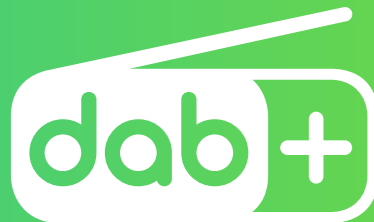


DAB+ corporate design

Guidelines on basic elements



Introduction

DAB stands for “digital audio broadcasting”, which means digital transmission of audio signals via an antenna.

The new design of DAB+ embodies the modern, digital way of listening to the radio as a powerful and fresh brand that gets people excited about the possibilities and range offered by DAB+. The newly created, iconographic composite mark in the form of a radio explains in a universally understandable and easily recognisable way what the DAB+ technical standard represents. When combined with the modern fonts and a dynamic colour gradation, the brand is given a distinct guiding

design principle across all communication channels. A recognisable, inviting brand experience is created, rounded out by the slogan “More radio” which is in use in Germany and might be used, at no obligation, as an example claim for your country.

A campaign for the DAB+ brand uses emotional imagery and an authentic atmosphere to focus on the listening experience that lets every listener hear their favourite programme as if they were there in person. With the motto of “Just like being there” the technical aspects of DAB+ are not the only component highlighted, but also the enjoyment factor and pleasure of listening to the radio.

This manual is an important tool and has been designed to make working with DAB+ communication easier. It defines the communicative framework within which you move.

The guidelines which follow will help create a uniform appearance for the brand across all communication channels. These guidelines and all key components of the corporate design can be found on worlddab.org.

The newly designed brand identity has been developed by ARD and its creative partner SCHOLZ & FRIENDS Berlin and is available free of charge for promotional purposes to all market partners.

Contact brand design:
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und Marketing DAB+
Brigitte Busch
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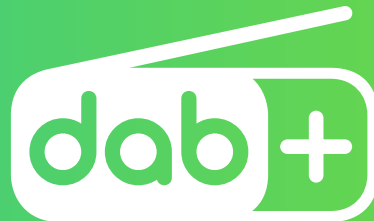
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1 Brand design



1.1 Characteristics



Characteristics

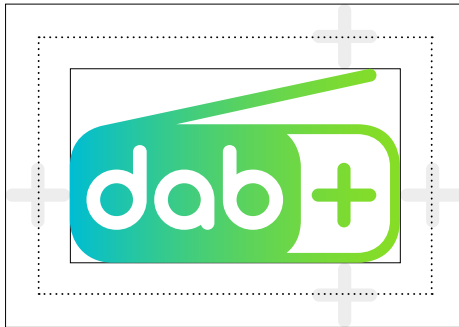
The main visual characteristics are the logo, the colouring with the gradation from cyan to green, the company fonts of Comfortaa and Open Sans, and the DAB+ brand quadrangle with slanted side, which functions as the common design idea throughout all media.

The main component of the logo is the iconographic radio with receiver antenna.

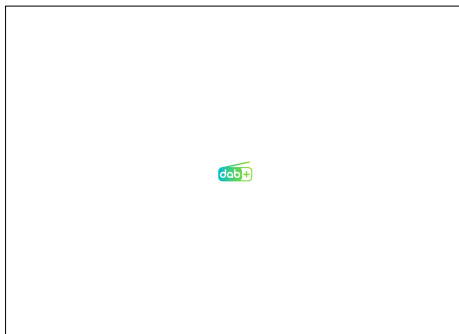
It has been simplified slightly and is thus compact and contemporary. The slant of the antenna is taken up again by the DAB+ quadrangle with DAB+ gradation.

The design elements can be used flexibly.

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)

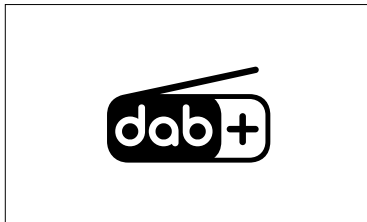
1.2.1 Logo – colours, backgrounds



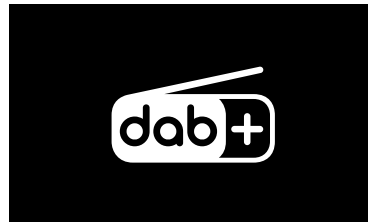
Primary logo on white background



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.



1.2.2 DAB+ Audio-Toolbox with sound logo

For on-air usage on TV and radio, an audio toolbox with the DAB+ sound logo is available which guarantees recognition of the brand in on-air channels too.

The sound logo for DAB+ consists of several sequenced sound elements of the tone sequence “DAB” (three tones) and a plus tone with sonar finale for the “+”. In this way, the sound logo becomes the acoustic equivalent of the visual word and design mark.

In TV and radio ads, the DAB+ sound logo will be used for the outro. It is recommended that the country-specific DAB+ brand slogan be recorded and played directly after the sound logo in the outro.

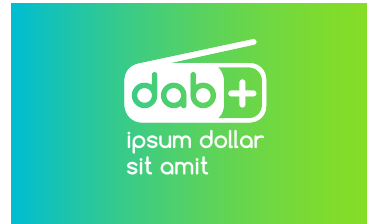
The audio toolbox will be completed by a sound bed, for usage as required, and the plus tone with sonar finale in a separate sound file, for use as an intro sound or a separator.

