The Digital Radio Tick Mark **GUIDELINES FOR USE**

(Version 3, April 2022)





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[Brand guidelines] INTRODUCTION

These guidelines outline basic rules and recommendations for reproducing the Digital Radio Tick Mark (the Tick Mark logo) available for use under the promotional licence. In order to communicate the identity consistently, it is important to ensure that all licensees who use the logo understand and follow these guidelines. It is a condition of the licence to do so, and using the logo incorrectly is a breach of licence.

WHAT IS THE DIGITAL RADIO TICK MARK?

The Digital Radio Tick Mark scheme was established by Digital Radio UK at the request of the UK government's Department for Digital, Culture, Media & Sport in 2013 to ensure that DAB digital radio receivers meet specified performance criteria and standards, including the ability to receive DAB+ services, and give consumers confidence when buying a device that it would be future-ready in the event of any future plan for a digital radio switchover. It is now a recognised European standard with ETSI approval.

When shown on the packaging of digital radio equipment the Tick Mark logo certifies the radio has been tested and approved and can receive all the DAB, DAB+ and FM radio stations available at its location of use.

A list of products currently licenced to bear the Tick Mark logo is available on the Digital Radio Tick Mark website (getdigitalradio. com/industry).

Only those products listed as licenced are authorised to use and be associated with the Digital Radio Tick Mark logo.

[Brand guidelines] TICK MARK LOGO ARTWORK



Approved Product

'ORIGINAL' TICK MARK LOGO



'NEW' TICK MARK LOGO

The Digital Radio Tick Mark logo in use since the scheme's launch is shown on the left.

As DAB+ is becoming increasingly important with more stations broadcasting in the DAB+ format, Digital Radio UK has updated the 'original' Tick Mark artwork in order to:

- 1. Place a greater emphasis on the Tick Mark scheme's inclusion of DAB+
- Update the logo to align more closely with the international DAB+ logo which going forward Digital Radio UK recommends is shown alongside the Tick Mark, as explained in further detail on Pg 10

The updated 'new' Tick Mark artwork is shown on the left.

The original Digital Radio Tick Mark logo remains valid and products displaying this version of the logo remain certified and approved. However, Digital Radio UK recommends that manufacturers adopt the new version of the logo as soon as is practical and to implement the new logo on all newly licenced products.

From January 2023 Digital Radio UK will mandate the use of the new logo for newly licenced products.

[Brand guidelines] USING THE DIGITAL RADIO TICK MARK LOGO



TICK MARK LOGO



TICK MARK LOGO SHOWN WITH THE INTERNATIONAL DAB+ LOGO

It is essential that the Tick Mark logo is used correctly and consistently within the terms of the licence agreement. It must not be redrawn or modified in any way. It is essential that none of the core elements i.e. the text or the 'tick box' are used is isolation – the two must always appear together. It should be confidently used with a preference of a bottom right position or bottom left if it clashes with the lead brand.

This applies to product packaging, advertising, printed information materials, online, on-screen and on product labelling such as stickers.

[Brand guidelines] ARTWORK SPECIFICATION

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[Brand guidelines] EXCLUSION ZONE AND SIZE USAGE

The exclusion zone, as indicated by the outer line shown in red, is the minimum areas around the Tick Mark logo that must remain entirely clear of typography or any other graphic device. The formula for the exclusion zone is based on an 'x' value equivalent to the height of the letter 'a' within the logo.

Once a product has been Tick Mark approved, the logo artwork is available to download in all relevant file formats here getdigitalradio. com/branding.

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MINIMUM SIZE



STANDARD DIGITAL RADIO LOGO - sizes above 60mm wide

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REDUCED DIGITAL RADIO LOGO - sizes below 60mm wide

In order to ensure the legibility and effectiveness of the Tick Mark logo, two minimum size logos have been developed for print. The standard logo should not be shown any smaller than 60mm in width. To take into account the size relationship with the 'Certified' text, an additional reduced size version of the logo has been created for even smaller scale usage. This should not be shown any smaller than 30mm in width.

