



## 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 <https://www.worlddab.org/about/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 <https://www.worlddab.org/resources/logo>