DABplus_sound-logo_sound-bed.wav
DABplus_sound-logo_plus-tone_sonar.wav
DABplus_sound-logo_pure.wav

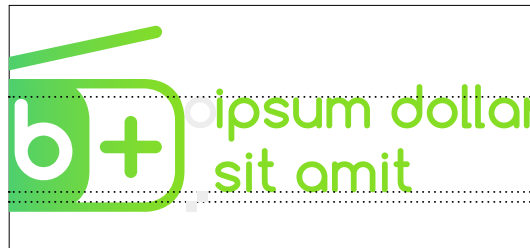
1.2.3 Slogan – lettering, position, size, colours, behaviour in text



Primary logo combination with slogan

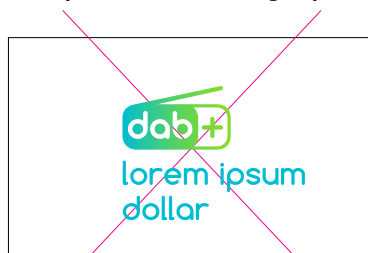


Secondary logo combination / special case

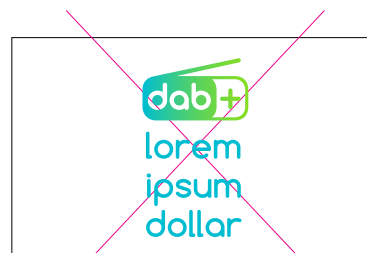


Limit lines for the secondary logo combination

Examples of incorrect slogan placement



Slogan may not be wider than logo



Slogan may not be three lines or more

Lettering

To enhance uniformity of overall brand presentation, the slogan is primarily set in lowercase characters below the logo. The slogan can be set in one or two lines, either below or beside the logo. The slogan can also be used independently of the logo as a headline.

Position

The primary logo combination is defined as being the variation with the brand slogan placed below the logo. The width of the slogan is determined visually based on the width of the logo. The secondary logo combination is the variation with the slogan next to the logo.

If the translation of the slogan does not fit on two lines below the logo, then the slogan is positioned at the side of the logo; this logo combination is then the primary combination.

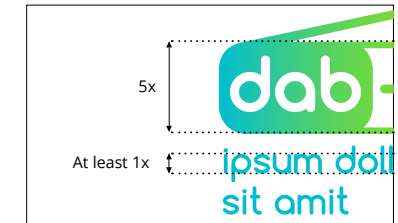
This combination is used in extreme formats, such as narrow banners or very small sizes, or for promotional materials with correspondingly small area, such as pens.

Colours

When using the primary logo combination, the slogan in DAB+ cyan appears below the logo. In the secondary logo combination the slogan appears in DAB+ green. If the logo is printed in the special colour DAB+ green, the slogan appears in the same colour.

Size

For the primary combination, the width of the slogan is determined visually by the width of the logo. Text size should not be smaller than one-fifth of the logo height.



With a one-line slogan in the secondary logo combination, the font size of “dab+” is to be used.

If, however, a two-line slogan is placed to the right of the logo, the x-height of the slogan is determined by the inside upper and lower edges of the logo, as in the example shown on the previous page.

The colour and behaviour in text are determined by the rules for the English slogan.

Behaviour in text

If the logo is used in combination with the brand slogan, the following spellings are recommended for the slogan: DAB+ “more radio”, DAB+ more radio. It is important to make sure that the slogan is not separated from the brand name by a blank space or a hyphen. The name and slogan should be in the colour and font of the other text.

1.2.3 Slogan translation

There are three options to use or create the slogan.

1. Use your existing slogan in your language

If your slogan is already successfully established you can use your slogan with the DAB+ logo.

The slogan must then be designed in accordance with the information on the next page.



Primary Italian slogan



Secondary Italian slogan

2. Use the English slogan „more radio“

You can also use the English slogan „more radio“ for any print or digital appearance.

The English slogan must be designed in accordance with the information on the next page.



Primary English slogan



Secondary English slogan

3. Translate the English slogan into your language

If you don't have an existing slogan and you don't want to use the English slogan you can translate the English slogan into your language.

Translation of idea:

DAB+ is radio with a clear sound, wide variety of stations and a new level of quality. In short: “more radio”.

If the “more radio” slogan does not translate clearly into two words in other languages, a non-exact translation can be used. For the translation, care should be taken that the slogan does not use a superlative, but rather the comparative expression. Translations using the idea of “ultimate” or “maximum” are not desired (e.g. ultimate radio).

The slogan must still be designed in accordance with the information on the next page



Primary German translation



Secondary German translation



Primary French translation



Secondary French translation

1.2.4 Typography – fonts and usage

Comfortaa Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!“\$%&./()=?

Comfortaa Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!“\$%&./()=?

The Comfortaa font

The brand font is Comfortaa. This font is used in the logo and for the slogan and is used in particular for titles, headlines and lead copy texts.

Comfortaa is a free font for both commercial and private use and is available to any user for free online.

The font is primarily used in its Bold style. In titles, emphasis can be set using the Light style, e.g. for sublines.

It is particularly suited to contemporary, cross-medial applications and

functions equally well in electronic media and print materials as well as in media designed to be viewed at a distance.

The Comfortaa font is a rounded-off, geometric, non-serif font, designed by Johan Aakerlund and is particularly suitable for large-scale applications/ large sizes.

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!“\$%&./()=?

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!“\$%&./()=?

The Open Sans font

For body text and sub-headings, two different styles of Open Sans are used.

The style Regular is used for running text. The Bold style is used for sub-headings, emphasis (margin notes, captions, etc.).

Open Sans is a humanist, non-serif font and was created by the font designer Steve Matteson.

Open Sans features elegant, open forms and impresses with its neutral,

yet likeable appearance. It has been optimised for print, web and mobile use and offers outstanding readability even in very small sizes and with reduced resolution (fax, screen presentation).

1.2.5 Colours – company colours, special colour, colour ratio and gradation



DAB+ green

RGB 134.221.37
CMYK 45.0.100.0
Special colour Pantone® 376 C
Pantone® 382 U



DAB+ cyan

RGB 0.189.210
CMYK 70.0.10.0



DAB+ cyan
Colour 100%
Position 0%

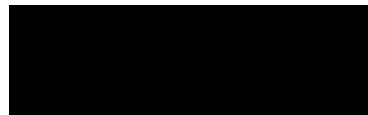
Colour transformation
Position 37%

DAB+ green
Colour 100%
Position 100%



DAB+ white

RGB 255.255.255
CMYK 0.0.0.0



DAB+ black

RGB 0.0.0
CMYK 0.0.0.100

Company colours

The colour green is a symbol of the DAB+ brand and is thus a key identification element in the brand presentation, both offline and online. Green is used inside the logo and also as a design element or a special colour.

