

u3a

Brand Guideline

Version 1.0



Our logo should be used in its simplest form, as a single colour. Putting the third age at the heart of the visual identity, celebrating the 3 as a visual asset and helping to change the national perception of ageing.

Logotype

Our logotype strikes the right balance between feeling serious and grown up as well as having a friendly and approachable touch.

The **u3a** logo should only appear in a single colour. For the best contrast the logotype has been created in our Dark Blue, White and Black.

The logo should never appear in Yellow or Light Blue.

Pre-designed files of the logotype with the correct spacing can be downloaded from the brand toolkit.

u3a

u3a

u3a

u3a

We have three versions of our logotype.

- Horizontal strapline lock-up
- Hero logo. Single use with no strapline
- Stacked strapline lock-up

Pre-designed files of the logotype with the correct spacing can be downloaded from the brand toolkit.



u3a learn,
laugh,
live

learn, laugh, live



u3a



u3a
learn, laugh, live

For local personalisation the logo must be used locally. Longer names should appear across two lines.

No additional words should be added to the personalisation of a local logo.

The name must appear in DM Sans Bold.

Please follow the clearspace guidance and positioning of our main wordmark shown on pages 7 and 8.

Examples of local personalisation logos can be viewed withing the Application section of the Brand Guideline from page 53.

Horizontal local group lock-up



Stacked local group lock-up



We are still yellow and blue; however, our colours have been refreshed to feel more modern, more fun, and visually more exciting in print and on-screen.

Colour

We have three primary colours. Our Yellow brings fun and excitement to all **u3a** brand communications. This is complimented by the Light Blue.

A deeper blue 'Dark Blue' has been retained to add greater tonal depth and give us the ability to use within text.



The colour breakdowns should always be used throughout the **u3a** brand.

Our secondary colours should only be used sparingly. The following page gives an overview of the level of use.

Primary



Tints %
20

u3a Yellow
RGB r255 g200 b0
CMYK c0 m22 y92 k0
Pantone Yellow 012 C
Web HEX #ffc700
RAL 1021



Tints %
20

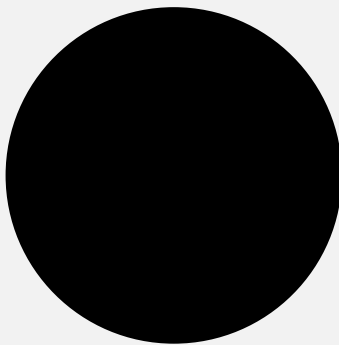
u3a Light Blue
RGB r40 g135 b230
CMYK c78 m36 y0 k0
Pantone 285 C
Web HEX #2886e6
RAL 5015



u3a Dark Blue
RGB r0 g90 b185
CMYK c92 m62 y0 k0
Pantone 2728 C
Web HEX #005ab8
RAL 5005



White
RGB r255 g255 b255
CMYK c0 m0 y0 k0
Pantone n/a
Web HEX #ffffff
RAL 903



Black
RGB r0 g0 b0
CMYK c0 m0 y0 k100
Pantone Process Black C
Web HEX #000000
RAL 911



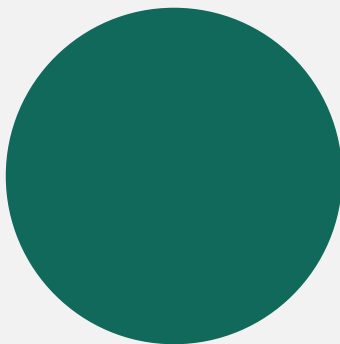
Secondary



u3a Orange
RGB r255 g170 b50
CMYK c0 m40 y84 k0
Pantone 1365 C
Web HEX #ffa031
RAL 1003



u3a Light Green
RGB r100 g195 b105
CMYK c62 m0 y73 k0
Pantone 7738 C
Web HEX #63c369
RAL 6018



u3a Forest Green
RGB r16 g105 b90
CMYK c86 m32 y64 k25
Pantone 568 C
Web HEX #10695a
RAL 6036



u3a Purple
RGB r180 g160 b220
CMYK c35 m40 y0 k0
Pantone 264 C
Web HEX #b49fdc
RAL 4005

