



U3A Brand Guidelines

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U3A Brand Guidelines

What are brand guidelines for?

Brand guidelines help ensure that everyone producing promotional or public facing materials for the U3A movement present a consistent vision of our brand to the public by using the same logo, fonts, colours, etc and set the right editorial tone.

Having a consistent presentation of our brand helps to make the U3A brand instantly recognizable to the public, which will help us achieve our objective of raising the profile of the U3A.

These brand guidelines help ensure consistency by giving clear guidance on the use of our U3A brand. The guidelines govern the composition, design, and general look-and-feel of the U3A's publications and promotional materials.

Who are the guidelines for?

The brand guidelines apply to all U3A organisations (both UK and International U3A's that use our brand) and should be used by the Third Age Trust, the local U3A organisations, the U3A networks, the regional associations, the Third Age Matters magazine, the media and by any marketing professionals we engage such as website designers, graphic designers and marketers. The guidelines apply to both physical materials such as letterheads, membership cards, banners, reports or publications and to online media such as websites, Twitter and Facebook pages.

The intention is to provide clear guidance to everyone producing public facing materials for the U3A movement, including those with little or no knowledge of the U3A brand, allowing them to flip through the brand guidelines and easily understand what our brand stands for and how best to represent it.

With a keen eye on costs U3A organisations may continue to use existing websites and use up stocks of materials that don't conform to these guidelines, but please do comply for all new materials and websites.

Logo and strap line

There are four options for using the U3A logo two in colour and two in black and white. The options are shown below in order of preference. Ideally the U3A logo should be used in colour with the strapline 'Learn, laugh, live' to give a sense of what the U3A brand stands for.

The strapline always appears below the logo, uses the Tahoma font and is sized so it is the same length as the logo. Only the first 'L' in the strapline should be capitalised i.e.

Learn, laugh, live.

The logo can be 'overlaid' on top of a photo. With the exception of photos, the logo should ideally be shown against a plain white background so that it stands out clearly on the page.

The logo should normally be positioned in the top left-hand corner of a page or web page.

The U3A has registered the standard colours, font and proportionality of the 3-box logo so these must never be changed.

Option 1 – Colour with strapline

The first preference is to use the U3A logo in colour with the strapline 'Learn, laugh, live' to give a sense of what the U3A stands for.



The strapline should always appear below the logo and be sized so it is exactly the same length as the logo. The strapline should be in blue (Pantone 287 C) and use the Tahoma font.

Option 2 – black and white with strapline

The second preference is to use the U3A logo in black and white with the strapline 'Learn, laugh, live' to give a sense of what the U3A stands for.



The strapline should always appear below the logo and be sized so it is exactly the same length as the logo. The strapline should be in black and use the Tahoma font.

Option 3 – the unadorned colour logo

The third preference is to use the logo in colour on its own like this;



Option 4 – the unadorned black and white logo

The fourth preference is to use the logo in black and white on its own like this;



Resizing the logo

The size of the logo can be varied to suit but the proportionality **must** be retained **e.g. 1 unit high by 3 units wide**. The logo should never be altered by squashing or extending it or by changing the font of the logo or 'italicising' it to create a leaning effect.

This is acceptable



These are NOT acceptable



Other language usage

The U3A logo is a brand symbol and should not be used as a set of initials to be translated into another language. This includes hereditary languages used within the UK and in international situations. The strap line used in association with the logo may be translated into other languages as appropriate.

Use of the logo by U3A organisations

The U3A logo is a registered trademark. Wherever possible the logo must be used consistently, preferably with the Learn, laugh, live strapline.

Local U3As are licensed to use the logo by the Third Age Trust. U3A groupings commonly known as regional associations and networks should refer to the U3A Trust for a license to use the logo.

Third parties using the logo

Please contact the Third Age Trust National Office **before** giving permission for the logo to be used by any third party. The Trust will provide an appropriate licence agreement which the third party must sign before using the logo. The Trust has a policy on the logo's use, for example in articles or advertising. This may be particularly relevant to subject advisors, research ambassadors, shared learning ambassadors and committees.

No customisation

The logo is a registered trademark and should not be customised for different U3A organisations. Instead the legal name of an individual U3A organisation could either appear in the top right-hand corner of a letterhead (or document) or at the bottom of the page. For publications and reports the local U3A name might appear inside the cover or on the back cover.

U3As structured as a limited company or a charitable incorporated association might be legally required to show the registered company name and registered office address on their letterheads and contractual documents (such as invoices and orders), you might also need to include the company registration number, charity registration number, VAT number and website address. All of this information can be included at the bottom of the page.

Colour palette

The colours for the U3A logo are detailed below, these colours are registered as part of our logo so must always be used.