The colour cyan is also a company colour, but is used less often than green. In electronic and print media it is also used as a design element, in the gradation and thus also in the logo.

Both colours are future-oriented, emotional and accessible.

Special colour

Should the gradation not be expedient in a given communication medium from a technical production standpoint or for visual reasons, it is possible to print the logo in the special colour green.

If the logo is set in the special colour, the 4C printing of the gradation may not be printed on that same medium.

If green is chosen as the special colour, the various Pantone colours for

uncoated and matte coated paper are to be applied.

Colour ratio and gradation

The DAB+ corporate design ensures high recognisability through its consistently applied ratio of green to blue.

This ratio between the company colours is based on the DAB+ gradation. It flows linearly from cyan to green, and the colour transformation occurs at 37%.

Colour proofing

The colours shown here may vary from the colours as printed. For colour proofing, please refer to the Pantone® colour chips.

1.2.6 Examples of primary imagery



Primary imagery

Images make a crucial contribution to the DAB+ brand presentation. Modern motifs from the target group's daily lives address and move our audience at an emotional level.

The DAB+ imagery is documentary, not posed, and shows real moments – authentic situations of enjoyed listening.

The primary DAB+ imagery shows the joy that can be had listening to the radio in an authentic atmosphere, with high personal proximity. These examples have been used in Germany and give an idea on how to use imagery in DAB+ campaigns.

1.2.7 DAB+ brand quadrangle – construction, application of gradation



The DAB+ brand quadrangle has a side slanted at 12° and colour gradation

Construction

In addition to the logo, the DAB+ quadrangle is the main design element and features a slanted side with a slope of 12°, determined by the antenna of the brand logo.

The height of the area can be adjusted flexibly based on the amount of information needed, but should never take up more than half of the entire format and should always have four corners – no more, no less.

It can be placed at the top or bottom of the format or in the middle, stretched to fill the format horizontally.

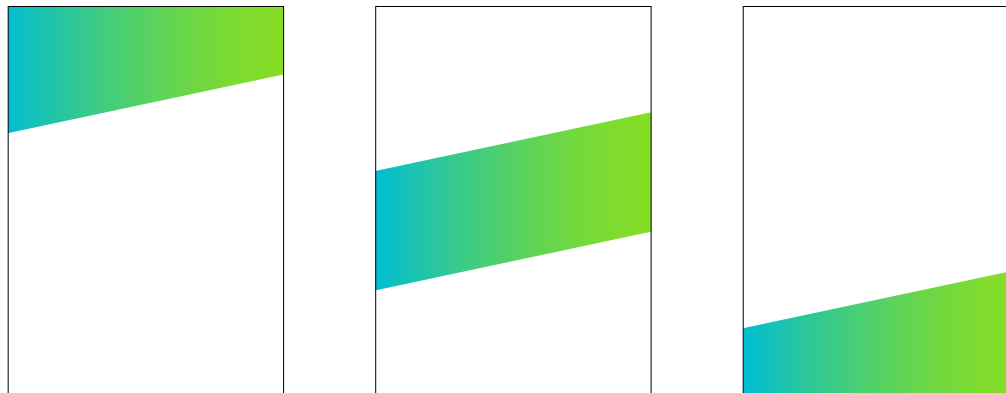
When placed at the top, it serves an informational purpose. The logo and headlines are placed within it.

When placed at the bottom, the area is well suited as a stage for the logo or other information about the originator.

The area can also be placed as needed in the form of a parallelogram. In such cases it either spans the full width of the format or is centred and free-standing within the medium.

Application of gradation

The area is always filled with the DAB+ gradation and never shown in a different company, design or third-party colour.



Placement of the DAB+ brand quadrangle at top or bottom or in the middle – shown here on DIN A4

1.2.7 DAB+ brand quadrangle – special cases and incorrect placement

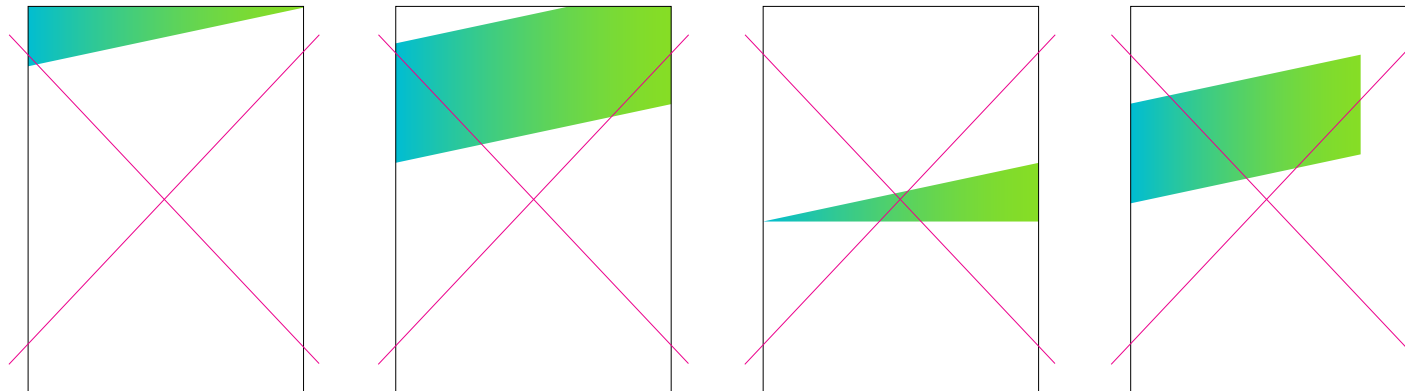
Special cases

In special cases, e.g. an online banner with an unusual landscape format, the area needs to be cropped and can take up more than half of the format, depending on the amount of information.

