



Additional Guidelines for Implementing the DAB+ Design Styleguide - 2025 Update

On Air, Online and Off Air

Introduction

- + This 2025 update builds on the 2017 DAB+ Design Styleguide.
- + The 2023 design extension applied only to print applications and dealt with regionalisation in its initial stages.
- + Previous requirements on the use of the DAB+ brand are still valid.
- + These updated guidelines includes all media: online applications, in particular social media, moving images and radio.
- + These guidelines are valid for nationwide and regional campaigns.
- + They are intended for use by ARD and DAB+ market partners.
- + In addition to graphic specifications, minimum requirements for wording and framing have been included for the first time to ensure consistent, comprehensive, cross-media communication of the DAB+ brand.

All essential corporate design elements and templates are available for free download at www.worlddab.org and www.dabplus.de

The guideline was updated by German ARD Kommunikation und Marketing DAB+ in autumn 2025 and translated into English by WorldDAB; details of its application may be discussed with the Chairs of the WorldDAB Marketing Group.

Contact:

ARD Koordination Kommunikation und Marketing DAB+
Brigitte Busch
Tel.: +49331/97993-50080
E-Mail: brigitte.busch@rbb-online.de

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Part 1

Summary Fundamentals of DAB+ Brand Management

Summary Fundamentals of DAB+ Brand Management

DAB+ Design 2017

The DAB+ design presents state-of-the-art, digital radio listening as a powerful and fresh brand that inspires enthusiasm for what DAB+ has to offer and the opportunities it provides.

Headlines in Comfortaa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"\$%&/'()=?

Body text in Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"\$%&/'()=?

In body texts,
the following convention is
recommended
for the logo in combination
with the brand claim:
DAB+ "More Radio"



- 1: Positive logo with brand claim placed below
- 2: Special case: positive logo with brand claim placed on the right

The DAB+ Brand Quadrangle
with a tilt axis
of 12% and gradient fill

Colours and gradients

DAB+ Cyan

RGB 0.189.210

CMYK 70.0.10.0

Gradient

Colour transition

Position 37%

DAB+ Green

RGB 134.221.37

CMYK 45.0.100.0

Summary Fundamentals of DAB+ Brand Management

DAB+ Design 2017

Applications



Imagery

The DAB+ imagery is documentary in nature, not staged, and shows real moments – an authentic listening experience.



The DAB+ Corporate Design 2017 is available for download free of charge at www.dabplus.de.

Summary Fundamentals of DAB+ Brand Management

DAB+ Design Extension 2023

The design extension (2023) will create a closer connection between radio stations and the DAB+ brand. The aim is to carry previous FM user behaviour (station selection) over to DAB+ and prevent migration to other programmes / distribution channels.

The earlier and more visibly a programme commits itself to a place in the DAB+ world, the more strongly it is positioned in this market against competitors. The graphic elements have created the conditions for linking radio brands more closely to DAB+. Whether and in what form a radio station wishes to include a reference to DAB+ in its communication is a discretionary decision.

The previous generic marketing for joint ARD campaigns is being opened up to allow for the integration of overarching topics (e.g. 100 years of radio) as well as genre communication (e.g. focus on information stations).

Summary Fundamentals of DAB+ Brand Management

DAB+ Design Extension 2023 · Smallest integration

- + Integration of the DAB+ "More Radio" logo.
- + The brand quadrangle can be inserted at the top or bottom and can be freely positioned on the x-axis.
- + The minimum width is 20% of the format.
- + The brand quadrangle may be placed in colour or white.



Documentation for the 'DAB+ Design Extension – Implementation Options for Programmes and Community Topics' and templates for Adobe InDesign® are available for download free of charge at www.dabplus.de.

Summary Fundamentals of DAB+ Brand Management

DAB+ Design Extension 2023 · Medium integration

- + Integration of the DAB+ “More Radio” logo.
- + The brand quadrangle may be inserted at the top or bottom and placed in colour or white.
- + Landscape format: The brand quadrangle corresponds in width to the page height x.
- + Portrait format: The brand quadrangle adapts proportionally to the page width.
- + Space is provided for a short text referring to DAB+ (max. 2 lines).



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Summary Fundamentals of DAB+ Brand Management

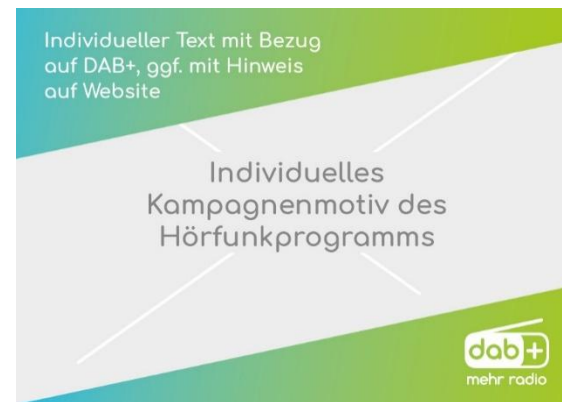
DAB+ Design Extension 2023 · Maximum integration/ dualism

- + Integration of the DAB+ "More Radio" logo.
- + The brand quadrangle can be inserted at the top or bottom, with freely selectable height, and may be placed in colour or white.
- + The programme and the DAB+ digital radio standard are positioned visibly side by side.
- + Space provided for a short text referring to DAB+ (max. 3 lines).

