

# u3a

# Brand Guideline

Truncated Version 2.0



Our visual identity is brave in its simplicity and geometric shapes. A bold and progressive look and feel is needed to help elevate the brand and attract the next generation of members. We are breaking out of the boxes.



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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.

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.



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

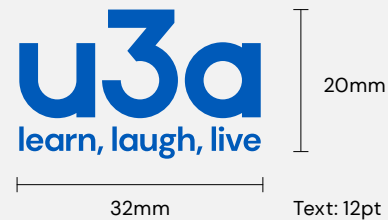
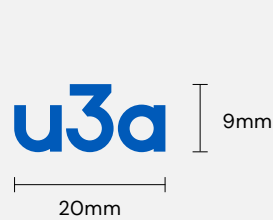


u3a  
learn, laugh, live

Always maintain an exclusion zone of the circle within our bespoke **u3a** logotype.

Our logotype should not be used smaller than 20mm in width. When using our logotype with the strapline the 'learn, laugh, live' text should be no smaller than 12pt where possible.

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



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.

Horizontal local group lock-up



Stacked local group lock-up



Examples of personalised logos are shown here.



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.

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.

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

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

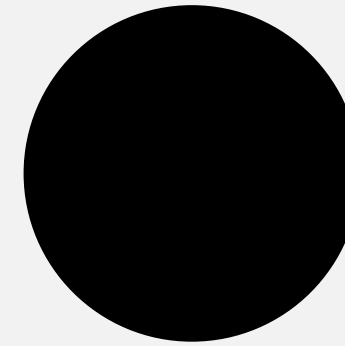
**u3a Light Blue**  
 RGB r40 g135 b230  
 CMYK c78 m36 y0 k0  
 Pantone 285 C  
 Web HEX #2886e6  
 RAL 5015



**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



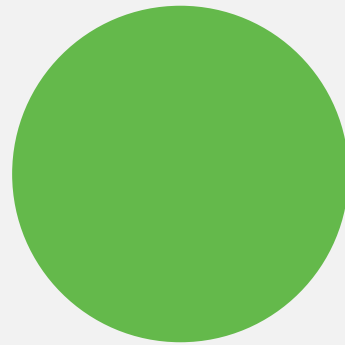
**Black**  
 RGB r0 g0 b0  
 CMYK c0 m0 y0 k100  
 Pantone Process Black C  
 Web HEX #000000  
 RAL 911

Tints %  
90  
80  
60  
40  
20  
5

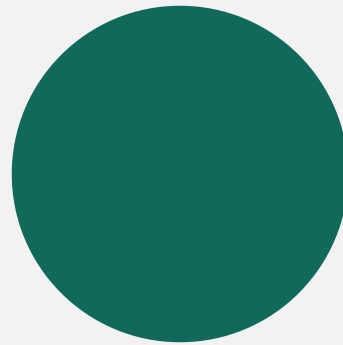
Secondary



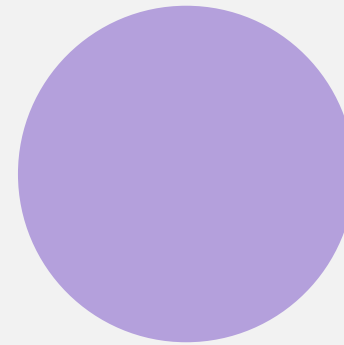
**u3a Orange**  
 RGB r255 g170 b50  
 CMYK c0 m40 y84 k0  
 Pantone 1365 C  
 Web HEX #ffaa31  
 RAL 1003



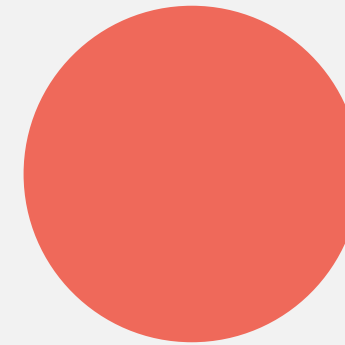
**u3a Light Green**  
 RGB r100 g195 b105  
 CMYK c62 m0 y73 k0  
 Pantone 7738 C  
 Web HEX #63c369  
 RAL 6018



**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

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**

Avoid

**Light Blue on Yellow**  
**White on Yellow**

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

Avoid

**Dark Blue on Light Blue**  
**White on Light Blue**

**White on Dark Blue**  
**Yellow on Dark Blue**

Avoid

**Black on Dark Blue**  
**Light Blue on Dark Blue**

**Dark Blue on White**  
**Light Blue on White**  
**Black on White**

Avoid

**Yellow on White**

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.

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***

Download our free font  
 DM Sans [here](#)

When typing **u3a** it should appear as lower case. Using upper case should only be used for official letters to your bank or if **U3A** is your official registered name.

For our Tone of Voice please see pages 23–28

# DM Sans

AaBbCcDdEeFf

GgHhIiJjKkLlMm

NnOoPpQqRrSsTt

UuVvWwXxYyZz

0123456789

#!@£\$€%&\*()::;?•

Font weights

**Bold**

**Medium**

**Regular**

**+**

***Italics***

Here are the best practice type sizes to use, but consider the font size that will be most appropriate for your audience.

The content team will be happy to assist with the creation of alternative formats upon request (e.g. large-print or Braille).

If the audience for your communications are likely to need alternative formats, please speak to the content team about including the 'accessible versions available' logo.

**Minimum body copy  
10pt (leading 12pt)**

Founded in 1982, u3a is a UK-wide collection of locally-run interest groups that provide a wide range of opportunities to come together to learn for fun. People enjoy exploring new ideas, skills and activities together.