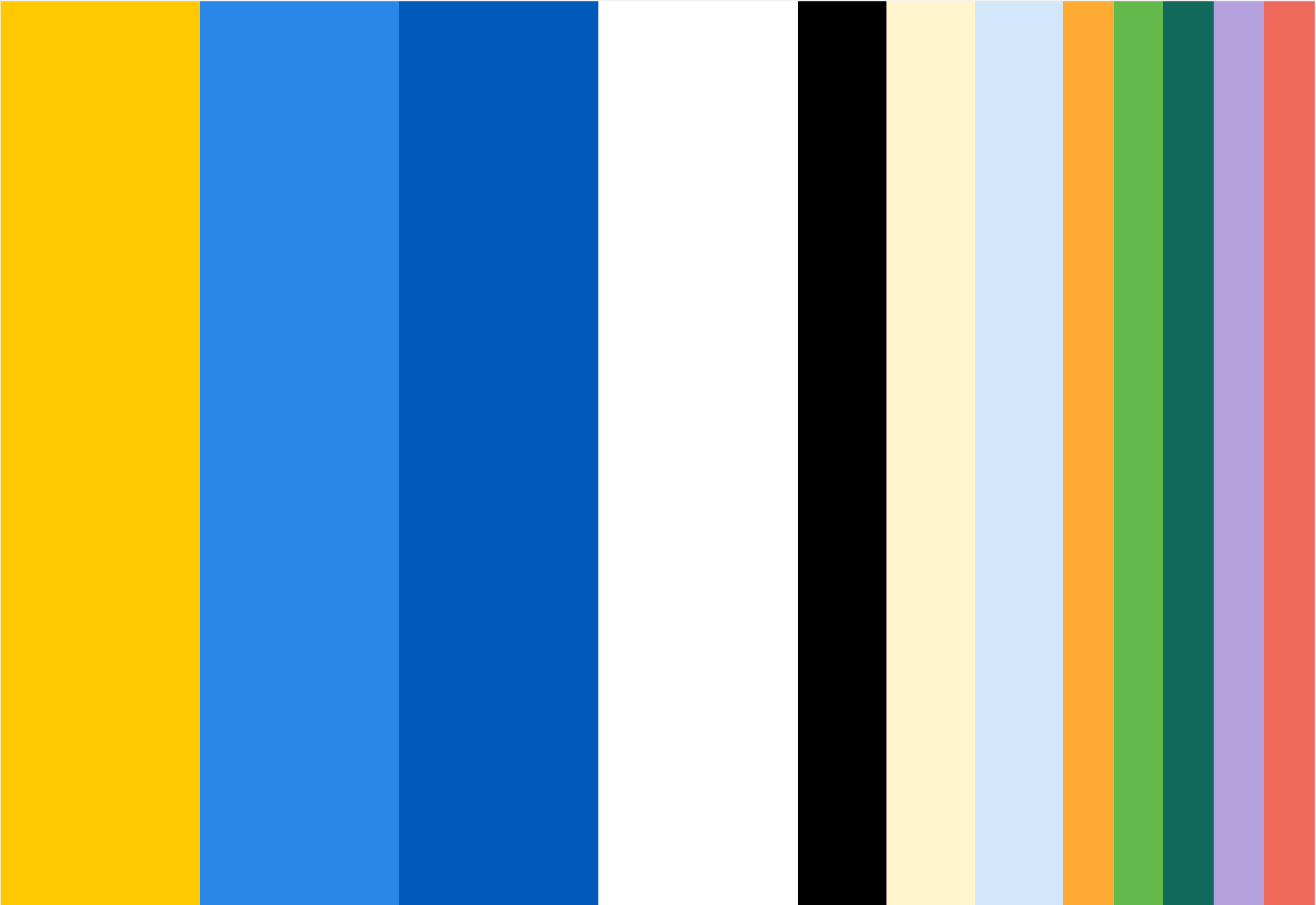


u3a Red
RGB r238 g105 b90
CMYK c0 m70 y60 k0
Pantone 7416 C
Web HEX #ee695a
RAL 3018

This page is an overview of the colours in our **u3a** colour palette. Use it as a visual guide for the range and proportion of colours you should include when you're creating visual collateral.

Keep these design principles in mind when you're creating communications:

- make use of white space and avoid large areas of black
- be sensitive when using the Dark Blue, so it doesn't become overpowering
- only use the secondary colours as highlights, page dividers or as part of a set
- avoid an excessive amount of different secondary colours in one design



Ensure your text is legible for all users by using contrasting colours. Contrast is best achieved with a light colour on a dark background, or a dark colour on a light one.

Do not use light on light or dark on dark. Use colour and contrast to help users see and interpret your content, interact with the right elements, and to understand actions.

Dark Blue on Yellow
Black on Yellow
White on Yellow (Large text only)

Avoid
Light Blue on Yellow

White on Dark Blue
Yellow on Dark Blue

Avoid
Black on Dark Blue
Light Blue on Dark Blue

White on Light Blue
Black on Light Blue
Yellow on Light Blue

Avoid
Dark Blue on Light Blue

Dark Blue on White
Light Blue on White
Black on White
Yellow on White (Large text only)

We have a new font that should be used across all u3a communications. It's clean, modern and free. Making it accessible to all of our members.

Download our font DM Sans

<https://fonts.google.com/specimen/DM+Sans>

Typography

DM Sans Regular is used for all body text and titles. Bold can be used to highlight key information within text.

We use 3 weights
Bold + *Italic*
Medium + *Italic*
Regular + *Italic*

No longer working full-time or raising a family? Now’s the time to make the most of life. **u3a** gives you the chance to develop your interests, make new friends and enjoy yourself.

Type Size 16pt / 18pt

DM Sans

Type Size 50pt / 54pt

Type Size 114pt / 108pt

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSsTt
UuVvWwXxYyZz
0123456789
#!@£\$€%&*()::;?•

learn,
laugh,
live