Ideally, the area should begin in the upper right-hand corner in order to achieve a maximum length along the slanted side and a maximum size of the gradated area/informational level.



Special case extreme landscape format



Incorrect placement of the DAB+ brand quadrangle – here on DIN A4

1.3.1 Corporate materials – press folder



1.3.1 Corporate materials – publications



Info sheet and flyer based on two sample double pages

1.3.1 Corporate materials – publications



Sample DIN long flyer (exterior)

Baseline grid:
Printing space and columns: divided every 5 pt
set as needed
(here: at top 15 mm,
rest 10 mm;
6 columns, margin: 5 mm)

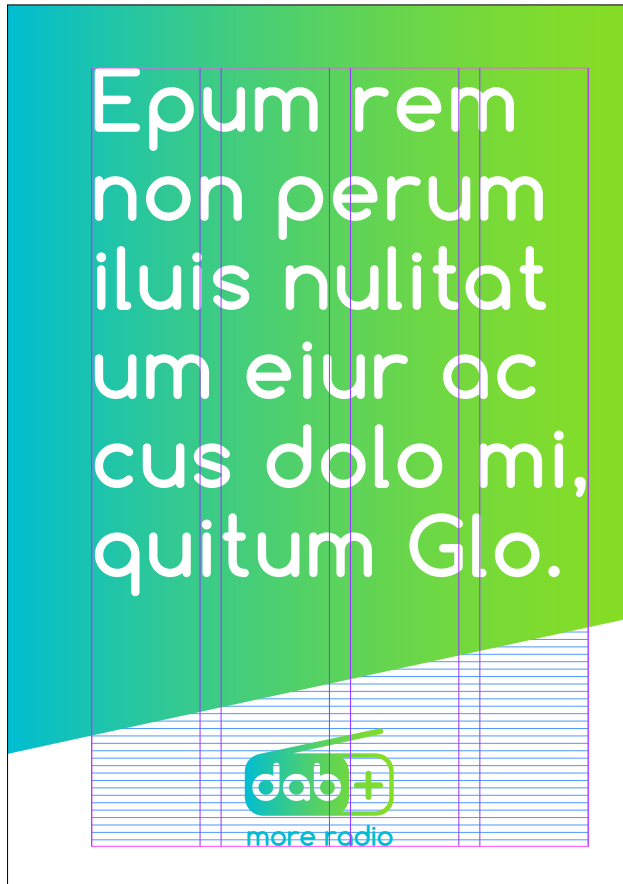
Large headlines:
Headlines:
Sublines:
Body text:
Captions:

Comfortaa Bold, 55/60 pt
Comfortaa Bold, 30/35 pt
Comfortaa Bold, 13/20 pt
Open Sans Regular, 9/15 pt
Open Sans Regular, 7/10 pt

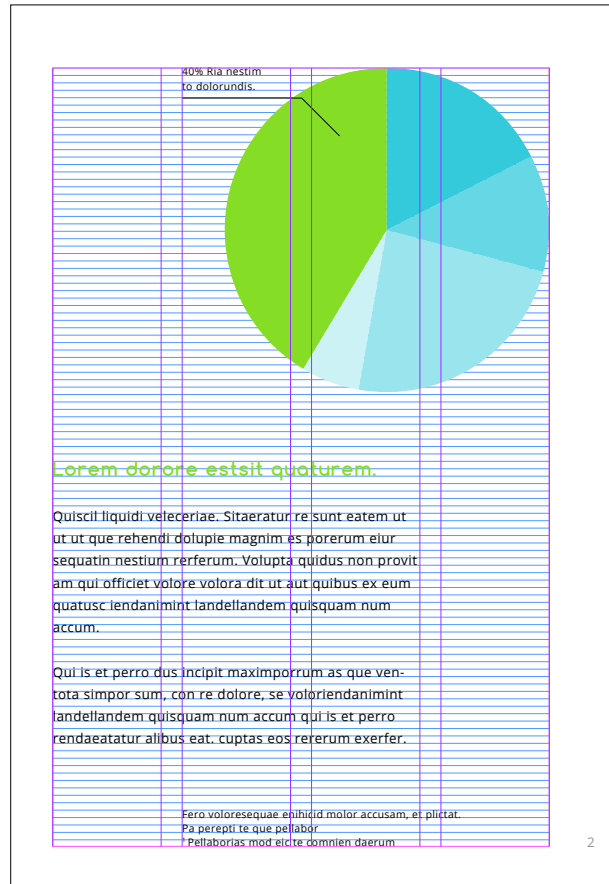


Sample DIN long flyer (interior)

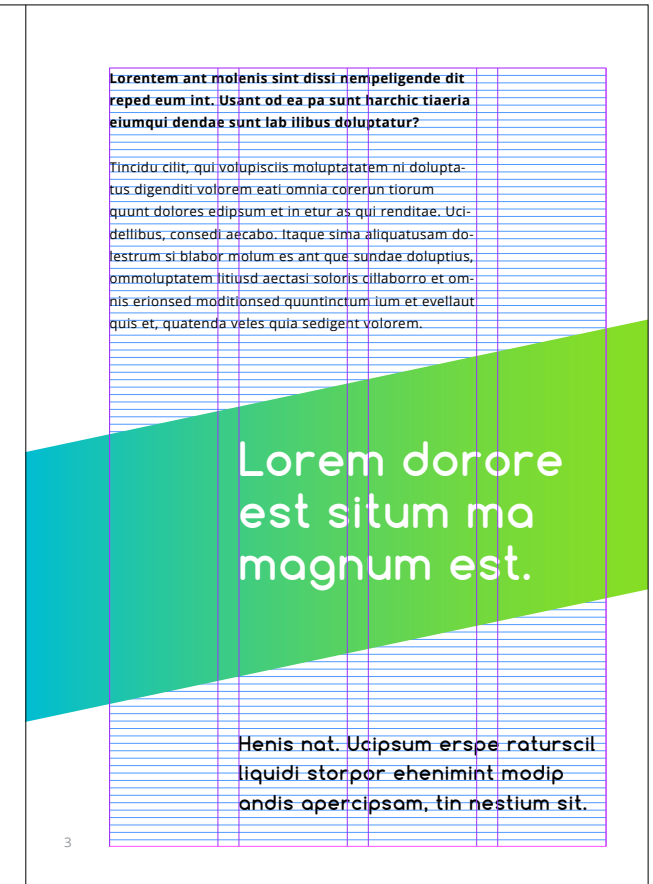
1.3.1 Corporate materials – publications



