Logo Guidelines

Our new logo is available in three different options based on the application. This guide goes over the best placement for each variety and some dos and donts on how to use it.

Logo with full date (5 October 2025)

This logo highlights the date that Age UK's Silver Sunday falls on this year and can be used on all materials. Text must be 16pts or above.

Placement examples: Website header, large print collateral (e.g. Posters and out of home advertising), digital screen, PR/editorial feature.

Logo without date (Join us)

This logo can be used on all materials to encourage support from volunteers, partners or media, as well as encouraging people to come along to your event.

This is our evergreen logo so can also be used when talking about Age UK's Silver Sunday in general, or for non-date specific materials. Text must be 16pts or above.

Placement examples: T-shirts, balloons, social media posts, PR/editorial features.

Logo with year (2025)

Can be used on materials where your event isn't being held on the official Silver Sunday date, or text is smaller than 16pts.

Placement examples: Social media post, smaller print collateral (flyer, invitation), newsletter, PR/editorial features.

Colourways

In instances when the full colour logo can't be used, we have three additional versions available.

Choose the version that is the most legible and has the most stand out. All logo packs include these options.

What not to do

Our logo is the most important part of our visual identity. We need to use it carefully and consistently. Here you can see what is not allowed when it comes to using our logo.

Do not stretch or squeeze the logo

Do not remove the Age UK logo

Do not change the colours

Sizing

The logo should not be smaller than 50mm wide in printed communications and 150px in digital applications.

50mm/150px