



Conditions of use of U3A logo

THE U3A LOGO

Illustrated below is the approved format for the U3A logo:



All uses of the U3A logo should be in the approved format (above), unless:

- exceptional circumstances exist which justify a variation; and
- permission to use the variation has been granted by The Third Age Trust (United Kingdom).

DOS AND DO NOTS WHEN USING THE LOGO

DO

- Obtain a clear, high quality JPEG of the U3A logo from The Third Age Trust (United Kingdom) by submitting the 'Permission Request' form appended
- Always use the approved format for the U3A logo, including appropriate colours
- Update all materials and webpages to reflect the approved format for the U3A logo
- Consult The Third Age Trust (United Kingdom) if you have any doubt about the use of the U3A logo

DO NOT

- Use the U3A logo without permission from The Third Age Trust (United Kingdom)
- Use any low-quality (scanned, snipped or photographed) versions of the U3A logo
- Alter, vary, distort, discolour (or change colours), stretch, crop, skew or otherwise edit or change the format of the U3A logo
- Add any elements (e.g. branch details, additional artistic elements, taglines or straplines) to the U3A logo
- Use old, unofficial or unapproved versions of the U3A logo (or any variations thereof)
- Use the U3A logo in a form that is too large or too small or too closely in conjunction with any third party logos or trade marks
- Authorise others to make use of the U3A logo without permission from The Third Age Trust (United Kingdom)

WHERE TO GO FOR HELP

If you are uncertain as to whether your actual or proposed use of the U3A logo complies with these conditions, please contact:

Sam Mauger, The Third Age Trust (United Kingdom) on
sam.mauger@u3a.org.uk

If you feel that exceptional circumstances exist which would warrant the variation to these conditions, please provide further details in the "Variations/Special conditions" section on the "Permission Request" form.

PERMISSION REQUEST – Use of the approved U3A logo

Requesting party (individual)			
Title:			
Forename:			
Surname:			
Telephone			
Email:			
Requesting U3A branch / body / organisation			
Address Line 1:			
Address Line 2			
Town/City:			
Postcode:			
Country:			
Branch email:			
Branch Website URL:			
Description of proposed use(s) of U3A logo:			
<i>(Include details of where the U3A logo will be used – e.g. on printed posters, banners, advertising materials; on electronic advertising materials and websites; t-shirts and other apparel, etc.)</i>			
Description of event(s) or activity/activities:			
<i>(Include details of specific event or activity when U3A logo will be used – e.g. in association with all branch activities (more detailed licensing arrangements may be required), at a one-off event (provide start and end date), etc.)</i>			
Variations/Special conditions			
<i>(Please include reasons and details of the exceptional circumstances which justify the variation of the conditions stipulated above regarding use of the U3A logo. The Third Age Trust (United Kingdom) is not obliged to vary the conditions, but will consider requests on a case-by-case basis.)</i>			
Signature:		Date:	

Completed forms should be submitted to: sam.mauger@u3a.org.uk