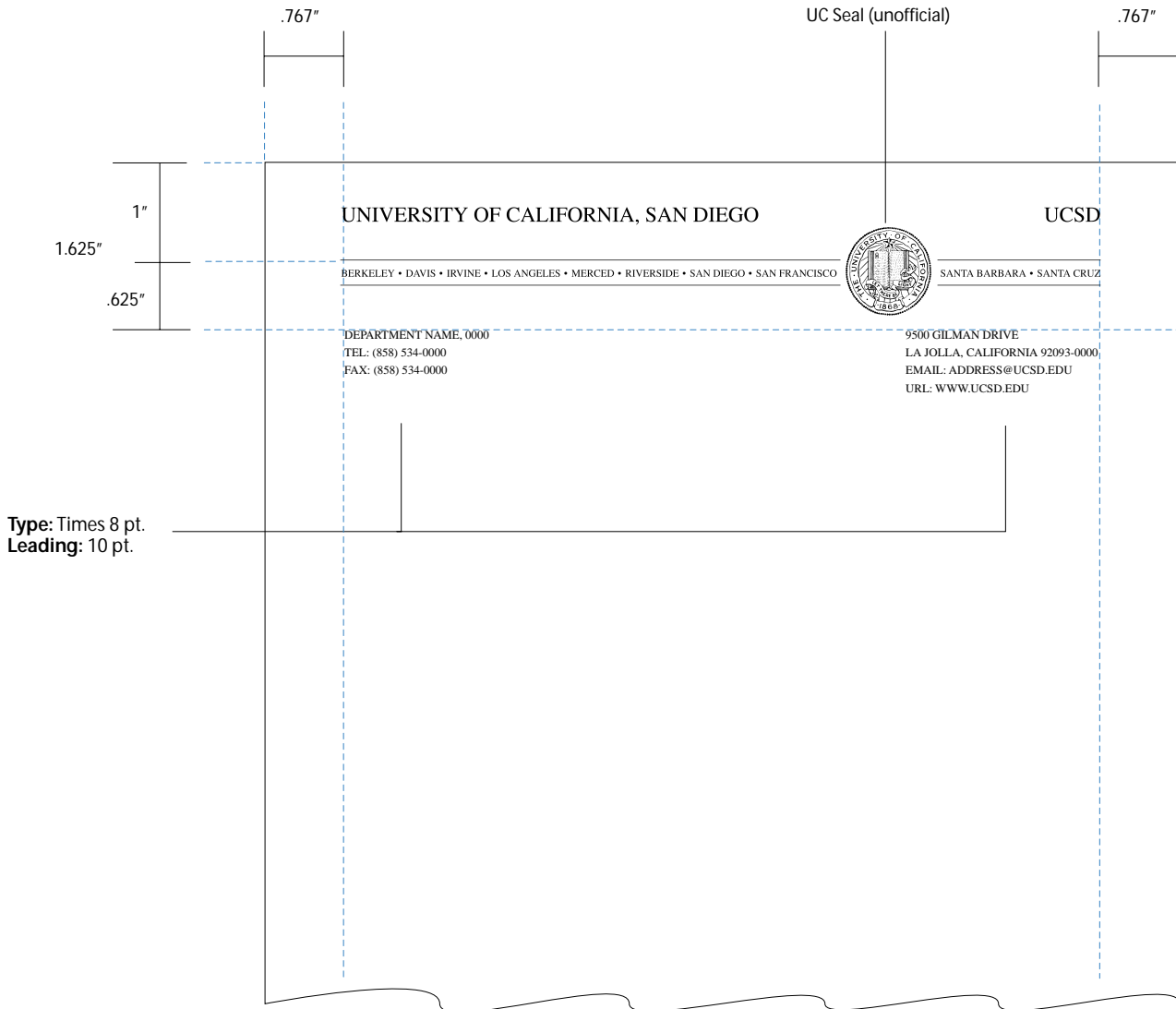


5

Specifications: Letter size 8.5 x 11
Paper: Capitol Bond White (recycled)
Weight: 24 lb. Writing, 25% Cotton
Printing: One color: Black
Font: Minion Regular (Optional: Times)

Note: The sample below is scaled to fit the page.
All dimensions are in decimal inches and are correct
for an 8.5 x 11 sheet. **** UCSD**



Can I print the letterhead in black and blue ink? The UCSD official letterhead must be printed in black ONLY. Section 11.30 Policy on Representation of the University on Letterhead and Business Cards.