Maximum integration



Dualism



Maximum integration



Dualism



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Summary Fundamentals of DAB+ Brand Management

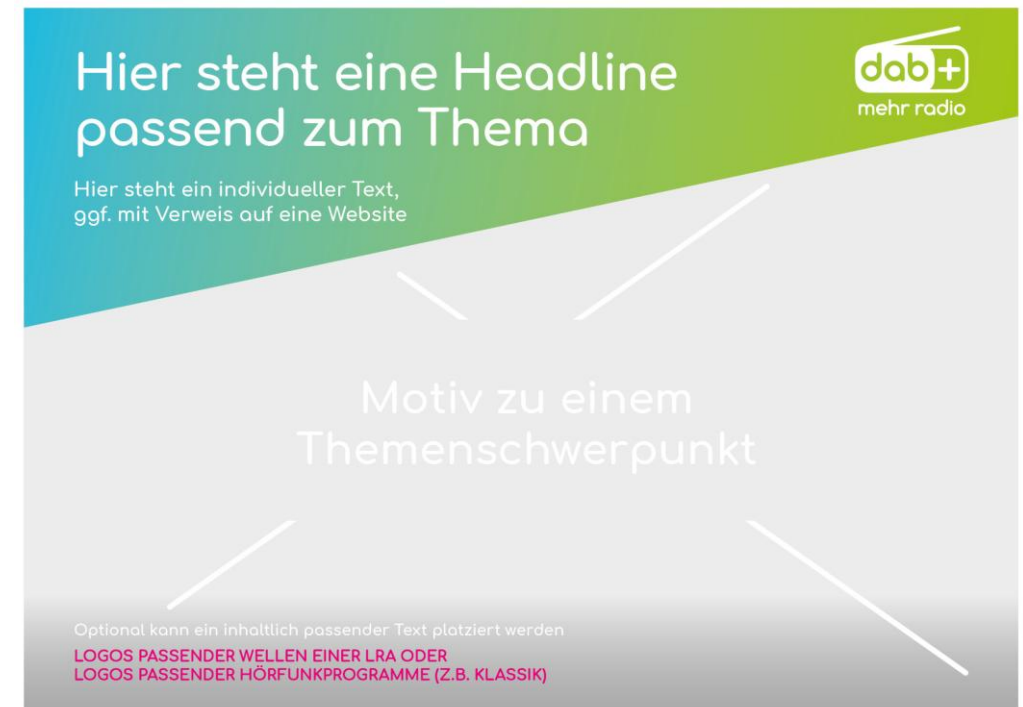
DAB+ Design Extension 2023: Implementation of joint topics / theme-based campaigns

- + Radio programme logos matching the campaign may be placed in single colour all-white.
- + Logos of regional broadcasters may be placed in single colour all-white.
- + The background of logos can be darkened to improve contrast.

Joint Topics



Theme-based Campaign



Documentation for the 'DAB+ Design Extension – Implementation Options for Programmes and Community Topics' and templates for Adobe InDesign® are available for download free of charge at www.dabplus.de.

Summary Fundamentals of DAB+ Brand Management

Conclusion Status quo

The 2017 corporate design styleguide and 2023 DAB+ design extension have not been implemented across all media and, in several instances, in a not so ideal way, as outlined below. For some applications, guidelines and definitions are unavailable.

+ LOGO

The DAB+ "More Radio" logo is not always placed appropriately and prominently.
The logo should be used in combination with the brand claim "More Radio" as standard.

+ BRAND QUADRANGLE

The corporate design ought to be better exploited in terms of colourfulness
to give the overall appearance greater allure.

+ USE IN CAMPAIGNS (Print)

Dualism proves to be an alternative to maximum and medium integration.
Based on previous experience, the smallest integration is not recommended as it lacks additional information on DAB+.

+ USE IN CAMPAIGNS (Social Media)

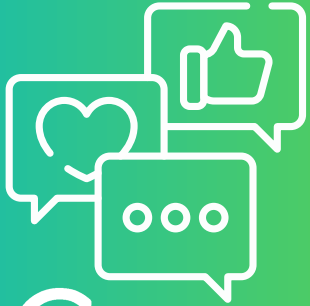
Adaptation of the design elements is not CD-compliant owing to a lack of guidelines.

+ WORDING

There is no clear, consistent DAB+ communication in headlines, sublines and/or additional information.
There is no communication line for a call-to-action (CTA) in image communication and the increasingly critical switchover communication. References to websites are presented differently, their use as a CTA is unclear.

Part 2

Additional Guidelines for Implementing the DAB+ Design Styleguide 2025



Graphics application Social Media

Additional Guidelines for Implementing the DAB+ Design Styleguide 2025 Update

Additional Guidelines for the DAB+ Design Styleguide 2025

Social Media · Fundamentals

+ **DAB+ PERMANENT VISIBILITY**

In all social media posts (static/animated), the DAB+ logo must always be visible.

+ **CREDITS**

At the end of a video/reel, the visibility of DAB+ is supplemented by a standardised animation (at least 4 seconds).

+ **LOGO ANIMATION**

Animation of the DAB+ "More Radio" logo is not envisioned.

+ **SOUND**

The background music of the social media post fades out at the start of the DAB+ animation (brand quadrangle). This is followed by the DAB+ sound logo without further integration of station voice (text animation).

+ **WORDING**

Depending on the communication, two headline options are available for social media posts:

- Option A: minimum requirement 'More radio!'
- Option B: with CTA "Switch now!"

Option B is recommended not only for switchover communication, but also for image communication. In copy text, customisation is possible.

Additional Guidelines for the DAB+ Design Styleguide 2025

Social Media · Fundamentals

- + **The logo DAB+ "More Radio" is a standard requirement**
The radio station logo is usually conveyed via the channel's profile picture.
- + **There are two options for the headline:**
Option A: minimum requirement "More Radio"
Option B: with CTA "Switch now!"
- + **The copy is customisable.**
- + **The destination website address is customisable.**
- + **The typography of the text animation is defined in the DAB+ design.**
- + Please note: RGB Colour values for screen applications
DAB+ Cyan: RGB 0.189.210
DAB+ Green: RGB 134.221.37

New colour for CTA (accessible)
DAB+ CTA: RGB 8.131.145

Option A: minimum requirement



Option B: with CTA "Switch now!"



