



U3A Hervey Bay Inc. Name, Logo and Internet Policy

INTRODUCTION

This policy has been developed for the guidance of members and tutors in using the name or logo of University of the Third Age Hervey Bay Inc. (U3A HB Inc.) in hard copy documents, such as course material, events and publications, and preparing digital material, such as course and group web pages.

PURPOSE

This policy is designed to ensure appropriate use of the U3A HB Inc. name and logo by both U3A HB Inc. and other organisations.

POLICY

General use

1. The Management Committee must approve the use of the name or logo. Course leaders wishing to use the name or logo should check with the Committee to ensure that the proposed use meets U3A HB Inc. requirements.
2. Copyright for the name and logo and all design components is retained by U3A HB Inc. Any use by other organisations must be specifically approved by the Management Committee and unauthorised use constitutes a breach of the Copyright Act (Commonwealth) 1968.
3. U3A HB Inc name and logo must only be used in a way that accurately reflects U3A HB's objectives and rules. This is especially important if the logo is to be used in association with another organisation.
4. The forms of the name and logo are shown below.

University of the Third Age Hervey Bay Inc.

U3A HB



THE UNIVERSITY OF THE THIRD AGE

6. When used on the Web other than on the U3A HB INC website, the icon must be an active link to [http:// www.u3aherveybay.net](http://www.u3aherveybay.net).

7. U3A HB logos must NOT be:

- affixed to any brochure, incorporated in any publication or used in any manner that implies U3A HB 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;
- given to any third party (non U3A HB 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
- modified, added to or otherwise changed from the original versions.

Digital use

8. U3A HB maintains a general website at <http://www.u3aherveybay.net/> and a Facebook page. U3A HB INC. Courses Groups may establish a web page, Facebook page or blog with the authorisation of the Management Committee.

9. Care should be taken not to distort or degrade the logo when sizing digital versions; the logo colours should not be redrawn or modified; the text that forms a part of the logo should not be modified; and the logo should be given a margin of at least 3mm on printed materials and 10 pixels on screen.

10. For a Facebook page, the page must be a closed group and open only to current financial members of the group.

11. For a webpage or blog site, a password must be issued to users and only financial members or the tutor should be able to post to the site. The password must be changed when a member leaves the group or the class ends.

12. The Course Coordinator must have access to any Facebook page or blog.

13. The principles of integrity, professionalism, privacy and impartiality should be observed when posting online. Intellectual property rights should always be observed including copyright laws and Harvard referencing as appropriate.

14. The Management Committee reserves the right to demand that any misleading or inaccurate content contained in posts be amended or deleted including any written or posted material that violates the Code of Conduct Policy.