

Use of the U3A Trademark

BACKGROUND

A charity's name – its identity – is one of its most important assets. The University of the Third Age and the U3A logo are registered trademarks of the Third Age Trust. In order to maintain the integrity of the registration, preserve our identity and strengthen our unique brand, it is important that the trademark is not misused by member U3As. Furthermore, the Trust will pursue any unauthorised use of the trademark.

THE TRADEMARK



The above are all acceptable forms of our trademark using the correct colourways. The colours are Pantone 287 blue and 123 gold and the logo font is Richmond Hill 2. The name underneath is HandelGotDLig. These are the only permitted colours and fonts. Both the logo and HandelGotDLig can be downloaded from the home page of the national website – www.u3a.org.uk. The name can be used without the logo and the logo without the name. U3As, regional associations and networks are naturally keen to establish their own identity and through their membership or relationship with the Trust are licensed to use the trademark. The following rules are in place to ensure no diminution of the trademark and its unique identity.

1. ADDING WORDS

It is permitted to add words for the purposes of identification but care must be taken to ensure that it enhances and does not detract from the trademark. It is suggested that words should only be added on top or at the sides if the bottom already has the name 'The University of Third Age'. The words must be proportional to the logo and not overwhelm it so a long name is best positioned at the side. It is strongly recommended that where you are adding words, you use the HandelGotDLig font.

2. ALTERING THE LOGO

It is not permitted to alter the arrangement of the letters or the shape or the proportionality of the logo by, for example, either squashing or extending it or italicising it in order to create a leaning effect. The size on the other hand can be varied to suit as long as the proportionality is retained.

3. ADDING ANOTHER LOGO

If you wish to show an additional logo on your headed stationery, your documents/newsletters or on your website, such as a coat of arms or a logo designed specifically for your U3A, please ensure that it is positioned away from the U3A trademarked logo and does not overlay it.

One suggestion would be to have the logos on either side with the name in between:



U3A in NEWTOWN

LOGO

EXTENDED USE OF THE TRADEMARK

No authorised user of the trademark may give permission for its use by third parties. Any such use must be agreed in advance by the Trust which has a policy on its use in for example articles or advertising.

ACTIONS TO BE TAKEN BY COMMITTEES

All committees, U3A, regional and network, are asked to look at their letterheads, newsletters, publicity materials, websites etc and make sure they conform to these rules. If not please put in hand changes to bring the situation into line as soon as you are able to do so. The National Office will be happy to provide you with a correct logo.