Additional Guidelines for the DAB+ Design Styleguide 2025

Social Media · Status and reels with video content in 9:16 format

Smallest integration



DAB+ permanent visibility
Static placement of brand quadrangle permanently during video content



Start animation credits
Placement of brand quadrangle extends across the entire content area, the DAB+ logo remains static



2 seconds animation
Message and target address are animated
(Typography = DAB+ design)



Final image credits
Final image with brand quadrangle and message for at least 2 seconds

Additional Guidelines for the DAB+ Design Styleguide 2025

Social Media · Status and reels with video content in 9:16 format

Medium integration



DAB+ permanent visibility
Placement of brand quadrangle static in the lower area of video content



Start animation credits
Placement of brand quadrangle extends across the entire content area, Placement of DAB+ logo shifts



Animation 2 seconds
Animated build-up of message and target address
(Typography = DAB+ design)

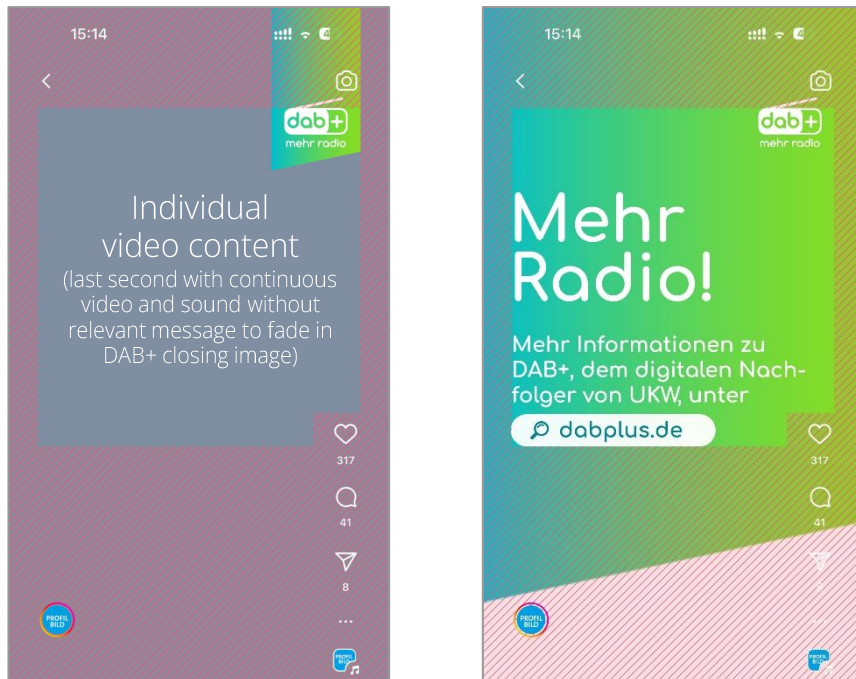


Final image credits
Final image with brand quadrangle and message for minimum 2 seconds

Additional Guidelines for the DAB+ Design Styleguide 2025

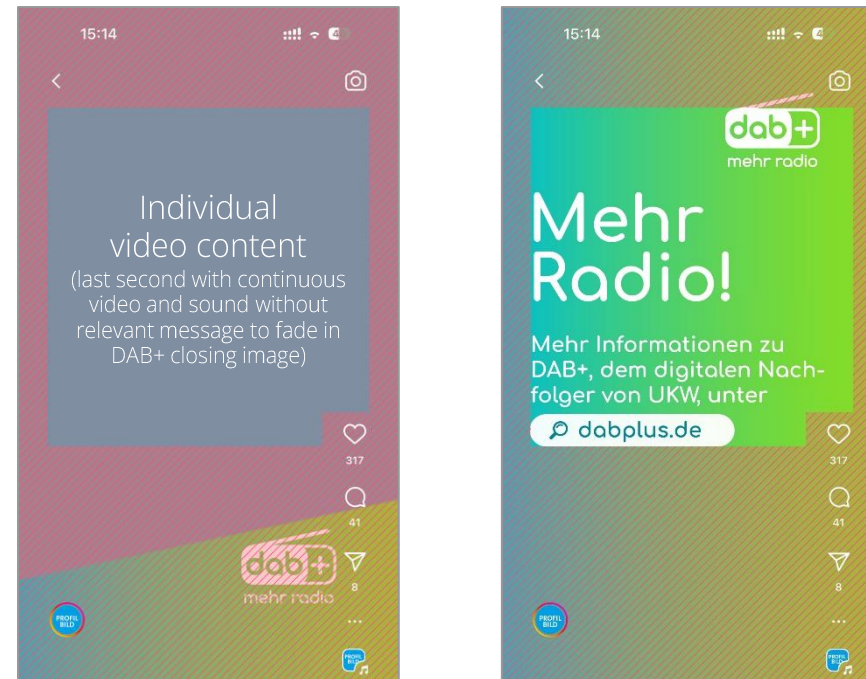
Social Media · Status and reels with video content in 9:16 format

Smallest integration



- + DAB+ Logo during permanent visibility **within the safe zone***
- + Final image credits: content within safe zone

Medium integration



- + DAB+ logo during permanent visibility **outside the safe zone***
- + Start animation credits: DAB+ logo moves into the safe zone
- + Final image credits: content and DAB+ logo within safe zone

* Taking the safe zones into account is particularly important for status posts and reels.