There are 1,039 u3as with over 430,000 members; membership costs on average less than £20/year and is open to everyone who's no longer in full-time work.

**Suggested body copy where possible  
14pt (leading 16pt)**

Founded in 1982, u3a is a UK-wide collection of locally-run interest groups that provide a wide range of opportunities to come together to learn for fun. People enjoy exploring new ideas, skills and activities together.

There are 1,039 u3as with over 430,000 members; membership costs on average less than £20/year and is open to everyone who's no longer in full-time work.

**Large-print body copy  
16pt (leading 18pt)**

Founded in 1982, u3a is a UK-wide collection of locally-run interest groups that provide a wide range of opportunities to come together to learn for fun. People enjoy exploring new ideas, skills and activities together.

There are 1,039 u3as with over 430,000 members; membership costs on average less than £20/year and is open to everyone who's no longer in full-time work.

**Minimum text size for footer  
information, page numbers  
and image credits  
7pt (leading 8pt)**

© 2020 u3a  
Registered Charity 288007, Limited Company 1759471  
Registered address: u3a National Office  
The Third Age Trust, 52 Lant Street, London SE1 1RB

Photography  
Image by: Dave Jones

**Large-poster copy  
22pt (leading 24pt)**

Founded in 1982, u3a is a UK-wide collection of locally-run interest groups that provide a wide range...

The A4 poster example shown here demonstrates how to use our DM Sans family of fonts.

There are a number of different weights in the DM Sans font family. For main headers on plain backgrounds we recommend using the DM Sans Regular. When image backgrounds are busier then DM Sans Bold should be used for better contrast.

For body copy, we use DM Sans Regular. Use the Bold weight to highlight key information.

Only use Italicised versions of the font to distinguish certain words from others within body copy. It can be useful when referencing a publication but should be used as little as possible.



DM Sans Bold will be better suited when backgrounds are lighter or busier as shown in the above image.

Headline copy example  
DM Sans Regular  
86pt (leading 78pt)

Large-poster copy  
DM Sans Regular/Bold  
22pt (leading 24pt)

Call to action example  
DM Sans Regular/Bold  
14pt (leading 18pt)

Website URL  
DM Sans Regular  
30pt



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.

Croydon **u3a**  
[www.u3asites.org.uk/croydon](http://www.u3asites.org.uk/croydon)  
 E: [chair@croydonu3a.org.uk](mailto:chair@croydonu3a.org.uk)  
 T: 07500000123  
[Facebook.com/u3auk](https://www.facebook.com/u3auk)

[u3a.org.uk](http://u3a.org.uk)



The double sided A5 leaflet example here demonstrates how to use our DM Sans family of fonts.



DM Sans Bold will be better suited when backgrounds are lighter or busier as shown in the above image.

Large-print body copy  
DM Sans Regular/Bold  
16pt (leading 18pt)

**A world of new experiences is open to you at u3a – so what’s stopping you?**

If you are no longer in full-time work or raising a family – **u3a** gives you opportunities to develop your interests, make new friends and have fun.

There are more than 1,000 local **u3as** – spread right across the UK – and members are making the most of life by continuing their creative, educational or social interests in a friendly and encouraging atmosphere.

From Walking to Talking, Geology to Genealogy, Yachting to Yoga, Current Affairs to Supper Clubs – the choice is endless – and the decision about what to do is made by the members for the members.

Call to action example  
DM Sans Regular/Bold  
20pt (leading 24pt)

Company footer details  
7pt (leading 8pt)

020 8466 6139  
info@u3a.org.uk  
www.u3a.org.uk  
@u3a\_uk



© 2020 u3a  
Registered Charity 288007, Limited Company 1759471  
Registered address: u3a National Office  
The Third Age Trust, 52 Lant Street, London SE1 1RB

If you are not able to download DM Sans from the following website

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

Please use Arial Regular and Bold in its place.

Arial is a system font that will be available on all computers. This should only be used for internal PowerPoint documents or similar.

For external brand communications DM Sans should be used.