Yellow

 <p>PANTONE® 123 C</p>	Pantone 123 C
	RGB 255 199 44
	HEX FFC72C
	CMYK 0 19 89 0

Blue

 <p>PANTONE® 287 C</p>	Pantone 287 C
	RGB 0 48 135
	HEX 003087
	CMYK 100 75 2 18

Fonts and typefaces

The U3A movement has selected 'Tahoma' as its standard font.

Tahoma is a standard sans serif font which is widely available and free. It was selected to be clear and easily readable both in print and online. Sans Serif fonts are designed to make it easier for people to read words and bring strength, clarity and a modern, clean look.

The Tahoma font should be used consistently on all public facing materials whether in print or on online media.

Tahoma – is our standard font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Ideally the font size should be a minimum of 10 point to ensure it's easy to read.

The only exception to the Tahoma font is the individual letters 'U-3-A' in the U3A logo boxes which are trademarked and use the specially designed font 'U-3-A' which can be obtained from the National Office communication officer should you need it.

U3APlus - supporting those with sight impairment

When producing text whether in print or on line please bear in mind that your audience, including U3A members, may have a sight impairment. Font size, colour and contrast are all important issues.

- The RNIB/UKAAF recommend a minimum 12-point and ideally 14-point font
- Maintain good contrast between text and background, don't write text over pictures
- Avoid italics, underlining and block capitals
- Justify text to the left but not to the right
- Allow adequate spacing between lines
- Don't use glossy paper
- Keep the page uncluttered,
- Ensure graphic designers don't put pretty before practical

For more detailed guidance follow these links:

<https://www.rnib.org.uk/sites/default/files/UKAAF%20creating%20clear%20print%20and%20large%20print%20documents.pdf>

<https://plus.u3a.org.uk/sight/>

Hashtags

The U3A movement has developed a number of hashtags designed for use on social media. These hashtags are intended to set the tone and convey positive messages about the U3A. Member organisations are encouraged to use these hashtags.

- #LearnLaughLive - our strapline
- #LifeLongLearning - what we do
- #ISupportU3A - when encouraging supporters
- #ActiveAgeing - impact of what we do
- #U3AVolunteers - supporting our volunteers
- #LoveMyThirdAge - what we do
- #LearningNotLonely - impact of what we do

Brand identity and values

This section describes the 'personality' of the U3A movement, what we do, what we are and what we're not. It gives a flavour of why our members value the U3A. It's designed to help you strike the right tone when writing about the U3A.

As a starting point here is a short description of what we are, an 'elevator pitch'.

U3A is a UK wide, cooperative movement of retired and semi-retired people (the third stage of life) who come together to continue their educational, social and creative interests in a friendly and informal environment.

Each U3A is a charity in its own right – there are currently more than a 1,000 U3As and each one hosts hundreds of interest groups chosen and run by the members, for the members.

U3A members help each other in their learning groups and form strong and meaningful relationships together with a sense of community, social wellbeing, fellowship and belonging. It costs on average less than £20 a year to join a U3A.

The U3A model is low-cost, defined by participants, and learner-led. U3A shows the value of communities of interest and learning which are not defined by age, or by past experience, but instead are defined by the experiences still to be explored.

What do we say about ourselves and how do our members describe us? Here, in no particular order, is a summary of ways to describe the 'personality' of the U3A movement.

What we are	What we're not
<ul style="list-style-type: none"> • Friendly • Supportive • Open • Member led • Fellowship • Group working • Sociable • Accepting • Inclusive • Welcoming • Peer to peer learning • Engaged • Exploring • Participating • Volunteering • Giving • Challenging • Optimistic • Curious • Improved well being • Active • Proactive • Knowledge seeking • Researching • Fun • Living life to the full • Opportunities yet to come • Positive • More confident • Life enhancing • Connected to the community • Diverse • Non-discriminatory • Confident • Feeling valued • Sense of purpose • Opportunities • Healthier • Active ageing • Volunteering • Challenging perceptions of ageing • Increased self-esteem • Self-funded • Informal • Learning for its own sake • Independent • Sharing • Nationwide • Older Adults or 3rd Agers • Learn, laugh, live 	<ul style="list-style-type: none"> • An academic institution • Exam focused • Qualification awarding • Traditional classroom learning • Spoon fed learning • Elitist • Boring • Prejudiced • Discriminatory • Lonely • Unfriendly • Uninterested • Undermining • Judgemental • Bureaucratic • Closed mind • Set in our ways • Political • Religious group • Publicly funded • Pensioners • The elderly

What are the benefits of being a member of the U3A? Some of the key benefits that members identify are making new friends, adjusting to retirement, better physical and

mental health, mental stimulation, being able to attend on my own, avoiding isolation and loneliness, a sense of purpose, feeling part of a caring community and a new future with new opportunities and challenges.