Sample DIN A5 brochure (cover)



Sample DIN A5 brochure (interior)



Baseline grid:
Printing space and columns: divided every 5 pt
set as needed
(here: at top 15 mm,
inside 20 mm,
rest 10 mm;
4 columns, margin: 5 mm)

Large headlines: Comfortaa Bold, 55/60 pt
Headlines: Comfortaa Bold, 30/35 pt
Sublines: Comfortaa Bold, 13/20 pt
Body text: Open Sans Regular, 9/15 pt
Small print: Open Sans Regular, 7/10 pt

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.

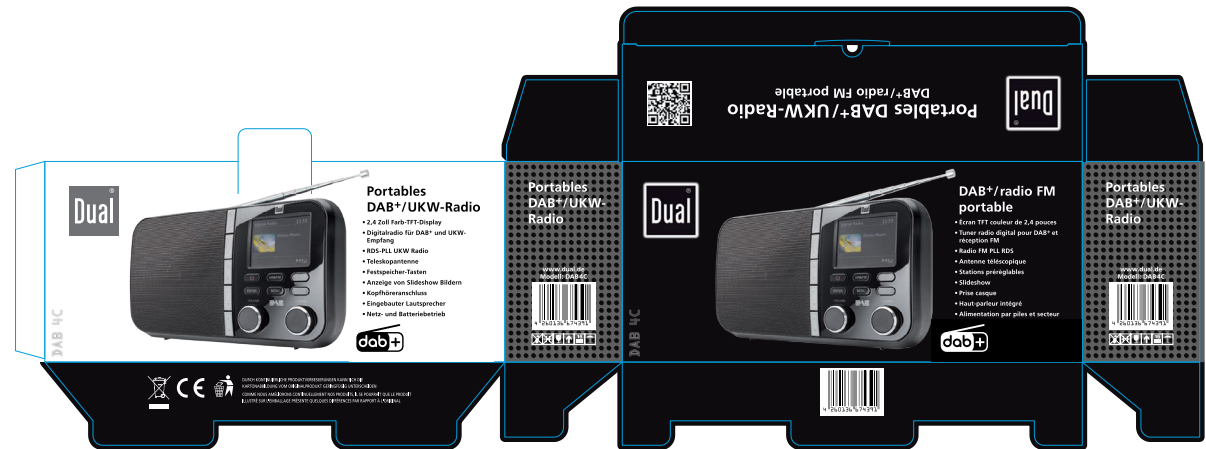


Example of logo next to technical logo including exclusion zone

1.3.3 Branding on packaging – integration of logo



Example: integration of the design elements with colour gradation on an existing packaging from Pure



Example: integration of logo in black and negative white on an existing packaging from Dual

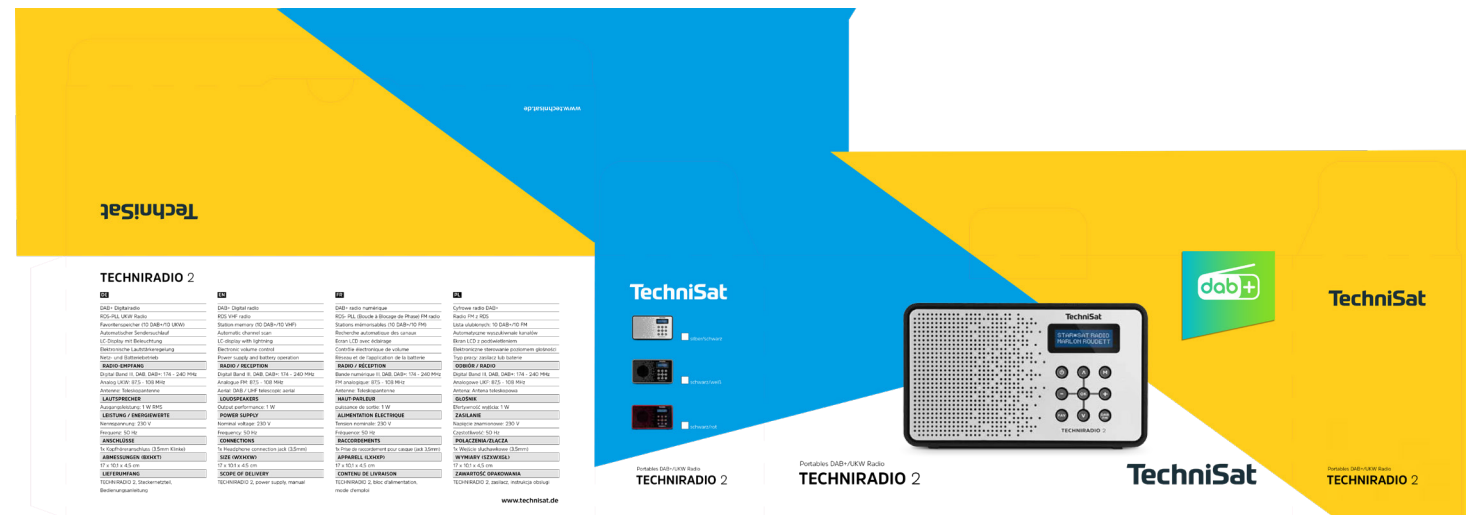


Example: integration of logo with slogan in grey on an existing packaging from Hama

