



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.

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 www.worlddab.org/technology-rollout/logo