I want to add my pager number, cell phone, and mailing address. Can I do that? The elements allowed on UCSD official letterhead are shown in the example above.



UCSD: LETTERHEAD: Section 11.26 Guidelines for Stationery, Business Cards, and Collateral Items.

NOTE: All UCSD letterhead and business cards can be ordered online. URL: <http://imprints.ucsd.edu>

Specifications: Business Envelope size #10

Paper: White Wove (recycled)

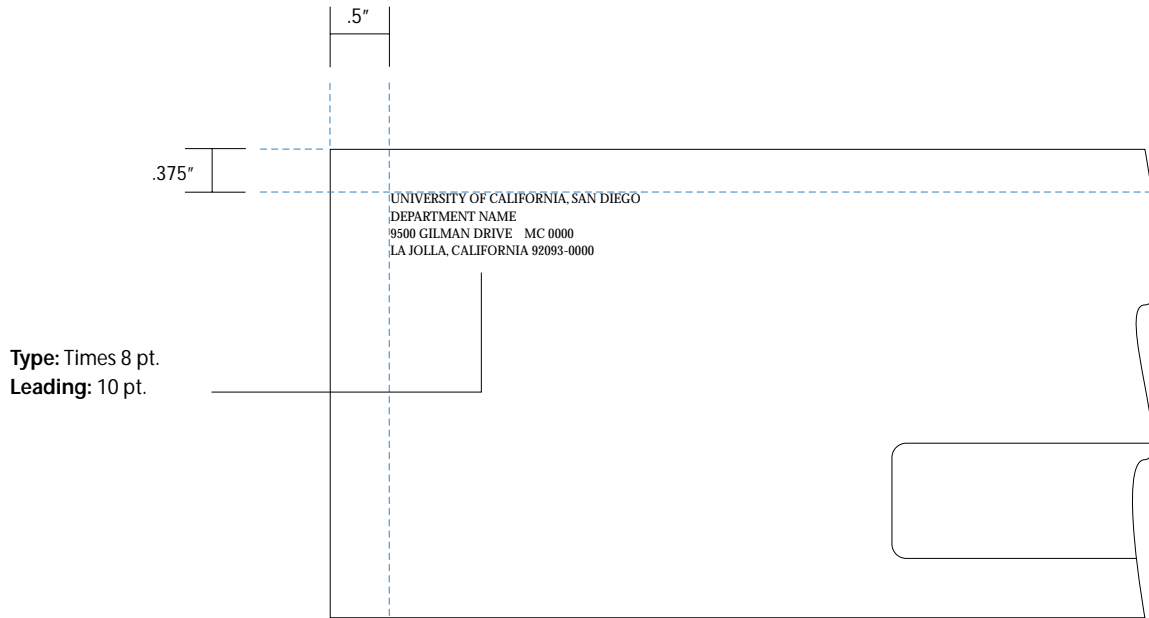
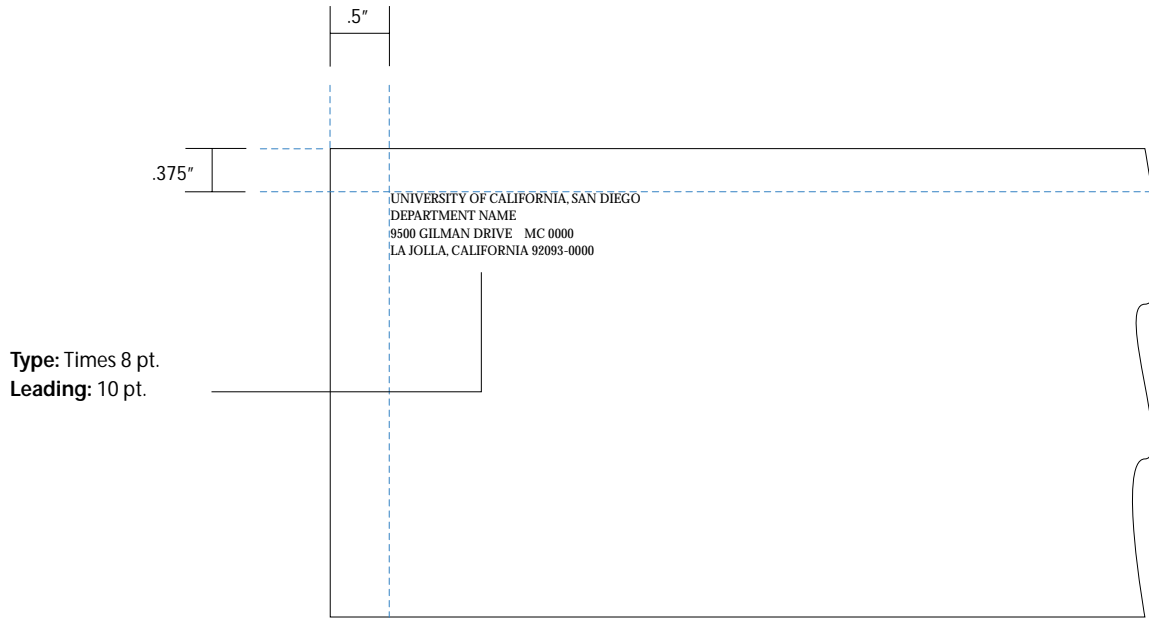
Weight: 24 lb. Writing