- 1 Brand design
- 1.3 Usage

1.3.3 Branding on packaging – logo as eye-catcher

Examples of integration of the DAB+ logo as an eye-catcher in the form of a sticker



- 1 Brand design
- 1.3 Usage

1.3.3 Branding on packaging – logo as eye-catcher



Example: sticker as eye-catcher with DAB+ logo and colour gradation design element



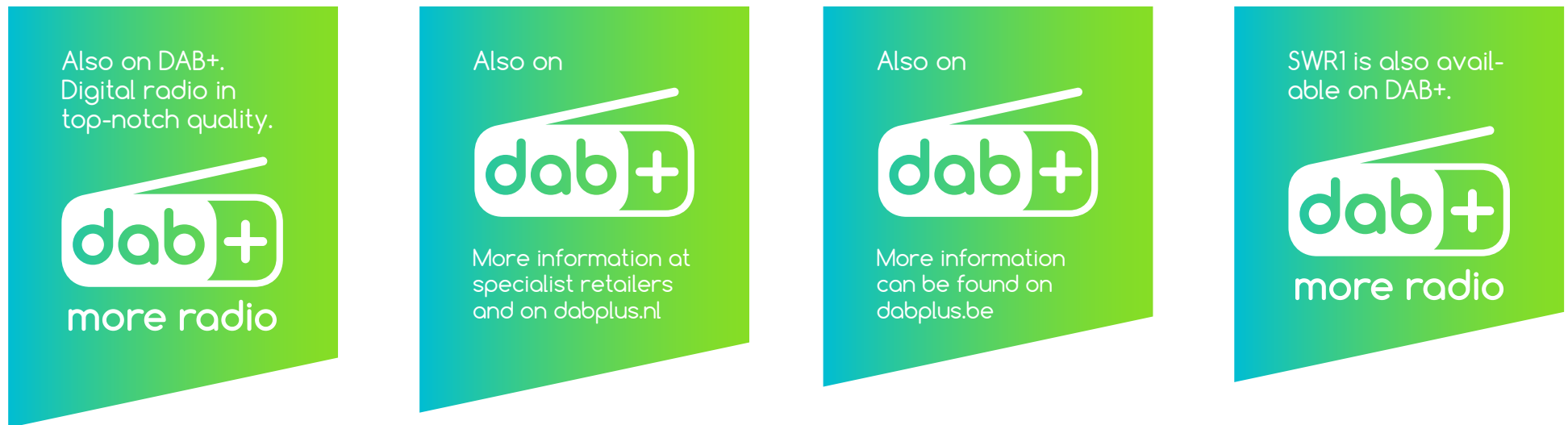
Example: sleeve as eye-catcher with DAB+ logo and colour gradation design element

1.3.4 Eye-catchers – on third-party communication media



Integration as eye-catcher into an existing campaign design using white DAB+ logo on brand quadrangle. Example on German campaign designs. See the examples of eye-catchers on the next page.

1.3.4 Eye-catchers – on third-party communication media



A variety of descriptive and supplementary variants are available for the eye-catcher text. Preferably, the eye-catcher should reference the website and specialist retailers. It is also possible to use the eye-catcher both with or without reference to a particular station.

1.3.4 Eye-catchers – on third-party communication media



The logo with slogan in white is a more subtle, minimum alternative for integrating DAB+ into third-party communication media, here on German campaign designs.

1.3.5 POS material technology shop – ceiling dangler



Sample ceiling dangler



Sample usage of ceiling dangler

1.3.5 POS material technology shop – shelf stopper, business card



Shelf stoppers, dimensions 121 x 87 mm



Business card, dimensions 106 x 77 mm



Business cards, dimensions 106 x 77 mm each



Shelf stopper and business card
Sample usage in electronics store

1.3.5 POS material technology shop – flyer, plexiglas holder



Flyer title design, dimensions 100 x 210 mm



Sample flyer and plexiglas holder



Plexiglas holder, dimensions 92 x 40 mm

- 1 Brand design
- 1.3 Usage

1.3.5 POS material technology shop – magnetic foil

More radio



Extreme format magnetic foil, dimensions 850 x 85 mm



Sample usage of magnetic foil in technology shop

1.3.6 Car dealership communication – rear-view mirror dangler



Sample rear-view mirror dangler



Sample usage of rear-view mirror dangler in dealership communication

1.3.7 Accessories – look of promotional giveaways



Pen



Mug



Car cleaning cloth



Paperweight



Powerbank



Display wipe



T-shirt



Gym bag



Post-it shaped like the DAB+ brand quadrangle – here as a parallelogram

1.3.8 Live communication – event sets

The sample elements shown here can be combined as needed depending on the size of the event and the event's particular requirements.

The design elements can be used flexibly.



