



## U3A Canberra POLICY No. P100

Logos Policy	
<b>Publication date:</b> 19 June 2024	<b>Applies to:</b> All members and other persons
<b>Responsible person:</b> Manager, Communications Team	<b>Scheduled review date:</b> At least once every three years
<b>Approved by:</b> Committee meeting on 13 May 2024	<b>Authors:</b> Kristine Riethmiller and Tom Flynn (Secretary)

### INTRODUCTION

New logos were produced for U3A-ACT Inc. (U3A) in 2013. The logos are used to indicate membership of the U3A and to identify its documents, publications, courses and events.

Copyright in the logos is owned by U3A under the *Copyright Act 1968* and logos may only be used by other persons and organisations with the agreement of U3A.

A new variant of the logo was introduced as part of the redevelopment of the website in April 2024 and more generally for U3A rebranding purposes.

### PURPOSE

This policy is designed to ensure appropriate use of U3A logos by U3A and other persons and organisations.

### POLICY

1. Use of U3A logos by persons or organisations other than U3A must be approved by the Committee.
2. The logos must only be used in a way that is consistent with and accurately reflects U3A's Objects and Rules. This is especially important if a logo is to be used in association with another organisation.
3. Committee members and Coordinators may approve use of the logos by U3A consistent with this policy. Course leaders wishing to use the logo should check to ensure that the proposed use is consistent with the policy
4. The basic forms of the logo are as below:



5. There are a number of variations of the logos available, which differ in size, colour (black and white, grey, and teal, the latter being Pantone 7470 C), background (transparent for use on the web) and whether or not there is a “light” shining on the centre of the logo. The latter appear as follows:



6. The versions of the logos without the “light”, that is, the versions shown in paragraph 4 above, are the preferred versions for use on U3A stationery.
7. Members using a logo should ensure that the version they use is appropriate for their particular application, as illustrated by the versions that are currently used on the U3A website, the Newsletter, the e Bulletin, letterhead and envelopes.
8. The logos are stored in the U3A Centralised Electronic Repository (CER) and can be downloaded by those who have authorisation. For use on the U3A website, the relevant logos were converted by the Web Manager and are stored in the images directory on the website.
9. When using the logos:
- They must not be modified, added to or otherwise changed from the original versions.
  - Care should be taken not to distort or degrade the logo when sizing digital versions.
  - Colours should not be redrawn or modified.
  - Text that forms a part of the logo should not be modified
  - The logo should be given a margin of at least 3mm on printed materials and 10 pixels on screen.
10. When used on the Web other than on the U3A website, the icon must be an active link to the U3A website: <http://www.u3acanberra.org.au/>

11. U3A logos must not be affixed to any brochure, incorporated in any publication or used in any manner that implies U3A ownership, sponsorship, partnership or endorsement of a product, service, initiative, application or Internet site of another party where no approved endorsement, partnership or support exists.