Printing: One color: Black

Font: Minion Regular (Optional: Times)

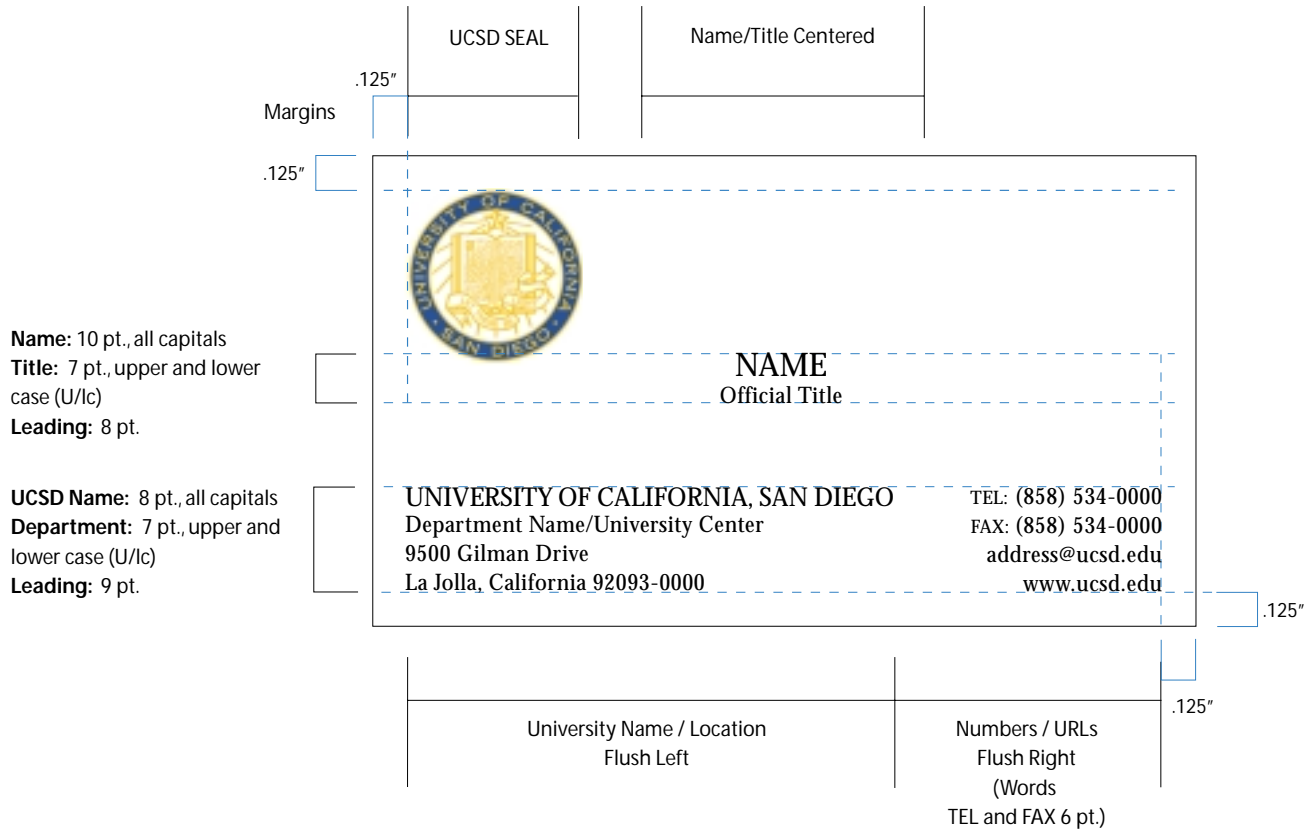
Note: The samples below are scaled to fit the page.