For online use, the standard logo should not be shown below a minimum size of 300 pixels in width. The reduced size logo should not be shown any smaller than 150 pixels in width.

[Brand guidelines] COLOURWAYS

A

B

C

D





The examples show how the Tick Mark logo may be reproduced within various colour palettes.

- **A** When the logo is reproduced on a light coloured background.
- **B** When the logo is reproduced on a bright coloured background.
- **C** When the logo appears on a black or dark coloured background.
- **D** When reproduction allows for only one colour printing, the logo appears black out of white.

Wherever possible, the Tick Mark green and black colourway (A) should be used. The Tick Mark should never be reproduced in any other colour combination than shown here.







DIGITAL RADIO GREEN FOR PRINT PMS = 7739C CMYK = **70**C **0**M **100**Y OK
 DIGITAL RADIO GREEN FOR ONLINE

 RGB
 =
 87R 180G 67B

 HEX
 =
 #57b443

[Brand guidelines] INTERNATIONAL DAB+ LOGO

The international DAB+ logo was introduced by WorldDAB in 2018 to communicate and signify DAB+ devices worldwide in a coherent and coordinated way. It is now widely used as a marketing tool in a number of international markets including Australia, Germany, France, Italy, Austria, Switzerland, Belgium and the Netherlands, communicating DAB+ as a modern means to listen to radio through a powerful and eye-catching brand.



When shown on product packaging the international DAB+ logo clearly communicates that the device it relates to can receive DAB+ services.

To increase consumer awareness and understanding of DAB+ and to bring the UK in line with other international markets, Digital Radio UK recommends that manufacturers use the international DAB+ logo alongside the Digital Radio Tick Mark, as shown below.



It should be noted, however, that the international DAB+ logo does not represent any technical standards or carry the same performance criteria as the Digital Radio Tick Mark.

[Brand guidelines] INTERNATIONAL DAB+ LOGO - ARTWORK SEPCIFICATION

COLOURS AND GRADATION





GRADATION Colour shift Position 37 %



[Brand guidelines] USING THE INTERNATIONAL DAB+ LOGO ALONGSIDE THE TICK MARK

As stated on pg 11, the DAB+ logo does not carry any technical specifications, and Digital Radio UK recommends its use on Tick Mark approved products alongside the Tick Mark logo only to further emphasise and more clearly communicate the inclusion of DAB+ in the device it relates to. It does not in any way replace the Tick Mark as the official certification mark of a Tick Mark licenced product.

POSITION OF DAB+ LOGO AND TICK MARK LOGO

When using the international DAB+ logo alongside the Tick Mark, the specifications of the brand guidelines of both logos must be followed. Digital Radio UK recommends placing the international DAB+ logo to the left of the Tick Mark logo at least the width of two 'plus symbols' as found within the DAB+ wordmark and as required by the international DAB+ logo exclusion zone. See example above.

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Manufacturers may opt to place the international DAB+ logo elsewhere in relation to the Tick Mark (within the specifications of the international DAB+ logo brand guidelines) as best serves their wider design requirements.

Artwork and full guidelines on use of the international DAB+ logo are available from WorldDAB and via the link <u>here.</u> www.worlddab.org/resources/logo.

[Brand guidelines] CONTACT DETAILS AND FURTHER INFORMATION

The Tick Mark logo artwork files are only available to Tick Mark licensees and are issued to newly certified manufacturers along with these Brand Guidelines.

Please email <u>tickmark@digitalradiouk.com</u> to request the artwork files if you did not receive them with the Brand Guidelines.

If you have any queries about the Brand Guidelines or questions about reproducing the Tick Mark logo please contact: <u>tickmark@</u> <u>digitalradiouk.com</u>

For further information on Tick Mark scheme visit <u>getdigitalradio</u>. <u>com/industry</u>.