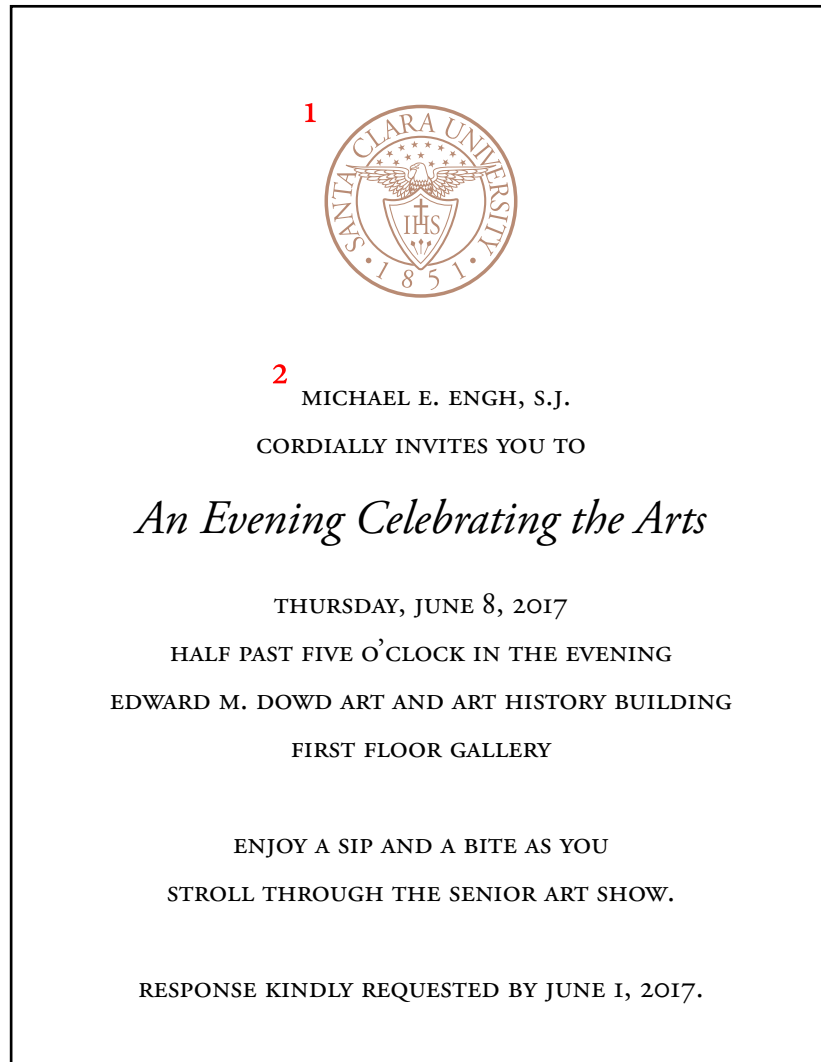


Invitation Suite Etiquette: Invitation Card



1. The gold university seal may only be used for presidential events. In order to obtain approval to use the gold seal, please contact the University Protocol and Event office directly. If your event does not meet the criteria for using the gold seal, you may use your department, center or office logo in place of the seal.

2. There are myriad choices when it comes to the verbiage style of your invitation. Some are more formal than others. This is a sample of a more formal style of wording. Whatever verbiage you select, be sure to keep the wording concise listing including only the most important information:

- Name of host or hosting department
- Title of event
- Date of event
- Time of event
- Location of event
- A one to two sentence description of the event agenda (if applicable)
- Date by which the response is requested (option to include on a separate response card).

Invitation Suite Etiquette: Response Card and Inner Envelope

Response Card

¹ *An Evening Celebrating the Arts*
RESPONSE KINDLY REQUESTED BY JUNE 1, 2017.

² _____

_____ SHALL ATTEND _____ UNABLE TO ATTEND

FOR ADDITIONAL INFORMATION, PLEASE CONTACT CLARE SMITH
AT 408-554-6911 OR CSMITH5@SCU.EDU.

1. Include title of the event on the response card in case they misplace the invitation card - this way invitees know the event to which they are responding.