Additional Guidelines for the DAB+ Design Styleguide 2025

Social Media · Sound



DAB+ permanent visibility
Individual sound
or station voice



Start animation end credits
At the start of the DAB+ brand quadrangle
animation, fade-out of individual video
sound



**Text animation and
DAB+ sound logo**
At the beginning of text
animation, the DAB+ sound
logo plays in the background

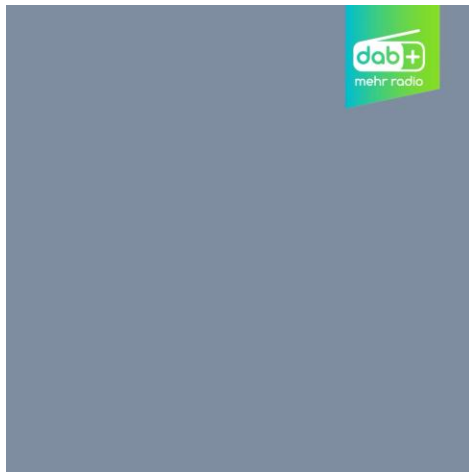


Final image credits

Additional Guidelines for the DAB+ Design Styleguide 2025

Social Media · Contributions with video content in 1:1 or 4:5 format

Smallest integration



DAB+ permanent visibility
Static placement of
brand quadrangle
permanently during video content



Start Animation Credits
The brand quadrangle is positioned
across the entire content area
, while the DAB+ logo remains static



Two seconds animation
Animated build-up of message
and target address
(Typography = DAB+ design)

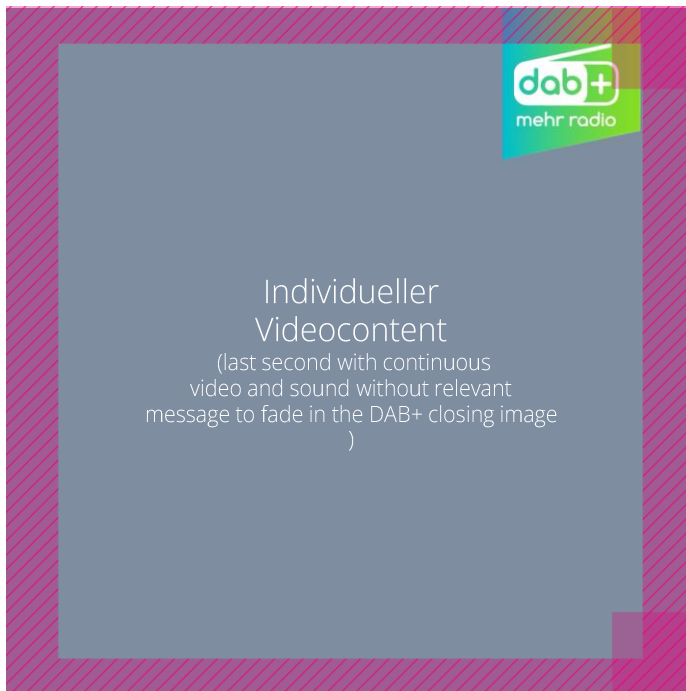


Final image credits
Final image with brand
quadrangle and message for
at least 2 seconds

Additional Guidelines for the DAB+ Design Styleguide 2025

Social Media · Contributions with video content in 1:1 or 4:5 format

Smallest integration



- + DAB+ Logo during permanent visibility within within safe zone

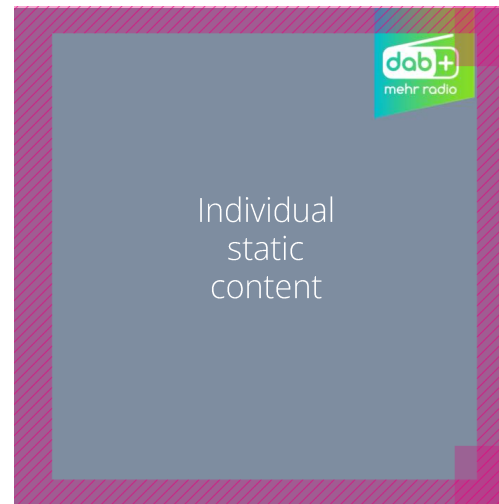


- + Final image credits: Content within safe zone

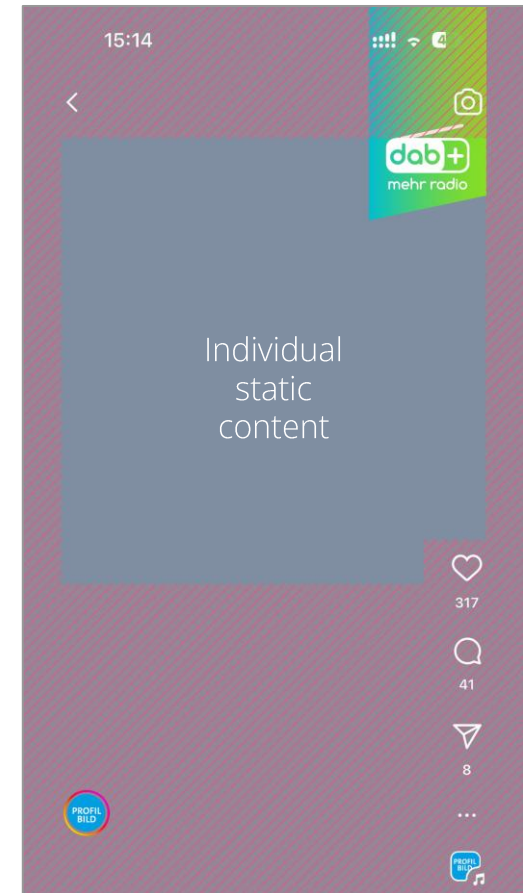
Additional Guidelines for the DAB+ Design Styleguide 2025

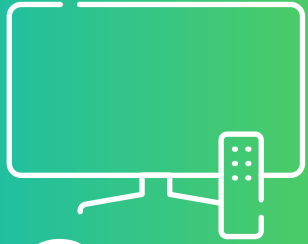
Social Media · Static contributions

- + Minimum requirement is the logo DAB+ "More Radio" including brand quadrangle within the safe zone.
- + In exceptional cases, the brand quadrangle may be horizontally moved on the x-axis within the safe zone for all formats.
- + For 1:1 and 4:5 formats, the brand quadrangle within the safe zone may in exceptional cases also be inserted at the bottom.
- + The sound logo and a CTA with target address are not required for static posts.