Example PowerPoint slides using DM Sans



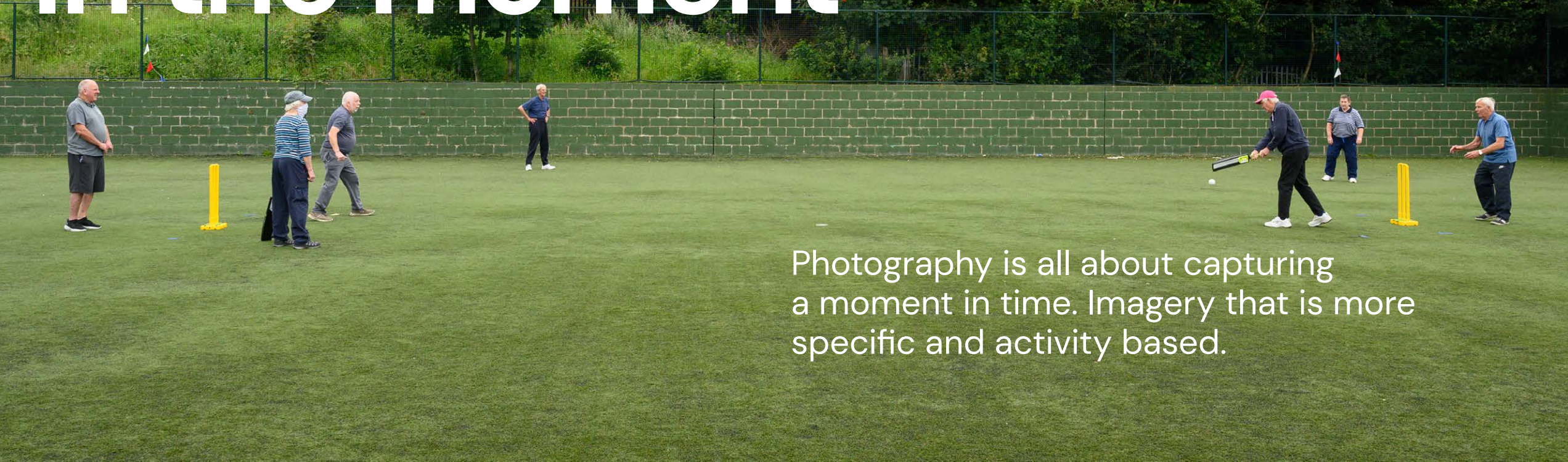
Example PowerPoint slides using Arial





Our people are the most important asset to the u3a movement. The imagery we use should always feel exciting, active, and confident and makes you want to feel part of something great.

# In the moment



Photography is all about capturing a moment in time. Imagery that is more specific and activity based.



In the moment imagery. Members being active, showcasing skills and interests from gardening to table tennis.

Photography should be eye-catching, but not too busy, and have a clear focus on the story you're trying to tell. Always show real people in real situations. Look for genuine human interactions, avoiding shots that feel staged for the camera.

By focusing on human interactions, the photography will have a clear sense of the moment being captured.

*Note:* Consent forms must be obtained for any recognisable individuals in the images. These can be downloaded from the brand toolkit.





Shapes within the negative space of our new u3a logotype form the brand graphic language.

Our brand shapes have been constructed from the negative space within the u3a logotype.

They help bring a unique quality to our layouts, adding pace and energy. The shapes should also be used to house u3a photography.

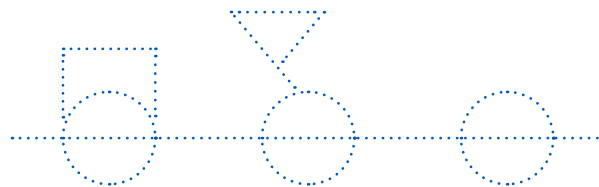
Logotype



Negative space



Construction



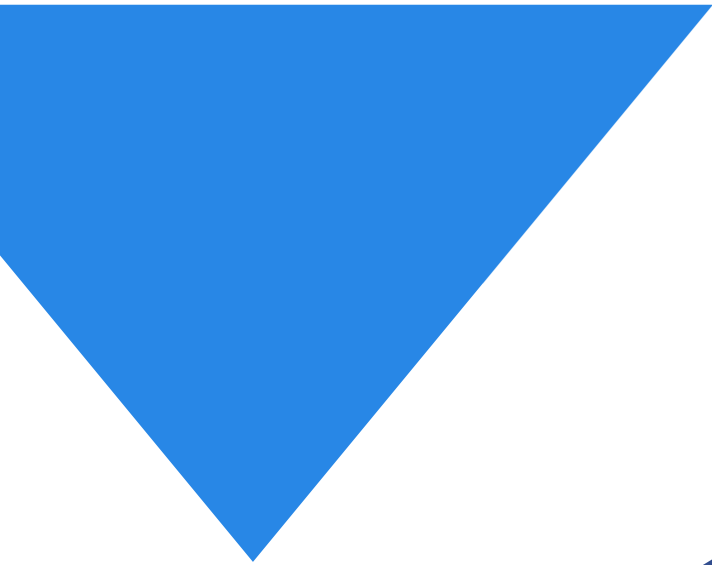
Shapes



Our shapes can be bold and striking to help our layouts feel fun and modern and to capture peoples attention.

Photography should be considered and cropped to put our people at the centre.

Avoid cropping heads or using too many shapes in one go as they make our layouts look busy and unconsidered.





Shapes

In use



# Learn new skills





# Laugh with friends



# Live the moment





The way we talk is just as important as what we say, whether in person, in print or online. It conveys our personality as a movement and helps us speak in a single, powerful and distinctive voice.

Note: When typing **u3a** it should appear as lower case. Using upper case should only be used for official letters to your bank or if **U3A** is your official registered name.

If we say the same things often enough, they'll stick, people will remember them, and associate those words and ideas with u3a. They'll reinforce u3a's "market position" and its mission. This will help to gain appropriate publicity: the press will associate u3a with "positive ageing", older people having fun and helping each other, keeping themselves physically and mentally alert.

New websites are being created for the central u3a and local groups, so web editors give us the opportunity to give a consistent description of u3a. Messaging is a part of the new brand.

The decision has been made to move to u3a and not continue to call ourselves University of the Third Age. Because of that, it seems logical NOT to use the **terms** University or Third Age in future as it simply reminds people of the past.

Short memorable description of u3a benefits, often given to a prospective member:

Example

**No longer in full-time work or raising a family? Join your local u3a to meet new people and enjoy exploring a wide variety of interests, at low cost.**

(mention some local groups; u3a leaflet mentions "from Geology to Genealogy") See page 56



Briefly answers questions such as **What industry are you in? What do you do? Who do you work with? Where are you located? When was your organisation founded? How big are you?** – Number of staff, locations, etc. Needs to be interesting.

Example

**Founded in 1982, u3a\* is a UK-wide collection of locally-run interest groups that provide a wide range of opportunities to come together to learn for fun. People enjoy exploring new ideas, skills and activities together.**

**There are 1,039 u3as with over 430,000 members; membership costs on average less than £20/year and is open to everyone who's no longer in full-time work.**

\*originally called the University of the Third Age, now u3a.