2. There are several items of information you may wish to gather on the response card, but we recommend keeping it as simple for the invitee to complete.

Inner Envelope

²

Place Stamp Here

¹ OFFICE OF THE PRESIDENT
SANTA CLARA UNIVERSITY
500 EL CAMINO REAL
SANTA CLARA, CALIFORNIA 95053

1. We recommend pre-printing the department, center or office return address. Always spell out all words in addresses (ex: "Street" rather than St. and "California" rather than CA). Use only the five digit zip code (do not include the four digit campus routing number as this looks busy).

2. Budget permitting, we suggest including a stamp on the response card envelope.

Invitation Suite Etiquette: Outer Envelope

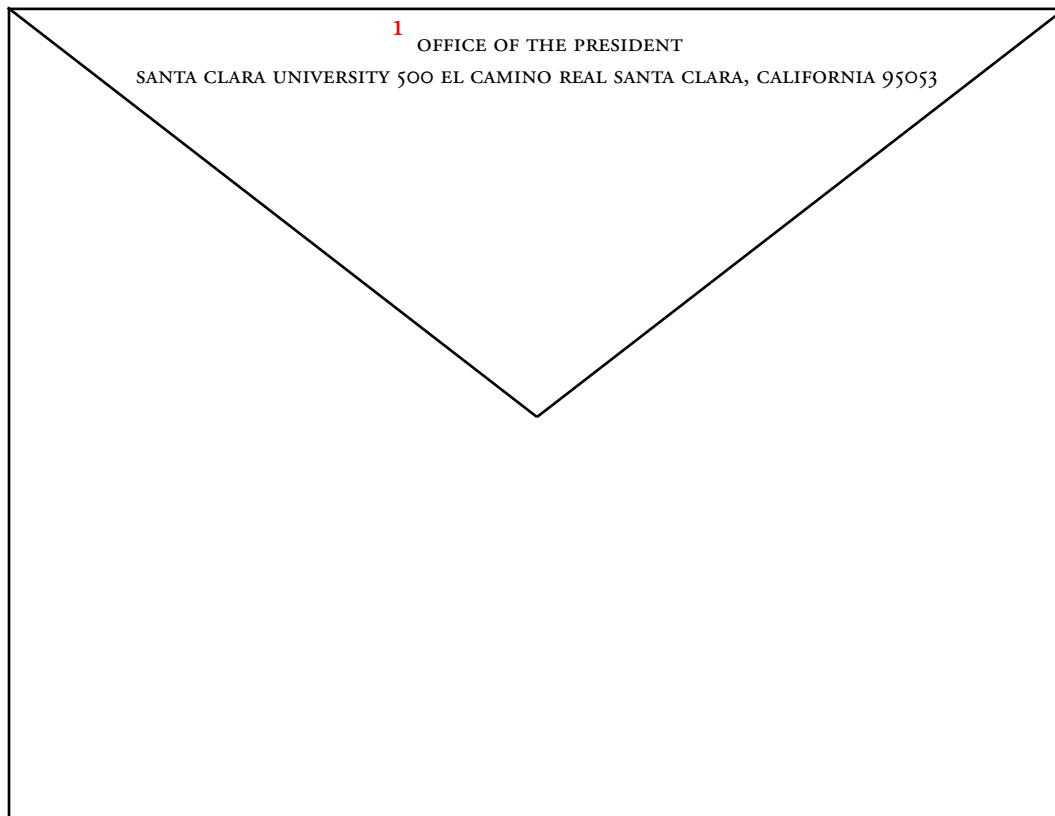
Front of Envelope



1. When printing the return address on the back flap of the envelope, be sure to center justify the recipient's address on the envelope front. We also encourage hand addressing whenever possible. Always use the formal household salutation. Spell out all words in addresses (ex: "Street" rather than St. and "California" rather than CA).

2. We suggest using real stamps rather than metered mail.

Back of Envelope



1. We recommend pre-printing the department, center or office return address on the back flap of the envelope to allow for a clean appearance on the envelope front. Always spell out all words in addresses (ex: "Street" rather than St. and "California" rather than CA). Use only the five digit zip code (do not include the four digit campus routing number as this looks busy).