

## Background

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 and preserve our identity, it is important that the trademark is not misused. The Trust pursues any unauthorised use of the trademark but has not as yet provided any guidance to U3As, regional associations and networks on their use of the trademark. These guidance notes are intended to remedy that omission.

## The Trademark

The name U3A and the logo are registered trademarks as indicated below :-



The colours are Pantone 287 blue and 123 gold and the font logo 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](http://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 as the bottom is already used for 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 shape or proportionality of the logo by either squashing or extending it or to "italicise" 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 etc and see if they conform to these rules. If in doubt consult Lin Jonas at the National Office.

If your current usage of the logo infringes the above rules we would ask that you put in hand changes to bring the situation into line as soon as you are able to do so without causing a significant financial impact.

**Future Usage**

If in future you wish to use the logo, perhaps for a one-off event and you are unsure whether it will infringe the rules do not hesitate to contact the National Office

The Trust is aware that by not providing guidelines earlier, some U3As will have taken decisions which they now realise do not conform with the above rules. However, it is hoped that all U3As will understand the importance of preserving and strengthening our unique brand and will be happy to support the moves we are making to standardise the use of our trademark.