROMOTIONAL MATERIALS MUST BE APPROVED IN ADVANCE OF THE EVENT DATE.

- Allow seven (7) business days for the approval process.
- Materials may not go to print or be distributed until approval has been received.

REVIEW

THE CHIEF OF PROTOCOL REVIEWS EVENT MATERIALS AND WILL PROVIDE YOU WITH FEEDBACK AND/OR APPROVAL.

- Submit printed materials as a PDF or JPG.
- Submit electronic materials exactly as guests will receive them (no mock-ups).
- Submit only final versions for approval with full and complete content.
- All material must be reviewed and approved by your department, as well as other people whose name appear in the materials, prior to submission.

CONTACT

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Protocol and Special Events

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INVITATIONS

Chancellor as Host Invitations — Printed Sample
Chancellor Residence Invitations — Email Sample

From: Chancellor Dorothy Leland
Subject: Chancellor Innovation Awards Invitation – Saturday, June 15, 2020

DESIGN
The UC Merced logo or UC Merced Seal should be prominent on event material. Consult the UC Merced Brand Standards for acceptable colors, university logos, and fonts.

GRAMMAR AND PUNCTUATION
• Spell out all words. Do not abbreviate.
• Do not use periods to close sentences unless the copy is written in paragraph format.
• When noting time, always use a colon and include minutes (ex. 9:00). Always lowercase and use periods for a.m. and p.m.

HOSTS
• Events at the Chancellor’s Residence are hosted solely by the Chancellor.
• Chancellor may co-host events at locations other than the Chancellor’s Residence. In these instances, the Chancellor’s name is listed first, followed by the co-hosts.
• The Chancellor’s name is equal in size, or larger than other text on the invitation.
• If there is an honoree mentioned in the invitational language their name can be the same size as the Chancellor’s name.
• Proper way to list the Chancellor as host is, “Chancellor Dorothy Leland.”

INVITATIONAL
• The invitational is phrasing that invites guests to the event, clearly explains the purpose and lists honoree if there is one.
• Preferred phrasing for events begins with, “Chancellor Dorothy Leland cordially invites you to…”
• Complete the invitational by describing the type of event, its purpose and honoree(s) if applicable. Be as concise as possible, approximately 2-3 lines.
INVITATIONS

EXAMPLES:
Chancellor Dorothy Leland
cordially invites you to a reception honoring the recipients of the
Chancellor's Innovation Award

Chancellor Dorothy Leland
cordially invites you to a dinner honoring
Professor Rufus Bobcat

DATE
• Include the day of the week, the month, the day, and year. Do not abbreviate.
• The date may be noted numerically or spelled out: Friday, December 10, 2010
or
Friday, the tenth of December,
Two thousand and ten

TIME
• For most events, only list the event start time on the invitation. For event functions with guests continuously arriving/
departing, such as a reception, invitations may include the start and end times, separated with the word “to”.
• Always use a colon and include minutes when noting time numerically.
• Always lowercase and use periods for a.m. and p.m.
• Be consistent with date and time — write both numerically or have both spelled out (for more formal events).
• Never combine numerals with the word o’clock (7 o’clock).

EXAMPLES:
• 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, 12:00 p.m. or noon
INVITATIONS

LOCATION
• Do not abbreviate.
• Include the zip code.
• Be sure the UC Merced name is noted as part of the place name.

Example:
University of California, Merced
5200 North Lake Road
Merced, California 95343

REPLY INSTRUCTIONS
In general, UC Merced encourages the use of electronic replies instead of a reply card and envelope.
• Include a reply by date.
• Include a telephone number in case guests have questions.
• Include at least two (e.g., phone, email, website) methods to RSVP.

Standardized format is as follows to request replies (RSVPs):

Please reply by August 4, 2018
specialevents@ucmerced.edu
209-228-7787

DIETARY RESTRICTIONS
• Invitations to events including meals must include the following text asking for dietary restriction not dietary preferences.
• The information may also be requested in an online registration format.

Example:
Kindly respond with any food allergies or dietary restrictions

ATTIRE
Include attire information on all event invitations. Please limit the information to the following listings:
• Black Tie
• Cocktail Attire
• Business Attire
• Business Casual
• Casual
1. DIRECTIONS
   • A map must accompany all invitations to the Chancellor’s Residence.
   • If you are using an email invitation, please request a PDF map to the residence from the Office of the Chancellor.
   • For events at locations other than the Chancellor’s Residence, a map to the event venue should be substituted.
   • If a map is unavailable, driving directions may be substituted.

2. PARKING
   • If there is a building or garage, it is a structure (i.e. Structure 8). If there is an open parking area, it is a lot (i.e. Bellevue Parking Lot).
   • Note parking fees or indicate if parking is complimentary.
     Example:
     Parking is available for $6.00 in the Bellevue Parking Lot.

3. EMAIL SENDER AND SUBJECT LINE
   • Email invitations to the Chancellor's Residence may only be sent through the Office of the Chancellor or External Relations.
   • Subject line uses one of the following standard formats:
     Invitation to (INSERT NAME OF EVENT) and the date
     Celebrate (INSERT A DESCRIPTION OF EVENT, HONOREE, ETC.) and the date

OTHER MATERIALS

Additional print materials share the same overall review and approval process as invitations.

PHOTOGRAPHS
   • Photographs of the Chancellor used in event promotional materials must be approved in advance.
     Official approved portraits can be downloaded images.ucmerced.edu.

MESSAGING/LETTERS/REMARKS
   • All messages/letters from the Chancellor must be reviewed for tone, style and grammar.

BIOGRAPHIES
   • Biographies of the Chancellor must be obtained and approved in advance.
   • Please contact the Chief of Protocol for the most recent and appropriate biography for your event needs.