

FREQUENTLY ASKED QUESTIONS

- **Why is there a new logo?**

For the first time there is an international common logo and complete toolkit for DAB+ branding and marketing. The new logo will help improve consumer awareness of DAB+ and provides clarity to manufacturers, who can benefit from the growing adoption of DAB+ in Europe and beyond.

The logo provides a consistent brand for DAB+ across borders, helping radio compete with online streaming services and new challengers. The design embodies the modern, digital way of listening to radio. Based on a traditional, universally recognised, radio receiver, the logo is supported by modern fonts and a dynamic colour palette to ensure a consistent brand across all communication channels.

- **What happened to the old Philips logo?**

WorldDAB recommends that this new international logo replaces the old black and white logo.

- **Can I edit the logo or add to it?**

The style guide outlines how the new logo can be used. All stakeholders using the logo must agree to the guidelines before use. The logo must not be changed.

- **Are there different versions of the logo?**

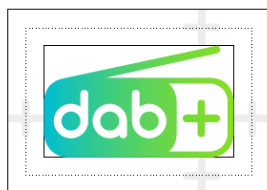
WorldDAB recommends using the colour logo, however it is also available in black and inverted white. The style guide provides examples on the use of the logo.

- **What is the marketing toolbox and style guide?**

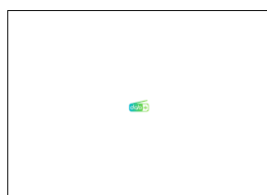
The toolbox and style guide contain all elements required to use the logo in print, online or on-air. It includes a 'sound logo' for on-air, social media elements and guidelines for banners and printed materials for events and retail point of sale.



1.2.1 Logo – components, minimum margin, size, behaviour in text



Logo with standard and with reduced exclusion zone (the dotted line).



Minimal size of logo (width: 4.5 mm)

Components

The DAB+ logo is a word/figurative mark. The logo's shape is based on that of a radio.

Minimum margin

In order for the logo to unfold its full impact and not be impinged on by distracting elements, a minimum margin around the logo must be maintained.

This margin is created by the exclusion zone. It is based on the size of the plus symbol in the word mark.

No other elements, such as logos, images or text, may be placed within the exclusion zone.

In cases where limited space is an issue, as an exception, the exclusion zone can be reduced by 0.5x on all sides.

Size

In order to guarantee readability and recognisability of the logo, its minimum size is defined via width:

Width: 4.5 mm
x height dab: 0.81 mm

The logo can be scaled accordingly depending on intended use. In order to ensure a uniform appearance in all media, at a minimum, the logo exclusion zone must be maintained.

The logo is available as a digital template in a variety of file formats.

Behaviour in text

In written form, DAB+ is always with a mathematical plus symbol.

The logo must never be integrated into text, neither as a replica or as an original artwork. Quotation marks or emphasis should be omitted.

DAB+ is set in the color and font of the rest of the text.

Technical final artwork for the three logo variations: Logo, logo with slogan, special logo with slogan adjacent

Structure of file names

DABplus_Logo_Colourvariant_Coloursystem.Fileformat

Colour systems

CMYK	Four-colour print
K	Black and white/greyscale
P..C	Special colour (spot colour, Pantone coated)
P..U	Special colour (spot colour, Pantone uncoated)
sRGB	Monitor colours (standard RGB)

File formats

eps	Encapsulated PostScript (Adobe Illustrator 12/CS2)
jpg	JPEG image (with sRGB colour profile, no transparency, only in emergencies)
pdf	Portable Document Format (PDF 1.4)
png	Portable Network Graphics (with sRGB colour profile)
svg	Scalable Vector Graphics (Internet Vector, SVG 1.1)
wmf	Windows Metafile (for MS Office 2002/XP+, OpenOffice)

1.2.1 Logo – colours, backgrounds



Primary logo on white background



Primary logo on DAB+ gradation



Secondary logo on white, black or other coloured background



The DAB+ logo is firmly defined. Any and all changes, distortions or presentations other than those described in this document are prohibited.

Only this way can a constant, brand-faithful and uniform perception of the brand be guaranteed.

Primary logo

For print applications, the logo with DAB+ gradation is used. Foreign colours (or other colours in the design) are not permitted.

If the logo is placed on the DAB+ brand quadrangle with colour gradation, it is used in its negative white variant.

Secondary logo

For usage in black and white media, e.g. on the fax sheet, or in special cases, such as usage of the logo in various applications or as a co-branding, the logo is set in either 100% black or in negative white, depending on the type of background.

Exceptional cases

For exceptional cases, a version of the logo exists in the special colour 1C green; however, its usage is generally not intended.



1.3.2 Position of logo with technical logos

The DAB+ logo is purely a marketing logo and can be combined with other logos, for example on packaging, that indicate technical features. An example is the "tick mark" depicted here.

When placed besides "technical logos", the logo uses the plus symbol found within the wordmark as an exclusion zone. There should always be the space of two plus symbols between the logo and other "technical logos".

Other logos can't be placed within the standard exclusion zone.



Example of logo next to technical logo including exclusion zone

- **Is there a licence fee?**

The new logo is free to use for all stakeholders who agree to the licence terms.

- **Who can use the new logo?**

The new logo is available to all stakeholders in new and established DAB+ markets. It is available to all companies involved in the rollout, marketing or broadcast of DAB+. It cannot be used privately or by other parties not dealing with digital audio broadcasting.

- **Do I need to be a WorldDAB member to use the logo?**

The logo is available to all companies involved in the marketing, rollout, manufacture or broadcast of DAB+ digital radio. There is no need to be a WorldDAB member. For more information on the benefits of WorldDAB membership please visit www.worlddab.org/membership

- **Where is the logo being used?**

The logo is already being used in Austria, Belgium, France, Germany and the Netherlands.

- **Does this logo replace the Digital Radio Tick Mark?**

The logo is not a technical certification and therefore sits alongside the Digital Radio Tick Mark. More information is available in the style guide.

- **Where can I find more information?**

Further information is available at www.worlddab.org/logo