Roll-up display, lighted pillar, flag, seats, tent



Sample set-up with counter, wall, ceiling dangler and flags



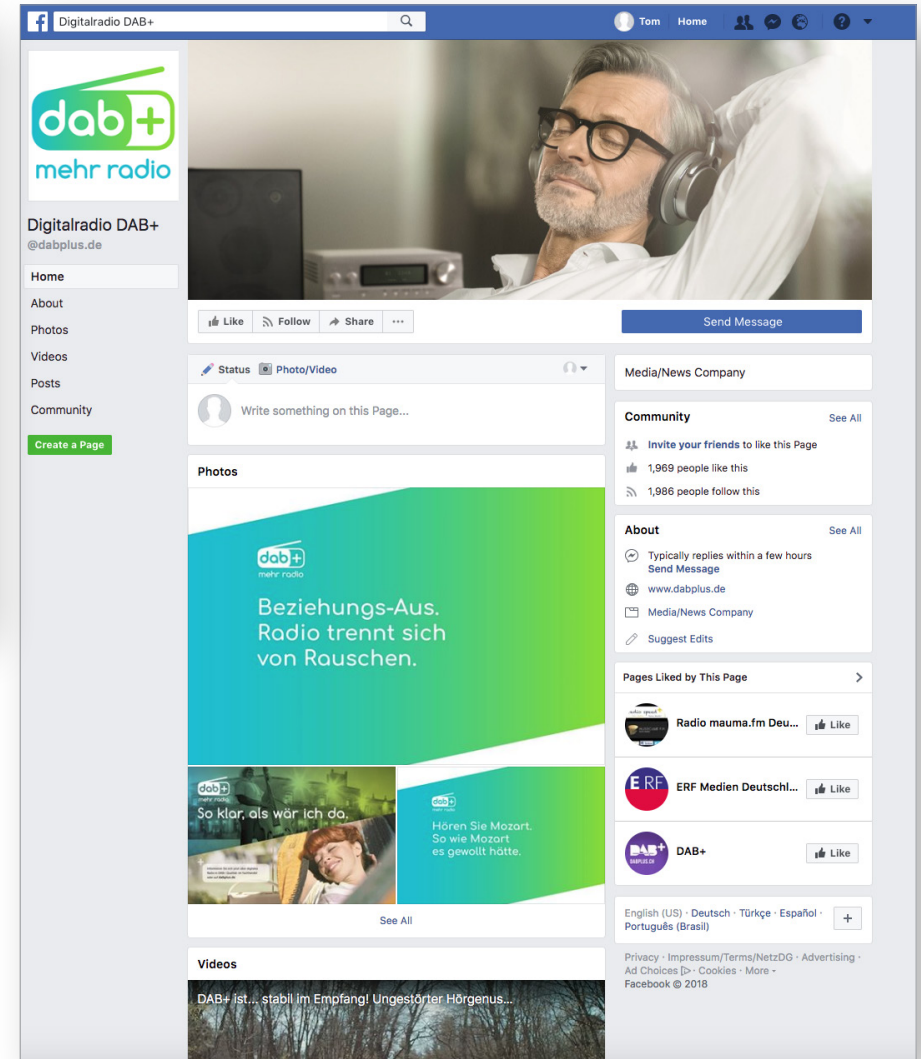
1.3.8 Live communication – stadium banners