Our Unique Value Proposition should appear prominently on our website Home page and in every campaign. The question is not, do we like the words, but rather do they do the job that a value proposition needs to do?

If we can make it “snappy”, we should, but accuracy is more important. **learn, laugh, live** is a slogan, not a value proposition, because it doesn’t make it clear exactly what’s being offered to whom.

#### Examples

**WI: “Inspiring women – then and now”**

**Royal Voluntary Service: “A national charity built on local volunteering, giving support to people to meet the needs of the day in the NHS and in our communities.”**

#### u3a Unique Value Proposition

**Make the most of life once you’re no longer in work. Explore new ideas, skills and interests with your local u3a.**

To describe the u3a movement, u3a as a whole, use the **Value Proposition**:

**Make the most of life once you're no longer in work.  
Explore new ideas, skills and interests with your local u3a.**

To recruit people locally, use the **Elevator Pitch**:

**No longer in full-time work or raising a family?  
Join your local u3a to meet new people and enjoy exploring  
a wide variety of interests, at low cost.**

When writing about u3a, **emphasise these words**:

**friendly, inclusive, opportunities, active, life-enhancing,  
local, low-cost, FUN, variety of learning opportunities**

If you need to contact the press, [go to the u3a website for a copy of the Press boilerplate](#), because it will be updated from time to time, to reflect changes in u3a like numbers of groups, etc.

**Q. How do we answer the question, “What does u3a stand for?”**

**A:** It’s our old name, now we’re simply u3a. If you need to spell it out, do that via a footnote or reference. Avoid putting it in brackets after u3a as it maintains the link between the two.

**Q. How do we talk about the age of our members?**

**A:** We don’t have to make a statement about age in order to attract members. They’ll know what age group we target by our imagery (photos) and the way we describe activities. However, u3a is for older people – and we need to be proud of that, not hide it.

So, describe u3a as for **“people no longer in full-time work.”** We no longer talk about Third Age.

**Q. How do we talk about learning?**

**A:** Learning is fundamental to u3a. We learn for fun, and we enjoy it. We don’t do it to gain qualifications or job opportunities. So use positive words, emphasise variety and fun.

**Q. How do we express ourselves so that the u3a appears energetic, accessible, friendly?**

**A:** Think about the reader. Get to the point quickly and simply. Address them as “you”, e.g. write “if you want to find the answer to a problem” rather than “if a solution is required.”

Use present tense to give immediacy. To convey energy, use short clear sentences: review and reduce the size of sentences. Use short paragraphs. Always avoid unnecessary punctuation, especially exclamation marks – they don’t make it more interesting.





# From crosswords to cross country





# From walking to talking







# Learning the Ukulele or singing olé olé olé





# Walking cricket, that's the ticket



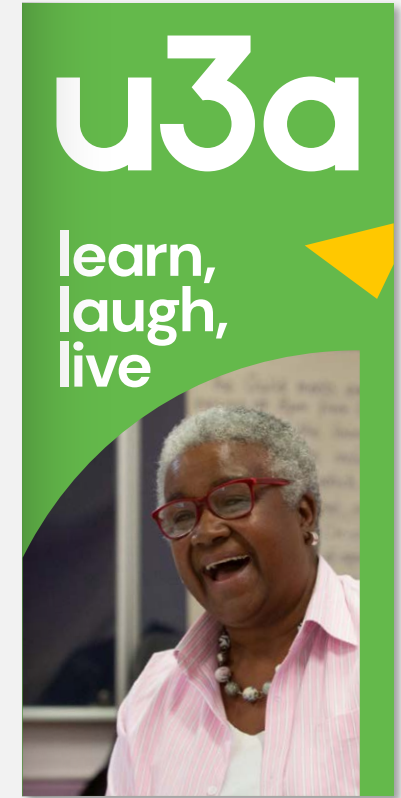
A photograph of two elderly women laughing together. The woman on the left has short, light brown hair and is wearing a black long-sleeved top. The woman on the right has short, white hair, wears glasses, and a teal cardigan over a dark top. They are both smiling broadly and looking at each other. The background is a blurred indoor setting with warm lighting.

**learn, laugh, live**



The following pages show a number of design examples and how our assets can be used.

Note: When using secondary colours in big areas our primary blues and yellow can feature within the imagery or through shapes and text.



## Outer

**A world of new experiences is open to you in your third age – so what's stopping you?**




**u3a**

**learn,  
laugh,  
live**

**Croydon u3a**  
[www.u3asites.org.uk/croydon](http://www.u3asites.org.uk/croydon)  
 E: [chair@croydonu3a.org.uk](mailto:chair@croydonu3a.org.uk)  
 T: 07500000123  
[Facebook.com/u3auk](https://www.facebook.com/u3auk)

Contact the National Office:  
**020 8466 6139**  
[info@u3a.org.uk](mailto:info@u3a.org.uk)  
 @u3a\_uk  
[u3a.org.uk](http://u3a.org.uk)




**u3a**

## Inner

If you are no longer in full time work or raising a family – we call it your third age – **u3a** gives you opportunities to develop your interests, make new friends and have fun.

There are more than 1,000 **u3as** – spread right across the UK – and members are making the most of life by continuing their creative, educational or social interests in a friendly and encouraging atmosphere.




**From Walking to Talking, Geology to Genealogy, Yachting to Yoga, Current Affairs to Supper Clubs – the choice is endless**

From Walking to Talking, Geology to Genealogy, Yachting to Yoga, Current Affairs to Supper Clubs – the choice is endless – and the decision about what to do is made by the members for the members.