- + DAB+ Logo during permanent
- + visibility within safe zone





Graphics application On Air TV

Additional Guidelines for the DAB+ Design Styleguide 2025 Update

Additional Guidelines for the DAB+ Design Styleguide 2025

On Air TV · Fundamentals

+ **DAB+ PERMANENT VISIBILITY**

TV commercials feature the DAB+ "More radio" logo continuously

+ **END CREDITS**

In end credits of commercials, the permanent DAB+ visibility is supplemented by a standardised animation (minimum 2 seconds).

+ **LOGO ANIMATION**

In end credits, the DAB+ "More Radio" logo is animated.

+ **SOUND**

Background music of commercial fades out at the beginning of the end credits animation.
This is followed by the sound logo with brand claim together with animation of logo.

+ **CTA WITH TARGET ADDRESS**

A target address as a CTA can be used graphically and be customised if desired.

+ **PLEASE NOTE:**

RGB colour values for screen applications

DAB+ Cyan: RGB 0.189.210

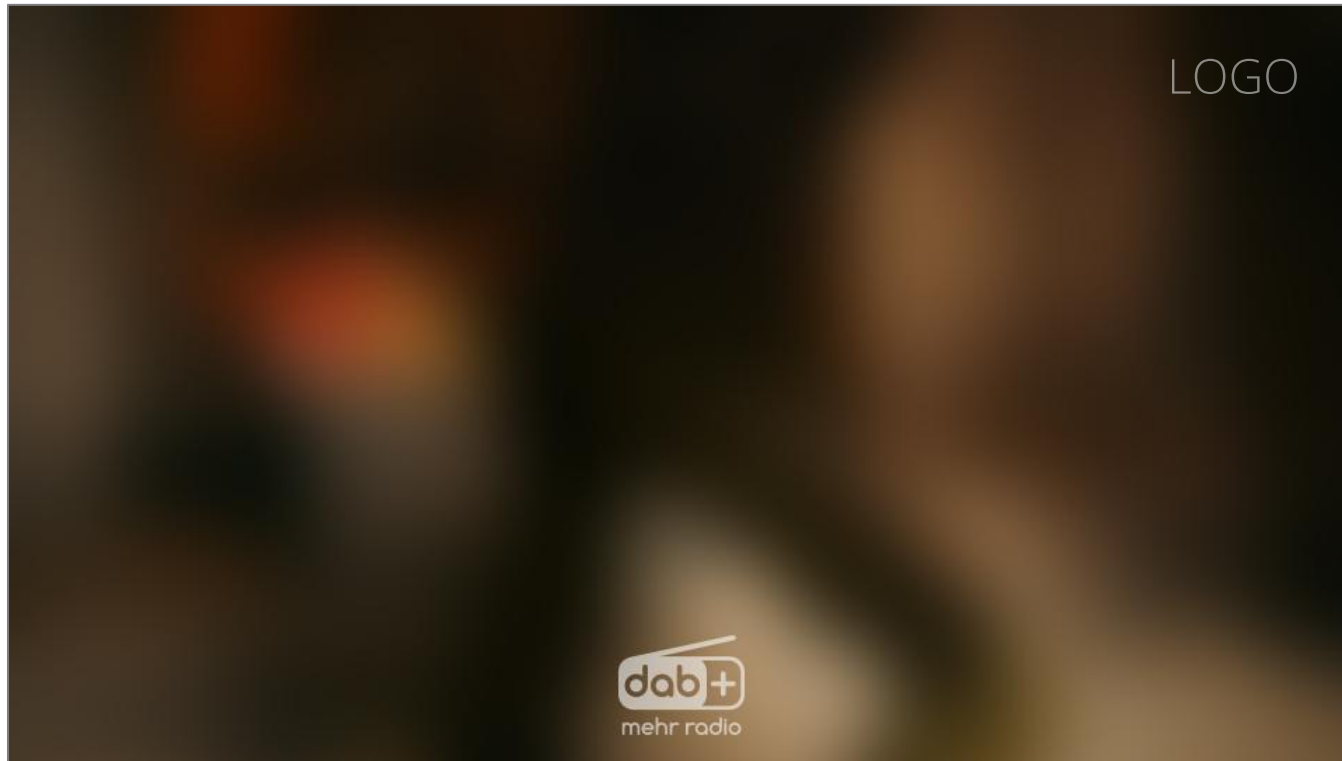
DAB+ Green: RGB 134.221.37

New colour for CTA (accessible)

