

## **Addendum B**

# *Style Guidelines for Invitations and Event Programs*

The Creative Services and Hamilton Print Shop staffs have adopted guidelines to assist colleagues in Communications & Development who produce invitations and printed programs for College events. The samples that follow illustrate common formats for invitations and programs.

### **Producing Invitations and Event Programs**

Because invitations and event programs vary in format from single panel cards to multi-page booklets depending on the event, here are some guidelines to help you determine where to begin when you need an invitation or program produced:

#### ***Invitations***

Creative Services produces all multi-page invitations (such as Reunion Weekend, Family Weekend and Commencement Weekend), those that include color photography or illustration (such as Fallcoming), and all invitations produced for the Major Gifts Office (including the Comstock Luncheon). To begin work on invitations that fall into these categories, contact Betty House in Creative Services at [bhouse@hamilton.edu](mailto:bhouse@hamilton.edu) or 859-4621.

The Hamilton Print Shop produces most single panel invitations, including regional invitations for the Alumni Relations Office. To begin work on this kind of invitation, contact Yvonne Schick at the Print Shop at [yschick@hamilton.edu](mailto:yschick@hamilton.edu) or 859-4627.

#### ***Event Programs***

Creative Services produces all event programs for Communications & Development. To begin work on an invitation, contact Betty House in Creative Services at [bhouse@hamilton.edu](mailto:bhouse@hamilton.edu) or 859-4621.

Should you have questions about invitations and event programs that are not addressed in the following guidelines, contact Stacey Himmeberger in Creative Services at [shimmelb@hamilton.edu](mailto:shimmelb@hamilton.edu) or 859-4416.

## Invitations

In the most common format for invitations, the text appears on one panel that is 4.5" x 6.25" (to accommodate a standard A-6 envelope), as shown in the following three examples. The text panel usually appears on the inside right page of a 9" x 6.25" sheet that folds in half. Most single-page invitations are produced by the Hamilton Print Shop on pre-produced white card stock that includes the Hamilton logo embossed on the cover.

The Print Shop also provides invitation envelopes with a Hamilton return address.

*You are cordially invited to attend  
the Twentieth Annual  
Jack B. Riffle Memorial Dinner  
Honoring  
Varsity Athletes*

*Guest Speaker  
Rowdy Gaines  
Three-time Olympic Gold Medalist  
in Swimming*

*Wednesday, May 17, 2006  
6:00 p.m.*

*Soper Hall of Commons  
Hamilton College  
Clinton, New York*

*Semi-formal dress required  
R.S.V.P. card enclosed*

- ◀ The College's typeface is Goudy. For invitations, *Goudy Italic* is preferred.
- ◀ Type on invitations is centered both horizontally and vertically on the panel.
- ◀ Generally type is 11 pt., although adjustments may be made to accommodate lengthier text.
- ◀ Type on most invitations is printed in Hamilton blue, PMS 288. Black ink is also acceptable. Avoid using other colors.
- ◀ In invitations, list date, time and place in that order.
- ◀ It is acceptable in invitations to use a more formal style than in prose. For example, 6:00 p.m. and not 6 p.m. (use periods in a.m. and p.m.); New York and not NY or N.Y.; Twentieth and not 20th.
- ◀ Often it is not necessary to use varying type sizes on a one-panel invitation. However, to create a clear hierarchy of information, certain text may be used smaller (such as the attire and R.S.V.P. information here).

*Some very special individuals  
affiliated with our endowed scholarship funds  
anticipate the opportunity to meet you*

*As a recipient of a named scholarship award  
you are cordially invited to join them for*

**The Helen and Doane Comstock '27  
Memorial Luncheon  
Celebrating Student Scholarships at Hamilton**

*Friday, September 28, 2007*

*Noon*

*Tolles Pavilion (formerly the Annex)*

*The luncheon will be preceded by a reception at 11:30 a.m.*

*Kindly R.S.V.P. as soon as possible (card enclosed)*

*Last day to R.S.V.P. is September 25*

- ◀ In an invitation, it is not necessary to apply the same rules for punctuation as you would in prose. Because line breaks help with readability, often commas and periods can be omitted.
- ◀ In the case of slightly lengthier text, **Goudy Bold Italic** highlights key information.
- ◀ Use a more formal style for invitations than prose. For example, September 28, 2007, and not Sept. 28, 2007.
- ◀ Use noon or midnight, not 12 p.m. or 12 a.m., or the redundant 12 noon or 12 midnight.
- ◀ Use periods in R.S.V.P. Note, since R.S.V.P. means "Please reply," avoid the redundant "Please R.S.V.P." Instead use "kindly."