For a modest annual fee, you can join as many groups as you wish. Joining in is made easier when you're surrounded by others who have similar interests to you.

And once a month, each **u3a** invites its members to a meeting where you can get together, chat and listen to some great speakers.

For those not in full time work, **u3a** welcomes you – whoever you are, wherever you live and whatever your circumstances.





**u3a**

learn,  
laugh,  
live

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.

Croydon **u3a**  
[www.u3asites.org.uk/croydon](http://www.u3asites.org.uk/croydon)  
 E: [chair@croydonu3a.org.uk](mailto:chair@croydonu3a.org.uk)  
 T: 07500000123  
[Facebook.com/u3auk](https://www.facebook.com/u3auk)

[u3a.org.uk](http://u3a.org.uk)

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 T: 07500000123  
[Facebook.com/u3auk](https://www.facebook.com/u3auk)

[u3a.org.uk](http://u3a.org.uk)

**u3a**  
 Bulkington, Nuneaton  
 and Bedworth

learn,  
laugh,  
live

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Bulkington, Nuneaton & Bedworth **u3a**  
[www.u3asites.org.uk/bnb](http://www.u3asites.org.uk/bnb)  
 E: [chair@bulkingtonnbu3a.org.uk](mailto:chair@bulkingtonnbu3a.org.uk)  
 T: 07500000123  
[Facebook.com/u3auk](https://www.facebook.com/u3auk)

[u3a.org.uk](http://u3a.org.uk)

learn, laugh, live **u3a**

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[www.u3asites.org.uk/croydon](http://www.u3asites.org.uk/croydon)  
 E: [chair@croydonu3a.org.uk](mailto:chair@croydonu3a.org.uk)  
 T: 07500000123  
[Facebook.com/u3auk](https://www.facebook.com/u3auk)

**u3a.org.uk**

learn, laugh, live **u3a**

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[www.u3asites.org.uk/croydon](http://www.u3asites.org.uk/croydon)  
 E: [chair@croydonu3a.org.uk](mailto:chair@croydonu3a.org.uk)  
 T: 07500000123  
[Facebook.com/u3auk](https://www.facebook.com/u3auk)

**u3a.org.uk**

learn, laugh, live **u3a**

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.

Contact the National Office:  
**020 8466 6139**  
[info@u3a.org.uk](mailto:info@u3a.org.uk)  
[@u3a\\_uk](https://www.facebook.com/u3auk)  
**u3a.org.uk**

Croydon **u3a**  
[www.u3asites.org.uk/croydon](http://www.u3asites.org.uk/croydon)  
 E: [chair@croydonu3a.org.uk](mailto:chair@croydonu3a.org.uk)  
 T: 07500000123  
[Facebook.com/u3auk](https://www.facebook.com/u3auk)

learn, laugh, live **u3a**

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.

Croydon **u3a**  
[www.u3asites.org.uk/croydon](http://www.u3asites.org.uk/croydon)  
 E: [chair@croydonu3a.org.uk](mailto:chair@croydonu3a.org.uk)  
 T: 07500000123  
[Facebook.com/u3auk](https://www.facebook.com/u3auk)

**u3a.org.uk**

learn, laugh, live **u3a**

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.

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[www.u3asites.org.uk/croydon](http://www.u3asites.org.uk/croydon)  
 E: [chair@croydonu3a.org.uk](mailto:chair@croydonu3a.org.uk)  
 T: 07500000123  
[Facebook.com/u3auk](https://www.facebook.com/u3auk)

**u3a.org.uk**

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This spread features a blue background on the left and a yellow background on the right. The left page contains the u3a logo (Learn, laugh, live) and a paragraph of text. Below the text is a photo of two people sitting at a table. The right page features a large yellow circle partially overlapping a photo of a woman in a purple jacket. The text 'to cross country' is written across the circle. The website address u3a.org.uk is at the bottom.

**u3a** Learn, laugh, live

We are a group of 425,000 members nationally, belonging to 1043 independent u3a groups. We believe in life-long learning and social companionship.

**from crosswords**

**to cross country**

u3a.org.uk

This spread features a white background on the left and a red background on the right. The left page contains the u3a logo and a paragraph of text. Below the text is a photo of a group of five people in outdoor gear. The right page features a circular photo of a man and a woman talking. The text 'to simply just talking' is written in white on the red background. The website address u3a.org.uk is at the bottom.

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**from walking**

**to simply just talking**

u3a.org.uk

This spread features a white background on the left and a blue background on the right. The left page contains a paragraph of text and a photo of a woman in a purple shirt. The right page features a large blue circle partially overlapping a photo of a woman in a purple shirt. The text 'learn, laugh, live' is written in white across the circle. The website address u3a.org.uk is at the bottom.

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**learn, laugh, live**

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This spread features a dark green background on the right and a white background on the left. The left page contains a paragraph of text and a photo of two men in a garden. The right page features a large green circle partially overlapping a photo of two men in a garden. The text 'learn, laugh, live' is written in white across the circle. The website address u3a.org.uk is at the bottom.

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**learn, laugh, live**

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**u3a** Croydon

learn,  
laugh,  
live

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**A world of new experiences is open to you at u3a – so what's stopping you?**

If you are no longer in full-time work or raising a family – u3a gives you opportunities to develop your interests, make new friends and have fun.

There are more than 1,000 local u3as – spread right across the UK – and members are making the most of life by continuing their creative, educational or social interests in a friendly and encouraging atmosphere.

