

DAB+ Brand Design

The following summary is an extract from the Corporate Design Manual and is intended to give you a quick grasp of the work with the DAB+ brand design.

DAB stands for 'Digital Audio Broadcasting', the digital broadcasting of audio signals via an antenna. The new design of DAB+ shows the modern, digital way to listen to radio as a powerful and fresh brand, which will generate enthusiasm for DAB+ and its possibilities.

Colours and gradation

DAB+ Cyan

RGB 0.189.210
CMYK 70.0.10.0

Gradation

Colour shift
Position 37 %

DAB+ Green

RGB 134.221.37
CMYK 45.0.100.0



Logo in negative

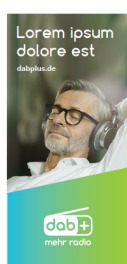


1: Positive logo with
Claim underneath



2: special case: positive logo with
claim to the right

Applications



Typography

Headlines in Comfortaa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&'()*=?

Continuous text in Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&'()*=?

Imagery



The DAB+ visual imagery is documentary, not staged and showing real moments – a genuine situation of listening pleasure.

The DAB+ trademark rectangle
With an inclination axis of 12°
and gradient fill



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You will find the rules for use in external communications media and guidelines for the current campaign design in the Corporate Design Manual. Corporate Design Manual and all important components of the Corporate Design can be found on worlddab.org