

The logo already appears extensively on products, packaging and in-store



About the trademark

The DAB Digital Radio logo is owned and administered by Digital One, who operate the UK's national commercial digital radio network. The logo needs to be administered as a trademark to protect it from misuse (such as being put on products that do not include DAB digital radio or unauthorised versions being created).

The current licence allows free use of the logo until 2011. There are three simple steps if you want to use it

1. Add your company details and print a licence from www.ukdigitalradio.com/logo
2. Sign and return the licence to us in any of the following ways
By Post: Digital One Trademark, 30 Leicester Square, London, WC2H 7LA, UK
By Fax: +44 (0)20 7288 4601
By E-mailing a scanned copy to: info@digitalone.co.uk
3. You are then fully licensed to use the logo and can download the version of artwork that you need from www.ukdigitalradio.com/logo



New variants of the logo, centred around the iconic 'r' are being developed for other platforms including: DMB Radio, DRM, Wi-Fi and Satellite
 Please contact us for details

For further information please contact us:

Digital One, 30 Leicester Square, London, WC2H 7LA, United Kingdom
 ■ Tel: +44 (0)20 7288 4600 ■ Fax: +44 (0)20 7288 4601 ■ E-mail: info@digitalone.co.uk

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The industry's



Using the logo and getting your FREE licence

The DAB Digital Radio logo – are you using it yet?



This booklet tells you all about the industry's leading DAB Digital Radio logo and how to use it on products, packaging, consumer literature and point of sale (POS). It is a trademarked logo available with a free licence and is already used by major DAB digital radio manufacturing brands and consumer electronics retailers.

The logo is used in thousands of retail stores, in millions of catalogues, on print and web advertising, product guides and marketing materials. It is the most widely recognised logo for digital radio because it is strikingly eye-catching, memorable and adaptable.

I have met with many of the world's DAB digital radio manufacturers, distributors and broadcasters and all agree the need for strong consumer branding for digital radio to make it really stand out. This logo – used in the DAB digital radio market for over five years – helps consumers immediately identify true DAB digital radio products and services. It is rapidly becoming the de facto logo as other countries around the world roll out digital radio. Moreover, it is adaptable to other forms of digital radio such as DRM and DMB.

This booklet has examples of how the logo is already used to generate 'stand out' and provides guidelines for its application on products and print material. You can easily use the trademarked logo under a free licence and download all the artwork you need – details are inside and overleaf.

We wish you every success in making and selling increasing numbers of DAB digital radio products in the future.

Quentin Howard
 CEO, Digital One

The free DAB Digital Radio logo is recognised by manufacturers, retailers and consumers. Used on packaging, literature and products it is a visible mark of a genuine DAB digital radio.



Why you should use the logo

4 out of 5 of the top selling DAB digital radio brands use the logo

Leading manufacturing brands already use the logo. As well as on the product, manufacturers use the logo on the product box, packaging, consumer literature and in advertising. With many analogue and DAB digital radio products looking almost identical, the logo is a visible way to differentiate DAB digital radios. The clear lines of the logo and its unique font allow it to sit comfortably alongside other branding, so it can easily be included on all types of material.

Thousands of retailers use the logo on point of sale (POS) in shops

Market-leading retailers use the logo on their POS to create a common area to locate and showcase DAB digital radio products. It acts as a clear indicator, giving consumers confidence and helping them to find DAB digital radio products.

The logo has benefited from over \$20million investment in marketing DAB digital radio

With broadcasters and retailers using the logo to promote DAB digital radio, products that have the logo on them instantly tap into this wealth of investment and established recognition. The digital radio logo was initially introduced in 1999 and has since been used under free licence by companies around the world. It has featured prominently at industry conferences, consumer exhibitions, on retailer training materials, promotional literature, point of sale, product advertising, television/video content, corporate gifts and giveaways.

Catalogues and sales literature use the logo to identify DAB digital radio products

Many of the biggest-selling retailers regularly use the logo in their catalogues to help consumers easily identify DAB digital radio products. This includes Argos, who print 50million catalogues every year and currently feature the logo next to 40 different products.

The logo also appears in national advertising campaigns and online, reaching millions of consumers

Retailers and broadcasters also use the *DAB Digital Radio* logo on their websites and in national advertising campaigns, creating additional marketing exposure. Using it on your website and in your literature will add to the benefits for your company and your partners, and help further increase international sales of DAB digital radios.

Everyone shares the benefits accrued by consumer recognition of the logo

Consumers returning to the shops to buy a second or third DAB digital radio will be familiar with the logo from the product they already own. They can use the logo to swiftly and easily distinguish DAB digital radio products, potentially speeding up the purchase decision.

The logo has been widely adopted in the UK, which is leading the worldwide uptake of DAB digital radio. It is now being used in other countries as they roll out their DAB digital radio services.

This guide explains how to use the logo on products, packaging and literature, and how you can get your FREE licence to use it.

How to use the logo

Use the logo to generate consumer confidence and to highlight DAB digital radio to potential buyers

● On the product

Place the logo on the front face of the radio, perhaps near the controls or speakers.

Aim to make sure that it's visible at a glance, to help highlight the fact that the product includes DAB digital radio.



● On the packaging

Use the logo on multiple sides of the product box or packaging.

This maximises the opportunity for distinguishing it as a DAB digital radio even when it's stacked on shelving. When using the logo on packaging, the trademark notice needs to be included. See opposite for details.



● On product literature

Include the logo on manuals and other product-related literature.

It can mark the start of a section on DAB digital radio or be used to highlight specific digital radio features. The trademark notice must be included somewhere within the literature. See opposite for details.



● Online and elsewhere

Demonstrate consistency by incorporating the *DAB Digital Radio* logo on point of sale materials, websites and adverts.

It is effective online to head sections or mark particular products to guide potential buyers. Using the logo on point of sale or adverts clearly signposts the technology to consumers. The trademark notice must be fitted somewhere. See opposite for details.



logo guidelines

● Size and Position

When using the *DAB Digital Radio* logo in black it must be no smaller than 20mm across. To ensure ease of legibility, the white or grey versions of the logo should have a minimum width of 30mm.

To ensure that the logo stands out and is easily read, always keep a minimum clear space around the logo.



● Colours

The logo is available in three colours: black, white and grey. This is to keep it neutral enough to sit alongside a diversity of other brands (eg manufacturers, retailers and broadcasters).

The preferred version is black, however always use the colour that gives best clarity.



● Backgrounds

Be guided by legibility – use the black version of the logo on light coloured backgrounds and the white version of the logo on dark coloured backgrounds. The grey version of the logo can be used on backgrounds where it is still easily visible.



● Single-line version

The single-line version of the logo is **only** available for use on products. This is because it does not include the letters 'DAB' and is therefore not as effective in promoting consumer confidence.

On products where there is no room to use the standard logo, or where reducing its size would make it illegible, the single-line version may be used.



● Trademark notice

Whenever the logo is used (except on products) it must be accompanied by the following trademark notice, in at least 6pt type size:

The 'DAB Digital Radio' logo and the stylised 'r' mark® and © Digital One Limited.

Always use the logos provided free for download from www.ukdigitalradio.com/logo. The back of this guide has more details about downloading the DAB Digital Radio logo.