From Walking to Talking, Geology to Genealogy, Yachting to Yoga, Current Affairs to Supper Clubs – the choice is endless – and the decision about what to do is made by the members for the members.

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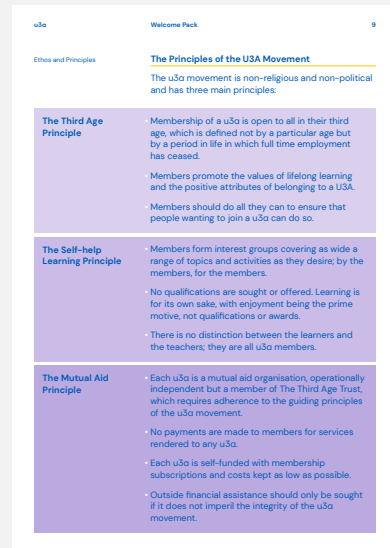
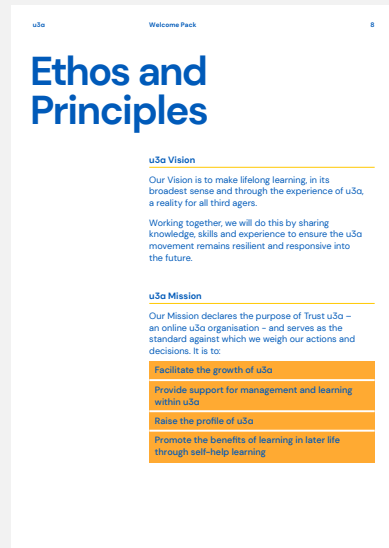
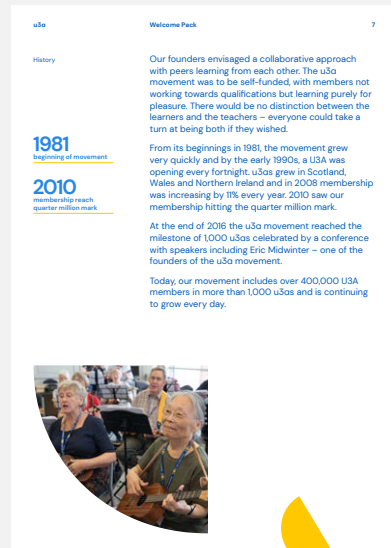
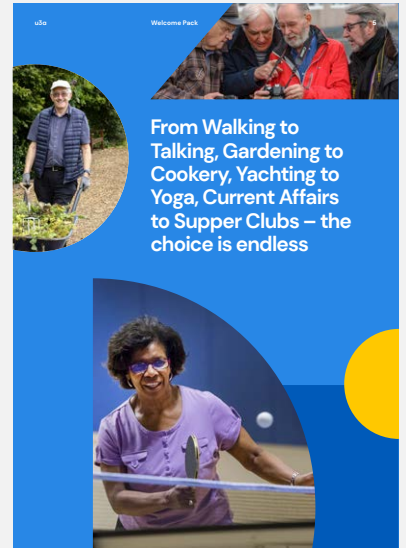
