

**PAPER FOR YORK U3A COMMITTEE MEETING MAY 2021
FROM THE RE-BRANDING SUB-COMMITTEE**

Sub-Committee Members: Website Manager; Newsmail Editor; Groups Co-ordinator

The re-branding sub-committee met on Friday 30 April 2021 and reviewed the access to and content in the Third Age Trust re-branding centre on the TAT web pages. Committee members will recall that the TAT has requested that u3as nationally use the newly issued logos and selected font on their official documents and publicity.

The sub-committee members reviewed the offered formats on the TAT pages and looked at the current view of the Newsmail and the York main web pages, noting that the logo and font currently in use on Newsmail was rather dated and the Editor would welcome an opportunity for its revision, and that the current web page software (SiteBuilder) had the benefit of being easy to update but did not welcome font changes.

The members agreed to recommend to the Committee:

- a) The adoption of the logo in dark blue with lower case u and a, and flat-top **3**
- b) The inclusion of the word "York" after the logo on official documents, Beacon, web pages
- c) The creation of and sharing of a standardised jpeg header including the logo, the office address and telephone number, and the registered charity number to be used on documents and forms
- d) Separate jpegs of the logo and the address to be created and also shared
- e) The adoption of the DMSans font for official paperwork, with the use of Ariel permitted if preferred
- f) That the Committee should review the attached examples of files 1, 2, 3 and 4, and their recommended usage, and agree a specific storage location for these master documents at the meeting.

File 1 – York u3a logo (jpeg) to be used on Newsmail and documents (e.g. leaflets, booklets)



File 2 – Wide header York u3a (jpeg) to be used at top of headed paper, compliments slips, etc. The address section is in DM sans.



15a Clifford Street, YORK YO1 9RG

Phone: 01904 289293

Web: yorku3a.com

Registered Charity No. 1007843

File 3 – Address block in DM sans (jpeg) – the simple address block that could be used on its own.

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File 4 – U3A 2021-2022 Application Form from Membership Secretary

MEMBERSHIP APPLICATION
August 1st, 2021 to July 31st, 2022



PLEASE COMPLETE IN BLOCK CAPITALS

Title	Forename(s) Known As	Address
Surname		Town / City
Home Phone		
Mobile Phone		Postcode
Email		
York u3a will communicate by email whenever possible, please enter an email address if it is used regularly.		

Membership Fee is £15 when joining between August 1st and May 31st and £10 when joining from June 1st

Amount enclosed £_____ Cheque (payable to 'York u3a') Cash

National u3a Magazine (Third Age Matters)

There are five editions a year of the National u3a Magazine. Do you wish to receive this magazine?

No Yes

DECLARATION

By applying for membership of York u3a, I consent to my data being used in accordance with York u3a's Data Protection Policy and the Privacy Policy (details on our website yorku3a.com or from the office)

Signed _____

Date _____

GIFT AID DECLARATION – If you complete this section York u3a will receive 25p for every £1 of your membership fees from HMRC.

I want to Gift Aid my subscription of £_____ and any subscriptions I make in the future to York u3a. I am a UK taxpayer and understand that if I pay less Income Tax and / or Capital Gain Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay the difference. Please notify the Membership Secretary of York u3a if you wish to cancel this declaration, change your home address, or no longer pay sufficient tax on your income and / or capital gains.

Signed _____

Date _____

Please return completed form to: York u3a, 15A Clifford Street, York YO1 9RG

Office Use Only

Membership Number:

Received : Cheque/Cash

Date added to Beacon:

Checked by:

Added by:

File 5 – Updated landing page for York u3a web pages