### Reply card format

Use plain boxes for "check boxes." The font is Carta.

Font for reply cards is **Goudy Italic**. This is a change from our previous style of using Goudy plain text on reply cards.

Type on reply cards is left aligned and centered vertically on the panel.

Yes, I will attend the 2007 Comstock Memorial Luncheon.

\_\_\_\_\_ will accompany me.

Vegetarian meal option

(Please note the number of vegetarian entrees requested \_\_\_\_\_.)

No, I will be unable to attend the 2007 Comstock Memorial Luncheon.

Name \_\_\_\_\_ Class \_\_\_\_\_

Kindly R.S.V.P. by September 18.

Alumni may also register online using their HOLAC (Hamilton Online Alumni Community) username and password at [www.hamilton.edu/alumni/registration](http://www.hamilton.edu/alumni/registration).

*The Philadelphia Alumni Association  
cordially invites  
Alumni, Parents and Friends of the College to*

**An Evening with  
Dean of Faculty Joe Uργο**

*Gather with fellow Hamiltonians as Dean Uργο shares his  
impressions after recently completing his first year on College Hill.  
His remarks will include updates, anecdotes and even poetry!*

**Wednesday, October 3, 2007  
6:00 p.m.**

*The Rittenhouse Hotel  
210 West Rittenhouse Square  
Philadelphia, Pennsylvania*

*\$24 per person (\$19 for the Classes of 2003-07)*

*Cocktails and appetizers will be served*

*Kindly reply by Friday, September 28  
Online: [www.hamilton.edu/alumni/registration](http://www.hamilton.edu/alumni/registration)*

*Direct questions to the Alumni Relations Office  
Toll-free: 866-729-0314  
E-mail: [regional@hamilton.edu](mailto:regional@hamilton.edu)*

◀ To emphasize the most important information in text that is lengthy, the main heading appears in a larger size and is bold; detailed program information is smaller. This style of establishing a hierarchy of information is preferred to the use of Dingbats (symbols or other graphic elements). Punctuation is used for clarity.

◀ No need to repeat year in the R.S.V.P. information.

◀ Do not underline Web or e-mail addresses.

◀ Use hyphens in telephone numbers, not periods or parentheses.

## Event Programs

The most common and economical finished size for event programs is 5.5" x 8.5". (Avoid 6"x9" since that small increase results in a yield of five panels per sheet versus eight at the 5.5" x 8.5" size.) Normally the Order of Events appears on one of the inside panels — the right panel if the left panel is blank; the left panel if the right panel is used for other text. Programs sometimes include extra pages for extended or multiple biographies, schedules if the program is for just one event in a weekend of activities, or other information. For most programs, a white cover stock is used. Design of the cover and other pages of programs is determined by Creative Services.

### ORDER OF EVENTS

#### Welcome

Stuart L. Scott '61  
*Chairman of the Board of Trustees*

Mark Rice '73  
*President of the Alumni Association*

George D. Baker, Jr. '74  
*Trustee and Chairman of the 2007-08 Annual Fund*

#### Dinner

#### Special Presentation

Joan Hinde Stewart  
*President of the College*

#### Remarks

Ellis E. Bradford '45  
*Life Trustee*

◀ The College's typeface is Goudy. In programs, the Order of Events appears in small caps, headings in bold and titles in italic.

◀ The Order of Events is centered both horizontally and vertically on the panel.

◀ In order to keep the form parallel, use "of the" in titles: "Chairman of the Board of Trustees" and "President of the College." Do not use "Chairman, Board of Trustees" and "President of the College."

## ORDER OF EVENTS

4:30 p.m.	Welcome	<b>Stuart L. Scott '61</b> <i>Chairman of the Board of Trustees</i>
	Remarks	<b>Joan Hinde Stewart</b> <i>President of the College</i>  <b>Michael A. Arcuri</b> <i>United States Congressman, New York's 24th Congressional District</i>  <b>F. Eugene Romano '49</b>  <b>Winton J. Tolles</b>
	Presentation and Ribbon-Cutting	<b>The Tolles Family</b>
5:00 p.m.	Reception	Fillius Events Barn
6:00 p.m.	Buffet Dinner	Patricia and Winton Tolles Pavilion

◀ This is an example of a program that includes times in the Order of Events. Bold type is used to emphasize names of the speakers and honorees.