DAB+ CTA: RGB 8.131.145

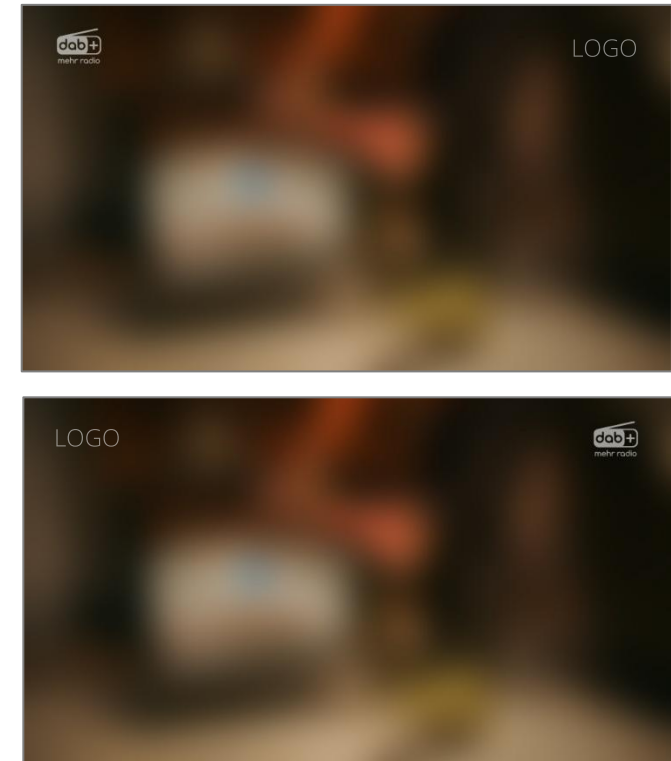
Additional Guidelines for the DAB+ Design Styleguide 2025

On Air TV · DAB+ permanent visibility



DAB+ permanent visibility

The centred placement of permanent logo visibility at the bottom of screen does not conflict with the corner logos of programmes



Possible options

Placement of permanent visibility at the level of corner logos

Additional Guidelines for the DAB+ Design Styleguide 2025

On Air TV · Animation end credits



Start animation end credits
The brand quadrangle extends across the area, background with the DAB+ permanent visibility is faded to white



2 seconds animation
The DAB+ logo is animated, including DAB+ sound logo



Final image credits
Final image with brand quadrangle for min. 2 seconds

Additional Guidelines for the DAB+ Design Styleguide 2025

On Air TV · Final image



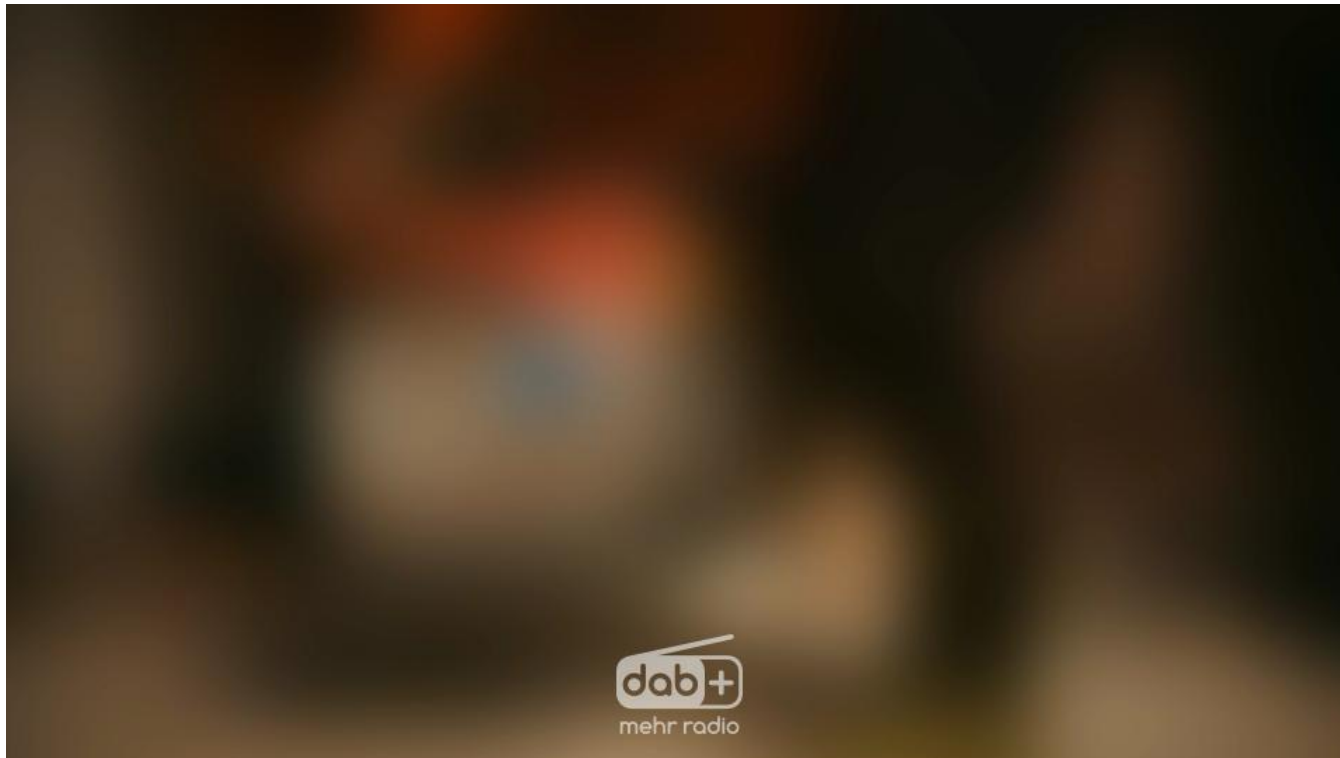
Final image
Without specifying a target address



Option
Using a customised target address

Additional Guidelines for the DAB+ Design Styleguide 2025

On Air TV · Animation End Credit (Example)



DAB+ permanent visibility
Static placement of DAB+ brand logo during entire video content



Application On Air Radio

Additional Guidelines for the DAB+ Design Styleguide 2025 Update

Additional Guidelines for the DAB+ Design Styleguide 2025

On Air Radio · Fundamentals

+ CAMPAIGN ELEMENTS

Three options are available for the use of radio spots:

- produced spots in variations for different genres/programmes and target groups
- toolbox for regional customisation with CI elements and current campaign briefings
- "DAB+ End Credits" as a closing sequence for radio station spots (new)

+ CT ELEMENTS AVAILABLE

- Sound logo only
- Sound logo with DAB+ "More Radio"
- DAB+ sonar flash

+ SOUND LOGO

The DAB+ "More Radio" sound logo always appears at the end of the radio spot.
The sound logo only may be customized with a station voice.