Sample usage of a stadium banner

- 1 Brand design
- 1.3 Usage

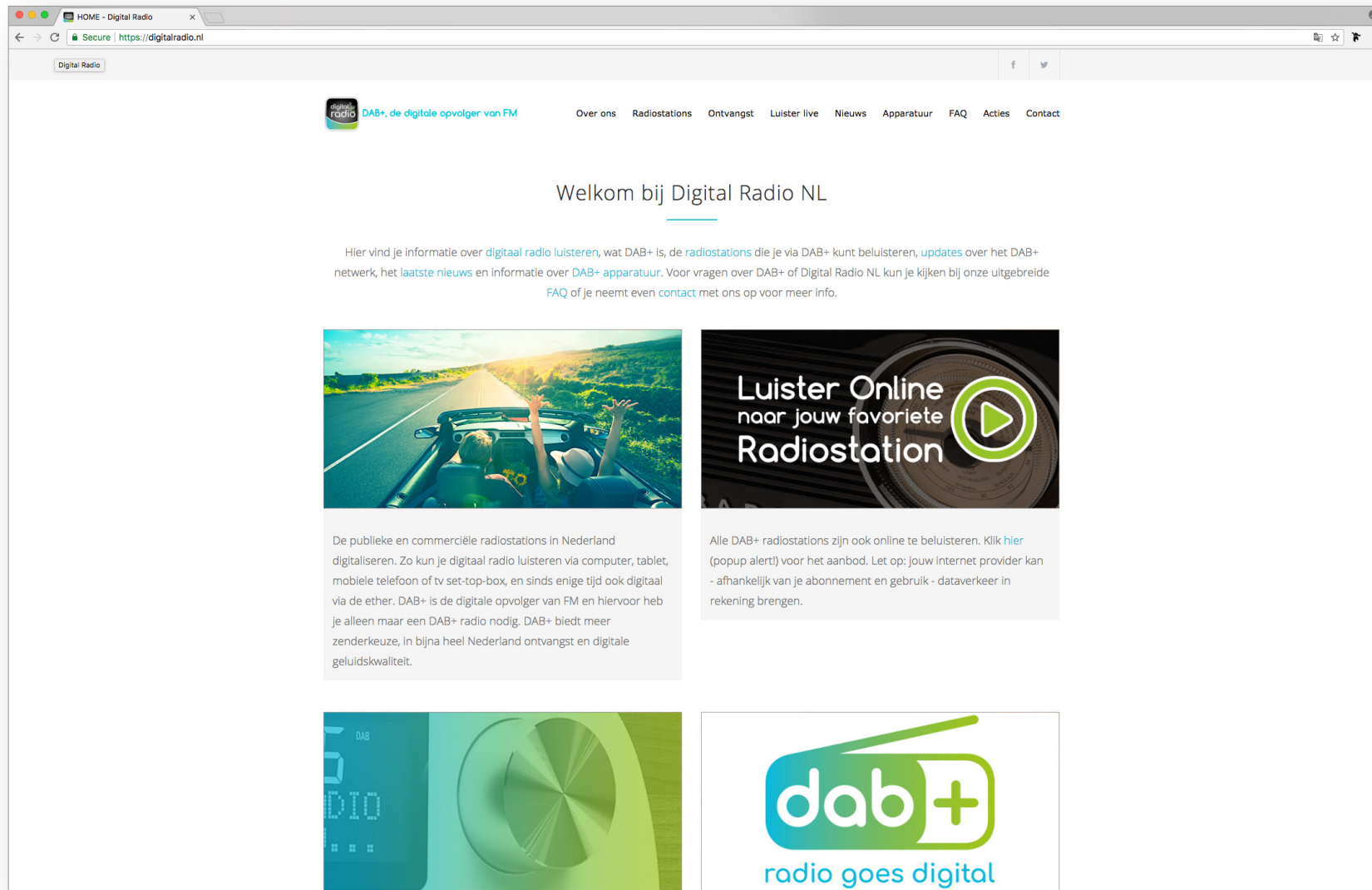
1.3.9 Examples of use in online media



Sample landing page of dabplus.de and of the German DAB+ Facebook page

- 1. Brand design
- 1.3 Usage

1.3.9 Examples of use in online media



Sample usage on digitalradio.nl

- 1. Brand design
- 1.3 Usage

1.3.9 Examples of use in online media



Sample usage on dabplus.fr

- 1. Brand design
- 1.3 Usage

1.3.9 Examples of use in online media

The screenshot shows the digitalradio.it website. The header includes the 'dab+' logo with the tagline 'il suono perfetto', a navigation menu (Home, Digital Radio, News, Contenuti, Ricevitori, FAQ), and social media icons. The main content area features a large advertisement for a Tivoli Audio digital radio. The ad text reads: 'State cercando l'oggetto giusto per la mensola della vostra cucina? Eccola, la Tivoli riceve la radio in digitale.' Below this is a blue button that says 'Maggiori info su tivoliaudio.it'. To the right is a high-quality image of the Tivoli Audio Model One Digital radio, which has a wooden cabinet and a circular digital display showing 'DAB 8:30 AM Radio Freccia Linkin Park - Heavy'. Below the main ad, a text block states: 'E' legge: Dal 1 gennaio 2020 tutti i ricevitori radiofonici (domestici e installati sulle auto) dovranno avere la capacità di ricevere la radio digitale.' Underneath this text is a table with four columns representing a countdown:

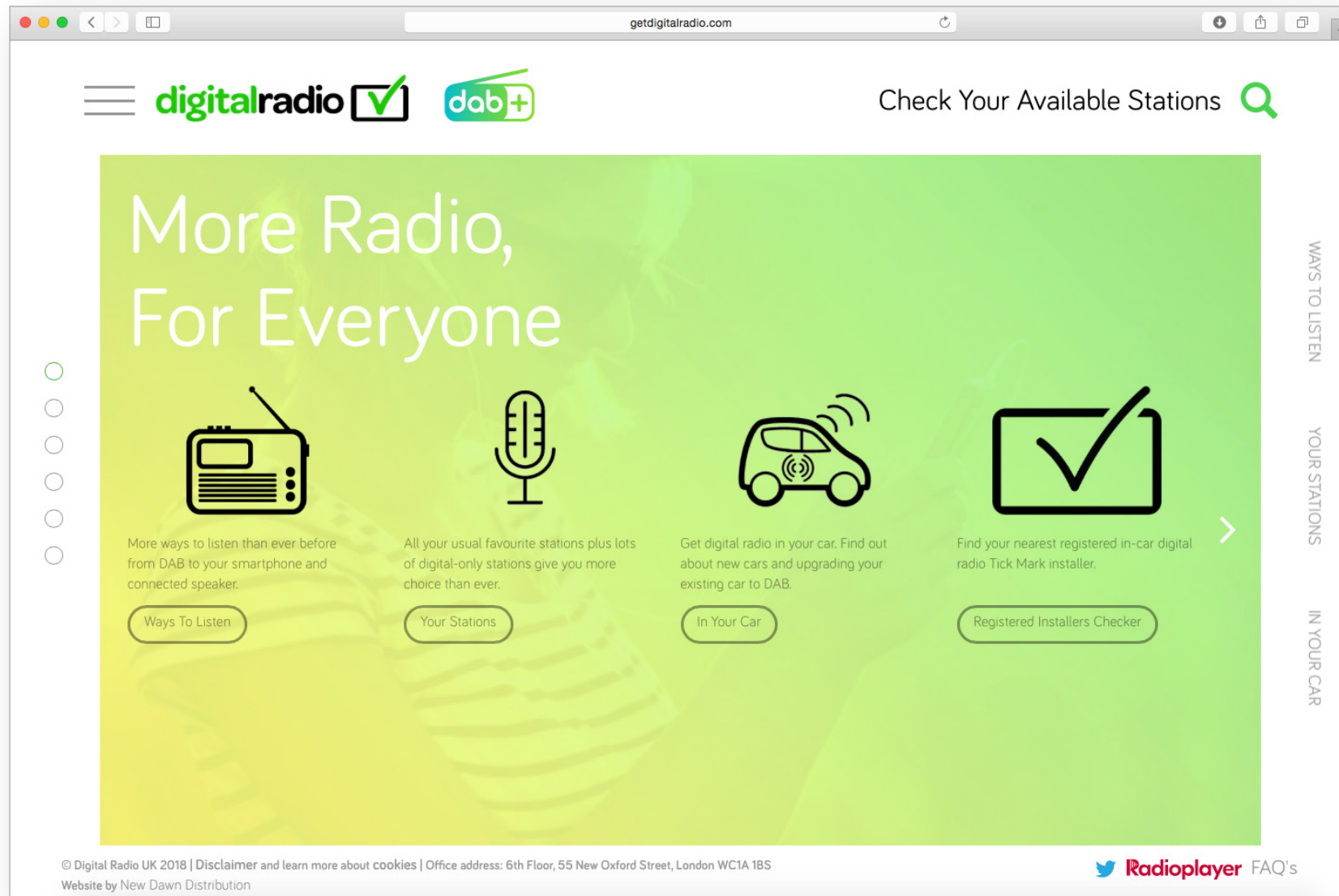
665 GIORNI	9 ORE	32 MINUTI	27 SECONDI
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The bottom of the page has a blue banner with the text: 'COSA CAMBIA CON LA DIGITAL RADIO? È LA RADIO CHE HAI SEMPRE AMATO, MA CON QUALCOSA IN PIÙ...'.

Sample usage on digitalradio.it

- 1. Brand design
- 1.3 Usage

1.3.9 Examples of use in online media



Sample usage on getdigitalradio.com

DAB+ corporate design

Contact brand design:

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