All dimensions are correct for a #10 envelope. * UCOP ** UCSD



Specifications: Business Card Size 3.5 x 2
Paper: White Wove (recycled preferred)
Weight: 80 lb. Cover
Printing OPTION 1: Two color PMS 287 blue and black, plus gold foil
Font: Minion Regular (Optional: Times)

Note: The sample below is scaled larger than actual size in order to show detail. All dimensions are in decimal inches and are correct for a 3.5 x 2 card. **** UCSD**



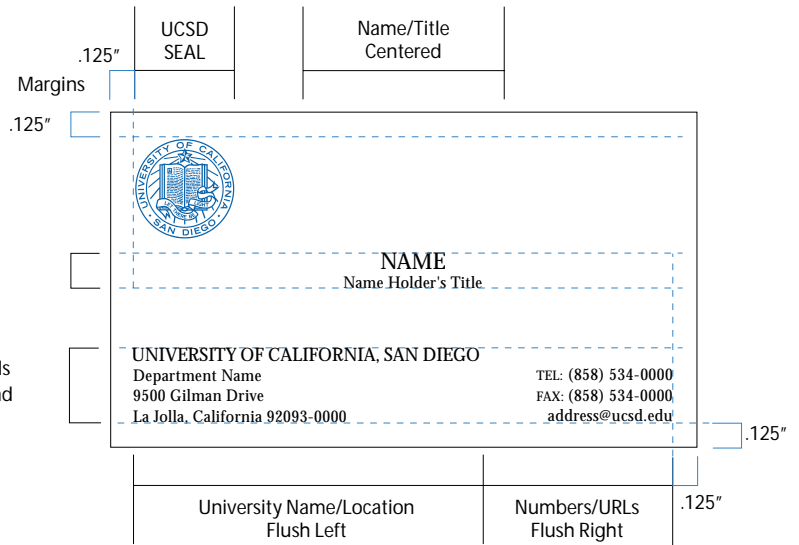
UCSD SEAL BUSINESS CARD (PREFERRED) This is preferred business card for official university use with the UCSD seal in gold foil, with a blue ink band, and black ink text. The name of the card holder and the university name are in all caps. All other text is upper and lower case. Information imprinted on business cards is limited, according to university policy.

