



Use of U3A-ACT Inc Logos Policy	
Publication date: 24 November 2015	Applies to: All members and other persons
Responsible person: Coordinator, Communications and Promotion	Scheduled review date: At least once every three years as determined by the Committee
Approved by: Committee meeting on 13 October 2015	Author: Coordinator, Communications and Promotion

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

PURPOSE

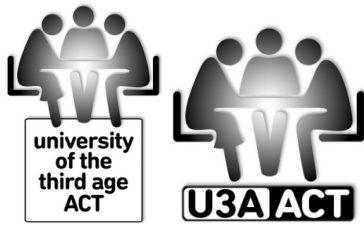
This policy is designed to ensure appropriate use of U3A-ACT Inc logos by both U3A-ACT Inc and other organisations.

POLICY

1. Copyright for the logos produced in 2013 and all design components is retained by U3A-ACT Inc. Any use by other organisations must be directly approved by the Committee and unauthorised use constitutes a breach of the Copyright Act (Commonwealth) 1968.
2. U3A-ACT Inc logos must only be used in a way that accurately reflects U3A-ACT's objectives and rules. This is especially important if the logo is to be used in association with another organisation.
3. Committee members and Coordinators may approve use of the logos within these guidelines. Course leaders wishing to use the logo should check with their Coordinator to ensure that the proposed use meets U3A-ACT Inc requirements.
4. The two basic forms of the logo produced in 2013 are as below, the only difference between them being in the wording used to describe U3A-ACT.



5. There are a number of variations 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 without the “light”, that is the versions shown under para 4 above, are the preferred versions for use on U3A-ACT Inc stationery.
7. Members using the 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-ACT website, the Newsletter, the eBulletin, letterhead, envelopes and so on.
8. The logos are stored in the U3A Centralised Electronic Repository and can be downloaded by those who have authorisation. For use on the U3A-ACT website, the relevant logos were converted by the Web Manager and are stored in the images directory on the website.
9. In addition:
 - 9.1 Care should be taken not to distort or degrade the logo when sizing digital versions;
 - 9.2 The logo colours should not be redrawn or modified;
 - 9.3 The text that forms a part of the logo should not be modified; and
 - 9.4 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-ACT INC website, the icon must be an active link to <http://www.u3acanberra.org.au/> .
11. U3A-ACT logos must **NOT** be:
 - 11.1 affixed to any brochure, incorporated in any publication or used in any manner that implies U3A-ACT Inc ownership, sponsorship, partnership or endorsement of the product, service, initiative, application or Internet site of another party where no approved endorsement, partnership or support exists;
 - 11.2 given to any third party (non U3A-ACT Inc member) for any use by that third party without the express permission of the Committee (excluding proper use of the logo by printers/publishers); or
 - 11.3 modified, added to or otherwise changed from the original versions.