+ DAB+ SONAR FLASH

The "DAB+ sonar flash" is an optional, variable, and reusable separator.

+ WORDING

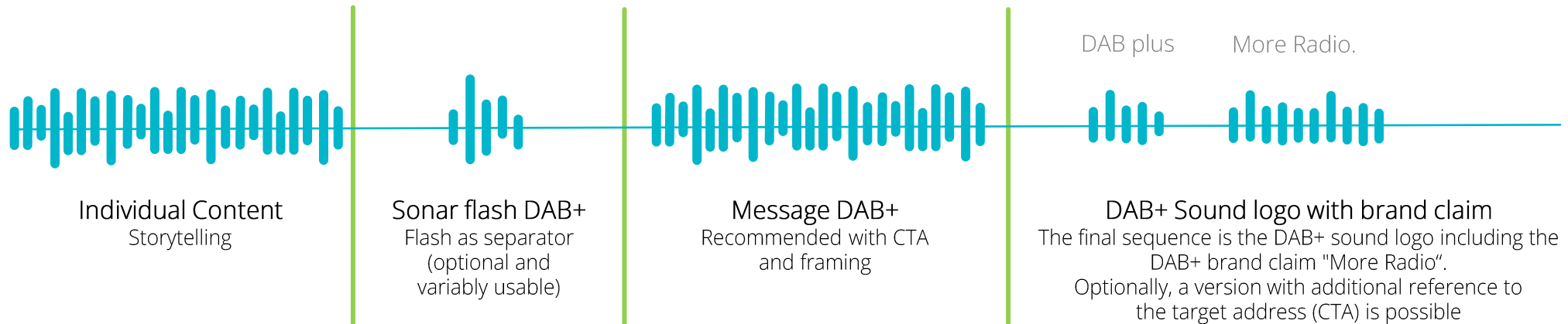
A DAB+ message with CTA may be used before the sound logo. The (campaign) message includes a description of DAB+ in the wording (see Framing). The DAB+ message may be regionally customised.

+ TARGET ADDRESS (ADDITIONAL CTA)

A target address can be used as a CTA upon request and is customisable (e.g., "DAB+ More Radio. Information at dabplus.de").

Additional Guidelines for the DAB+ Design Styleguide 2025

On Air Radio · Mechanics





Graphics application Off Air

Additional Guidelines for the DAB+ Design Styleguide 2025 Update

Additional Guidelines for the DAB+ Design Styleguide 2025

Off Air · Fundamentals

+ CD ELEMENTS AVAILABLE

- Logo DAB+ "More Radio"
- Brand quadrangle
- Eye catcher

+ LOGO

Prominent and eye-catching placement of the DAB+ brand logo "More Radio" in combination with brand claim "More Radio" as standard.

+ BRAND QUADRANGLE

Treating the radio station and the DAB+ standard with equal prominence increases the overall appeal of the presentation. Off-air campaigns that focus primarily on programme content while using only the smallest brand quadrangle integration undersell DAB+, add no new information, and offer no additional value for the target group. Therefore, the smallest integration should be used only when space constraints leave no alternative. In all other cases, "middle integration" or "dualism" is generally recommended.

+ FURTHER DEVELOPMENT OF THE SENDER LOGO

It supplements and supports the opportunity for regionalisation by advertising a single radio station or a single state broadcasting organisation as the sender address.

+ CTA WITH TARGET ADDRESS

Despite increasing awareness in parts of the public, the topic of DAB+ is still in need of explanation. For this reason, use of a CTA with target address is recommended and firmly specified in switchover communication.

Additional Guidelines for the DAB+ Design Styleguide 2025

Off Air · Brand Quadrangle

- + Development from the smallest integration to the brand quadrangle.
- + Balanced presentation of the programme and DAB+ creates a stronger presence.
- + In switchover communication, a stronger presence of the DAB+ corporate design with additional information is particularly useful.
- + Additional regionalisation of the topic is achievable with "individual text relating to DAB+".



Medium integration



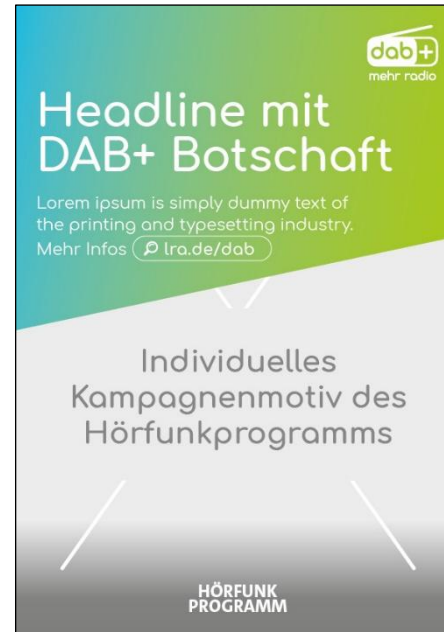
Dualism

Additional Guidelines for the DAB+ Design Styleguide 2025

Off Air · Placement of sender logo



Integration of **several radio stations**
(already possible)



Integration of a **programme brand** as sender logo for regionalisation



Integration of an **umbrella brand** as sender logo for regionalisation

Additional Guidelines for the DAB+ Design Styleguide 2025

Off Air · Regionalisation



- + Regionalisation possible by equal placement of logos (radio station or state broadcasting organisation)

- + Additional possibility of regionalisation via the headline, e.g. "Region XY listens to the radio with DAB+"

Additional Guidelines for the DAB+ Design Styleguide 2025

Off Air · CTA target address

- + CTA with destination address refers to DAB+ info page of a state broadcaster including search field with magnifying glass

Mehr Information unter  lra.de/dab

- + If there is no DAB+ info page of a state broadcasting organisation, reference can be made to the general DAB+ landing page as target address in the search field.