Specifications: Business card size 3.5 x 2
Paper: White (recycled preferred)
Weight: 80 lb. Cover
Printing OPTION 2: Blue thermography and black ink
Printing OPTION 3: Black thermography
Font: Minion Regular (Optional: Times)

Note: The samples below are scaled to fit the page.
 All dimensions are in decimal inches and are correct for a 3.5 x 2 card. **** UCSD**

UCSD SEAL BUSINESS CARD (OPTION 2) Option 2 business card is printed in two colors. The UCSD seal is in blue thermography and text is in black ink. The same specifications and policies apply as those for the standard business card on page 5.3

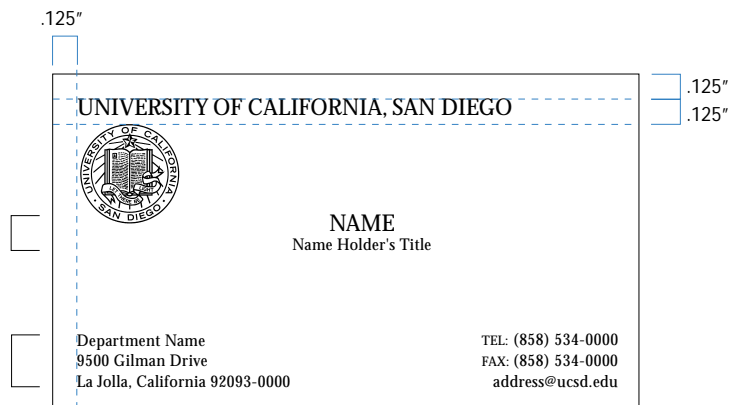
Name: 10 pt., all capitals
Title: 7 pt., upper and lower case (U/lc)
Leading: 8 pt.
UCSD Name: 8 pt., all capitals
Department: 7 pt., upper and lower case (U/lc)
Leading: 9 pt.



UCSD SEAL BUSINESS CARD (OPTION 3)

Option 3 business card is printed in one color thermography. The UCSD seal and text are in black ink. The name of the university is in all caps, 10 pt. type and positioned in the top left corner. *** UCOP ** UCSD**

UCSD Name: 10 pt., all capitals
Name: 10 pt., all capitals
Title: 7 pt., upper and lower case (U/lc)
Leading: 8 pt.
Department: 7 pt., upper and lower case (U/lc)
Leading: 9 pt.



Specifications: Invitation size 5 x 7
Paper: White (recycled preferred)
Weight: 80 lb. Cover, 25% Cotton
Printing: Two colors: PMS 287 blue and black, plus gold foil
Font: Minion Regular (Optional: Times)

Note: The sample below is scaled to fit the page.
All dimensions are in decimal inches and are correct for
a 5 x 7 card. **** UCSD**

CHANCELLOR'S OFFICE INVITATIONS The UCSD seal
in blue and gold foil can be used only on invitations
initiated in the chancellor's office.

Type: Times 12 pt.
Leading: 16 pt.

UCSD Seal (unofficial)



The Regents and the President
of the
University of California
and the Faculty
of the University of California, San Diego
request the honor of your presence
at the inauguration of

ROBERT C. DYNES

as Sixth Chancellor of the
University of California, San Diego

Friday, the twenty-fifth of October
nineteen hundred and ninety-six
at ten o'clock in the morning
RIMAC Arena
University of California, San Diego

A reception will follow
the inauguration ceremony on the RIMAC Concourse Patio

Response card and map enclosed
Inquiries: (858) 534-0000

Specifications: Invitation size 5 x 7 and 7 x 5
Paper: White (recycled preferred)
Weight: 80 lb. Cover, 25% Cotton
Printing: One color: PMS 287 blue
Font: Minion Regular (Optional: Times)

Note: The sample below is scaled to fit the page.
All dimensions are in decimal inches and are correct for a 5 x 7 and 7 x 5 card. **** UCSD**

