

## **Age-Friendly University Style Guide and Recommendations**

### **Purpose:**

#### **Marketing Guidelines**

The AFU GN has established a set of global marketing guidelines to preserve the brand of AFU. It is expected that members will adhere to these guidelines in their promotion and activities of AFU.

#### **Word Mark**

The AFU GN provides each member access to the official AFU Member Logo (Blue) for inclusion on their website and promotion regarding their Age-Friendly University. Efforts. Secondary logos exist, including for the Regional Leads and Secretariat, that should only be used for communication from these groups.

The use of the logo is described in the *Word Mark Agreement*.

#### **Age-Friendly University Global Network Member Newsletter**

The AFU GN Secretariat maintains an AFU Global Network Member Newsletter sent to all members. This newsletter includes updates, new resources, and information from the Secretariat. The newsletter is sent out, generally, on the third Monday of each Month. We encourage members to submit items to the newsletter through the Submit Information form.

#### **Age-Friendly University Global Network Partner Newsletter.**

The Secretariat will develop an AFU Partner Newsletter to promote the work of the AFU GN and our members to stakeholders and partners. The newsletter will be sent quarterly – 4 times per year. We encourage members to submit items to the newsletter through the Submit Information form.

#### **Member Resource Page**

Members may access additional resources through the Member Resource Page. This page can be accessed at [AFUGN.org/Member-Resources](https://AFUGN.org/Member-Resources).

## AFU GN Style Guide

### **Style Guide**

The AFU GN generally follows the style recommendations of the American Psychological Association, the most recent edition.

### **Style Guide: Terms**

All references to the Age-Friendly University Global Network, Age-Friendly University and the Ten Principles of an Age-Friendly University should be spelled out during first use. The following acronyms are appropriate following first use:

Age-Friendly University: AFU

Age-Friendly Global Network: AFU GN

Ten Principles of an Age-Friendly University: AFU Principles, Principles, Ten Principles.  
*Principles should be capitalized when used in reference to Age-Friendly University or Age-Friendly University Global Network.*

### ***Age-Friendly University Global Network***

Age-Friendly University Global Network should be used in the first mention of the network. In subsequent mentions, AFU GN is appropriate. In most instances, Age-Friendly University Global Network should be used when describing global collaboration.

The Age-Friendly University Global Network is the governance body of the Age-Friendly University movement and the Ten Principles of an Age-Friendly University. Universities join the Age-Friendly University Global Network.

### ***Age-Friendly University***

Age-Friendly University is appropriate when describing specific universities or in the possessive when describing the principles. Age-Friendly University should be used in the first mention. AFU is appropriate in subsequent mentions.

### ***The Ten Principles of an Age-Friendly University***

The Ten Principles of an Age-Friendly University should be capitalized in all mentions and used in the first mention of a statement. In subsequent mentions, The Principles or AFU Principles are appropriate.

The Ten Principles of an Age-Friendly University should not be referred to as the Ten Principles of the Age-Friendly Global Network. The Age-Friendly Global Network is the membership governance body.

The AFU GN Secretariat provides the following standard language for your use:

### ***History:***

Founding partners Dublin City University, the University of Strathclyde, and Arizona State University conceived and developed the Ten Principles of an Age-Friendly University, which has grown into the Age-Friendly University Global Network. The Global Secretariat is based at Arizona State University.

### ***About the Age-Friendly University Global Network:***

The Age-Friendly University Global Network is committed to promoting and supporting an inclusive approach to healthy and active aging across the lifespan. The Ten Principles of an Age-Friendly University set a framework for higher education institutions to embrace age-friendly practices. Since commencing in 2012, over 100 universities across five continents have embraced the principles.

### ***Reframe Aging***

The AFU GN follows the principles of [Reframe Aging](#), including:

- Talking affirmatively about older adults and demographic changes.
- Emphasizing how to improve social context.
- Using neutral (“older persons”) and inclusive (“we” and “us”) terms
- Recognize aging as dynamic and asset-based, not a deficit or disease.
- Define ageism “Ageism is the discrimination against older people due to negative, inaccurate stereotypes.”
- Using concrete examples to illustrate opportunities and needs.

### ***Attribution***

When discussing the history of the AFU GN, the following draft text can be used:

**Long-Version:** In 2012, Professor Brían MacCraith, then President of Dublin City University, convened an international, interdisciplinary team to identify the distinctive contributions institutions of higher education can make in responding to the interests and needs of an aging population, which along with founding partners the University of Strathclyde and Arizona State University, has grown into the Age-Friendly Global Network.

**Short-Version:** The Age-Friendly University Global Network is committed to promoting and supporting an inclusive approach to healthy and active aging in higher education. The Ten Principles of an Age-Friendly University set a framework for higher education institutions to embrace age-friendly practices. Since commencing in 2012, over 100 universities across five continents have embraced the principles.

The following is the official brief ‘About’ text when describing the Age-Friendly University Global Network.

ABOUT: The Age-Friendly University Global Network is committed to promoting and supporting an inclusive approach to healthy and active aging. The Ten Principles of an Age-Friendly University set a

framework for higher education institutions to embrace age-friendly practices. Since commencing in 2012, over 100 universities across five continents have embraced the principles. Visit [AFUGN.org](http://AFUGN.org) to learn more.

## Specific Terms

Aging or Aging is acceptable to use.

### Website:

The AFU Official Website is [AFUGN.org](http://AFUGN.org).

### Colors:

#### Colour references



Pantone

312 Uncoated / 312 Coated



RGB

R:80 G:171 B:208 / #53abd0



CMYK breakdown

c:74 m:0 y:12 k:0

### Word Mark Use:

**Minimum Size:**

***The Word Mark should be no smaller than 30mm.***

### Work Mark Guidance:

#### Some do's and don'ts

Adhering to the following guidelines ensures legibility and the consistent use of our logo.



Age-friendly  
University  
Global Network



Age-friendly  
University  
Global Network

Don't distort the logo in any way.



AGE FRIENDLY  
UNIVERSITY  
GLOBAL NETWORK

Don't reset or replace typefaces.



Age-friendly  
University  
Global Network

Don't edit the colour.