Mehr Information unter  dabplus.de

- Optionally, a CTA with target address may also be replaced by a QR code.

The following should be noted:

- Placement exclusively outside the brand quadrangle
- target page must be a DAB+ info page
- maximum width of the QR code corresponds to width of the DAB+ brand logo



Placement suggestion



Placement suggestion



Wording and Framing DAB+

Additional Guidelines for the DAB+ Design Styleguide 2025 Update

Additional Guidelines for the DAB+ Design Styleguide 2025

Wording · Fundamentals

- + Wording refers to a **specific selection of words**, terms, and phrases that are to be used uniformly in DAB+ communication.
- + **Clear language creates acceptance** and avoids misunderstandings.
- + **Consistent word choice strengthens brand identity and recognition, building trust.**
- + With the right wording, DAB+ images and switchover communication are **easier to understand for the target audience.**
- + **The term "DAB+" must be mentioned by name in the campaign application,**
in off-air communication, for example, in the headline if possible, or at least in the subline or any additional information.
- + The **reference to radio** must be evident in the phrasing of a clear message about DAB+. DAB+ should be paraphrased, e.g. "digital successor to FM" or "today's radio standard" (see framing).
- + **Regionalisation** is possible in headlines, sublines, additional information and target addresses, e.g. "Region XY listens to the radio with DAB+".
- + The switchover communication at the least must include a **call to action** (CTA) such as "Switch now!" or "Switch to DAB+ now!".

Additional Guidelines for the DAB+ Design Styleguide 2025

Framing · German Fundamentals

- + Das Framing für DAB+ beschreibt, wie Botschaften eingeordnet und in einen Deutungsrahmen gesetzt werden. Mit einem Framing wird DAB+ nicht nur als Technikumstellung, sondern als zukunftsreiches und emotionales Radioerlebnis positioniert.
- + Einzelne Wörter rufen Assoziationen hervor und müssen daher passgenau eingesetzt werden (z. B. „Umstieg“ klingt positiver als „Abschaltung“).
- + **Fortschritt- und Zukunftsrahmen:**
Radio wird als Innovation & Zukunftsstandard dargestellt und als „Ablösung von UKW“.
DAB+ wird gerahmt als Innovation, z.B.: „DAB+ – der digitale Nachfolger von UKW.“
- + **Qualitäts- und Erlebnisrahmen:**
Der digitale Radiostandard benötigt ein positives Erlebnis-Frame. DAB+ wird als qualitativer Vorteil kommuniziert, ein hochwertiges Klang- und Hörerlebnis, das Nähe zur Programmmarke und Emotionen erzeugt.
- + **Auswahl und Freiheit:**
Selbstbestimmung im vielfältigen Angebot steht im Fokus bei Empfangbarkeit (ohne Zusatzkosten) – überall: Zuhause und unterwegs. Jede:r findet das passende Programm, z.B. „Mit DAB+ für jeden das Beste“.
- + **Handlungsaufforderung:**
Dringlichkeit und Normalisierung – DAB+ ist der Schritt, den alle gehen (müssen). „Jetzt“ ist es an der Zeit.

Additional Guidelines for the DAB+ Design Styleguide 2025

Wording und Framing · German Examples

Die Idee der Clusterung ist es, die Vielzahl an bisher vorhandenen Aussagen thematisch zu bündeln, um auf dieser Grundlage Wordings für die DAB+ Marke verbindlich festzulegen und künftige Kampagnenclaims zu erarbeiten und einheitlich unter geltenden Rahmenbedingungen in den verschiedenen Kampagnenelementen einzusetzen.

Die Marke: „DAB+. Mehr Radio!“ ist unveränderlich und der Markenclaim „Mehr Radio“ ist nicht ersetzbar.

NUTZEN FÜR HÖRER:INNEN

- + „So klar, als wäre ich da.“
- + „Das Lieblingsprogramm in bester Qualität.“
- + „Radio ganz neu erleben.“
- + „Mit DAB+ für jeden das Beste!“
- + „Der Moment gehört dir. Mit DAB+“
- + „DAB+. Mehr Auswahl. Mehr Qualität. Mehr Radio.“ (Mehr Freiheit)

HANDLUNGS AUFRUF (CTA)

- + „Jetzt umsteigen auf digitalen Empfang!“ / „Jetzt umsteigen!“
- + „Jetzt wechseln auf digitalen Empfang!“ / „Jetzt wechseln!“
- + „Mehr Informationen unter dabplus.de / ira.de/dab“
- + „Machen Sie DAB+ zu Ihrem Erfolg!“ (B-2-B)

MODERNITÄT & STANDARD

- + „DAB+. (Denn) So klingt Radio heute.“
- + „DAB+. Der Radiostandard von heute.“
- + „DAB+ ist der Standard für Vielfalt im Radio.“
- + „DAB+. Der Standard für Radio im Auto und Zuhause.“
- + „Besser Radio hören mit DAB+.“
- + „Radio digital hören.“
- + „Aus UKW wird DAB+.“
- + „Die neue Generation Radio.“
- + „DAB+. Das Radio mit dem Plus.“

REGIONALISIERUNG

- + „Mit DAB+ für Region XY das Beste.“
- + „Region XY hört digital!“



ARD Koordination Kommunikation und Marketing DAB+
Rundfunk Berlin-Brandenburg (rbb)
Marlene-Dietrich-Allee 20
14482 Potsdam

WorldDAB, Operational office: 15 Alfred Place, London, WC1E 7EB,
United Kingdom | Registered office: L'Ancienne-Route 17A, 1218 Le
Grand-Saconnex, Switzerland