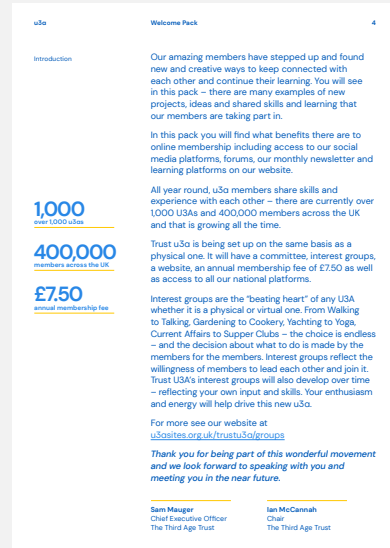
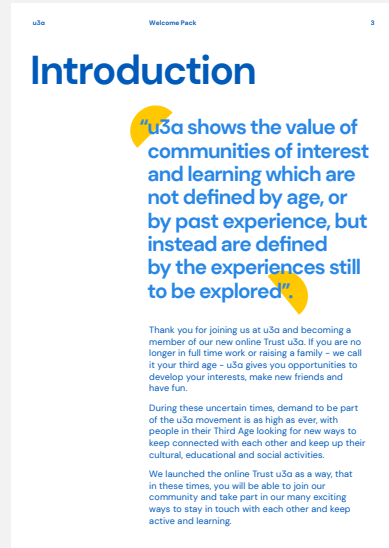
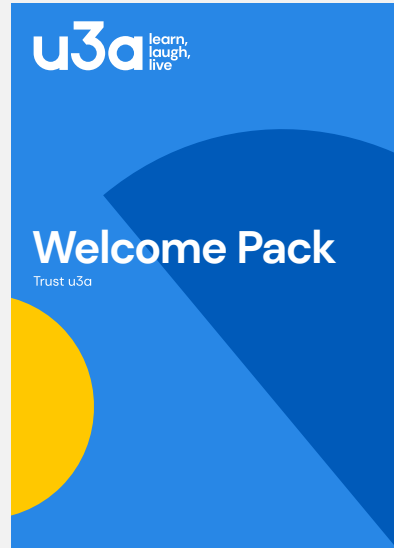
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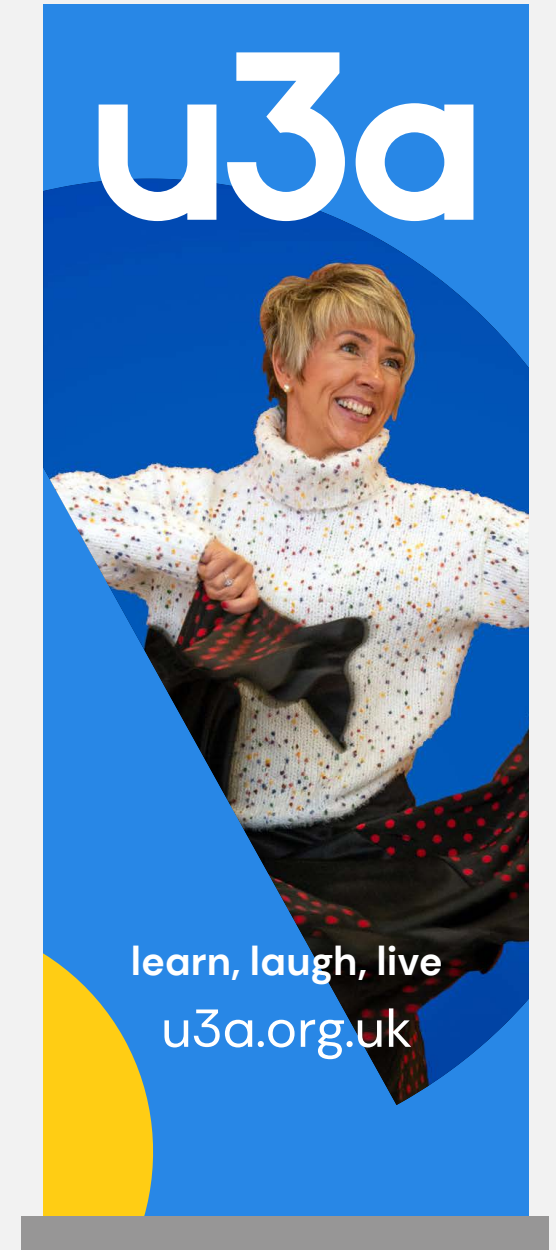
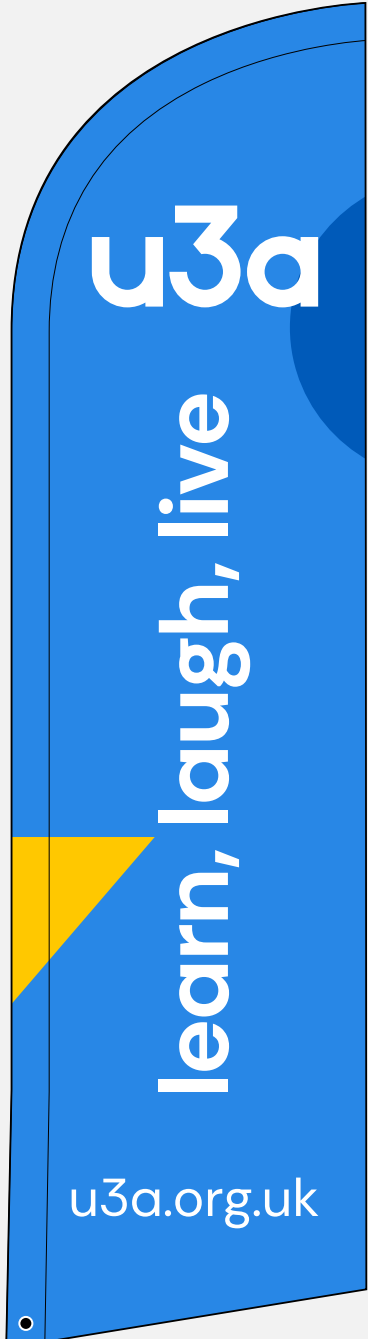
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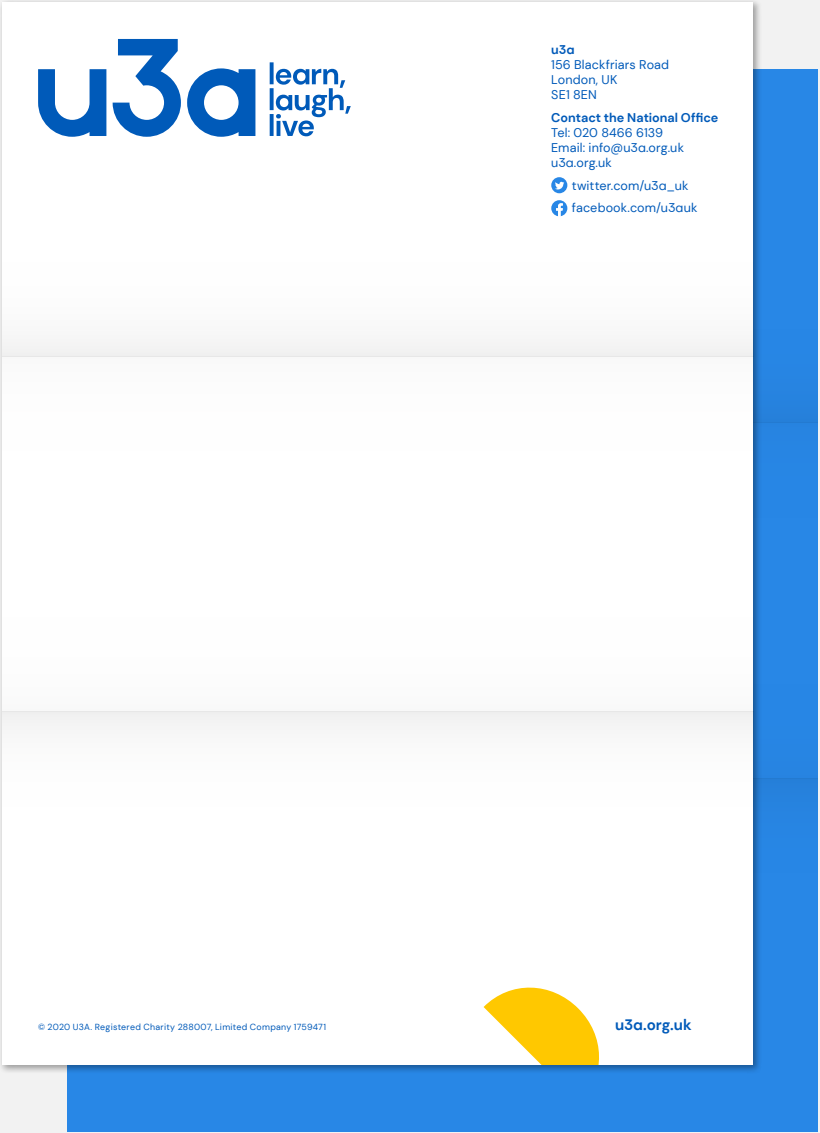
**u3a**  
Mossley, Kings Heath and District