These are some real member quotes:

- 'U3A helps to bring people together and embark on a learning adventure with like-minded people'
- 'Changed my life for the better giving me a place to come on my own and try new things without any fear of being judged'
- 'My friends kept asking me, so I joined and haven't looked back, it filled my life'
- 'I moved to a new area and decided to join a few groups to get to know people, the U3A offered the most and now takes up most of my time'
- 'Being part of the group makes me happy... learning and interacting with others gives me a lot of satisfaction'
- 'It provides opportunities to use skills acquired earlier in life in ways that are useful and does wonders for one's self esteem'
- 'I have developed a much higher opinion of people older than me... it's changed my perception'
- 'I met people who wanted to go with me for coffee, who wanted to talk to me, I have made good friends'
- 'I had a knee operation and got seriously ill. The closer U3A friends supported me, brought me cards, but everyone else asked how I was and checked I was ok.'
- 'When you've worked all your life, how do you fill your life? You could sit within 4 walls... instead I have found new friendships and new experiences'
- 'I always liked photography but it was difficult while working. Now I can learn with like-minded people'
- 'Meeting interested and interesting people at U3A has enhanced my life'
- 'There was a time when I didn't want to go outside, and then when I was out it took a lot to get back in again. I found coming to the U3A I met people who had been in the same situation or worse and shared experiences'
- 'The passing of my wife broke me, leaving me with nothing more than an overwhelming desire to become a recluse. I joined the U3A and now I'm surrounded by recluses of every shape, size & denomination. Thanks U3A for making my life special once more'
- 'It saved my life'
- 'Participating in the U3A offers a new future'
- 'I love contributing to the growth of the U3A. My Mum was a founder member of a U3A in the 1980s and I always knew I would get involved. It was almost the first thing I did after retiring.'
- 'I love the ethos of the U3A, using the skills of members as both teachers and learners and focussing on the positives of getting older, rather than, as so often happens the negatives!'
- 'The more you put into U3A, the more you get out of it'
- 'U3A is an ideal way of meeting new folks, stretching yourself and having fun along the way'
- 'It's never too late to learn something new, make friends and have fun. Join the University of the Third Age!'

Where to find resources and more help

The U3A Trust National Office has negotiated some good deals with media suppliers for example for banners and stationery so if you're looking at making a significant expenditure on marketing materials it's worth checking first if they can help.

You can find more online media resources and support here...

- U3A Logos [\[insert link\]](#)
- Trust Policy on Logo use [\[insert link\]](#)
- Template documents such as letterheads, membership cards, press releases, reports, presentation slides here [\[insert link\]](#)
- Answers to frequently asked questions here [\[insert link\]](#)
- Photo library [\[insert link\]](#)
- Photographers remit if you're instructing a photographer [\[insert link\]](#)
- Style Library – for examples of does and don't – [\[insert link\]](#)

If you still can't find what you need or have a question you can contact **Liz Drury** the National Office Communication Officer at:

Email: elizabeth.drury@u3a.org.uk

Phone: 020 8466 6139

mobile: 07778 103937

Post: The U3A Trust, 52 Lant Street, London, SE1 1RB

Appendix

A quick guide to using the U3A brand

Having a consistent presentation of our brand is really important, it helps to make the U3A brand instantly recognizable to the public and raise our profile.

Our Logo

We have registered two logos, one in colour and one in black and white. Ideally the logo should be used in colour with the strapline '**Learn, laugh, live**' in blue using the Tahoma font in bold. Only the first 'L' in the strapline should be capitalised.



You can resize the logo, but always maintain the proportionality e.g. **1 unit high by 3 units wide** and ensure the tagline is sized to fit neatly below the logo.

The standard colours are yellow **Pantone 123 C** and blue **Pantone 287 C**.

The logos can be obtained on the Trust website here [\[insert link\]](#).

No customisation

The U3A logo is a registered trademark and should not be customised for different U3A organisations. Instead the legal name of an individual U3A organisation could either appear in the top right-hand corner of a letterhead (or document) or at the bottom of the page. For publications and reports the local U3A name might perhaps appear inside the cover or on the back cover.

Who can use our logo?

Local U3A's are already licensed to use our logo. The U3A regions, networks, etc and third parties must first contact U3A Trust Communications Officer for a license to use the logo.

Our Font

'Tahoma' is our standard font which is widely available and free. It should be used on all public facing materials. It was selected to be clear and easily readable both in print and online. The font size should be a minimum of 10 point to ensure it's easy to read.

Editorial tone

To help you strike the right editorial tone when writing about the U3A please refer to full Brand Guidelines. They give helpful guidance on the 'personality' of the U3A movement, what we do, what we are and what we're not and a flavour of why our members value us.