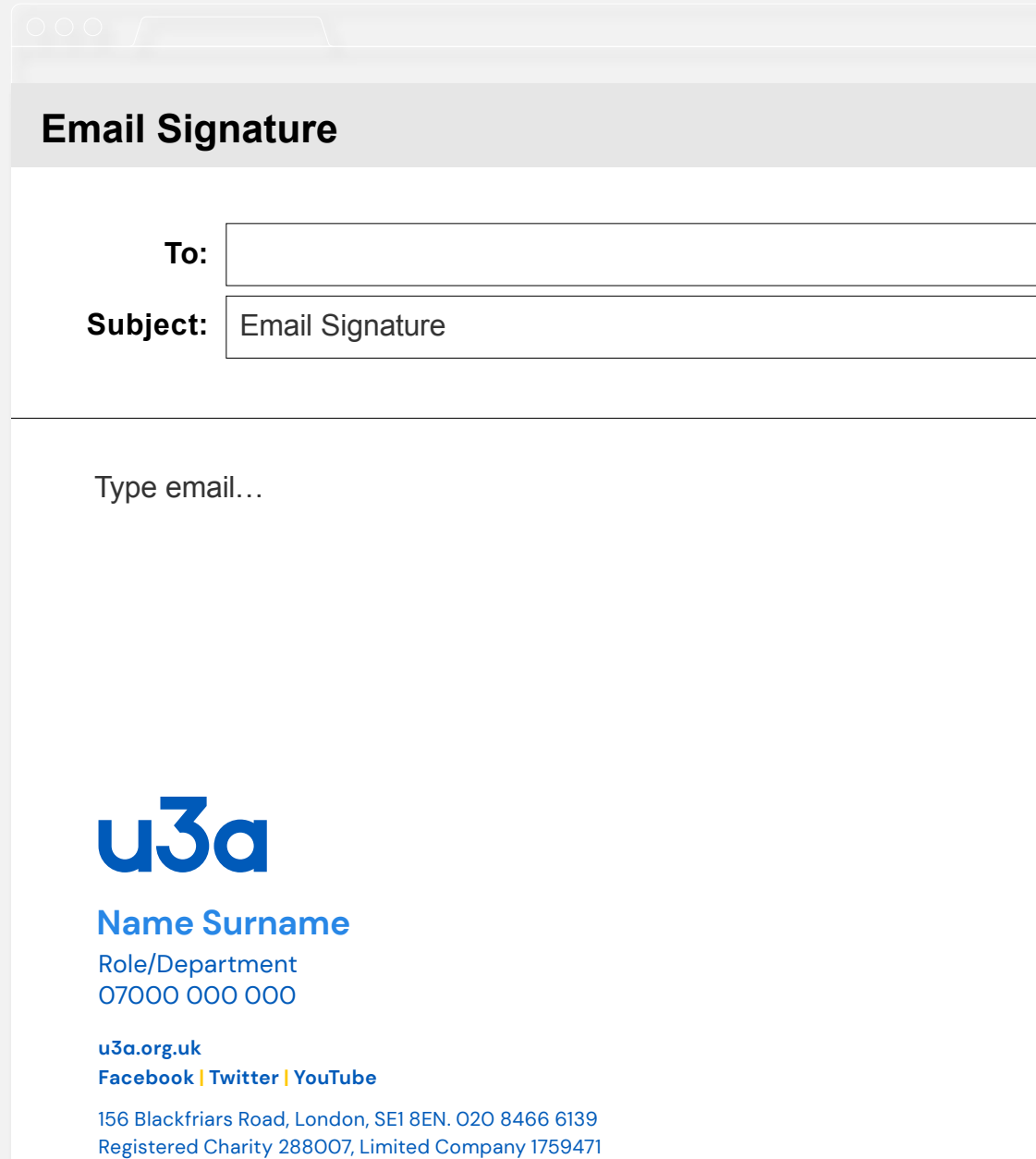
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# Contact

## **Elizabeth Drury**

Head of Policy and Communications

Email: [elizabeth.drury@u3a.org.uk](mailto:elizabeth.drury@u3a.org.uk)

## **u3a**

156 Blackfriars Road

London, UK

SE1 8EN

## **Contact the National Office**

Tel: 020 8466 6139

Email: [info@u3a.org.uk](mailto:info@u3a.org.uk)

[u3a.org.uk](http://u3a.org.uk)