

get set for digital 

The digital **switchover** certification mark

Guide for promotional use



Contents

Introduction	3
Logos for promotional use	3
Using the logo	4
Artwork	5
Exclusion zone, Minimum size & Websites	6
Colourways	7
Incorrect uses	8
Use by providers of digital TV service packages	9
Contact details	10

Navigation

To navigate through this document use the forward and the backwards arrows at the bottom of the page. From any page within the document you can return to the contents page or call up the print window. To go directly to any page from the contents simply click within the contents listings.

Introduction

These guidelines outline some basic rules for reproducing the three versions of the digital switchover logo available for use under the promotional licence. In order to communicate the identity consistently it is important to ensure that everybody using the logo is familiar with these guidelines. Indeed, it is a condition of the licence to do so, and using the logo incorrectly is a breach of licence.

What is the digital switchover logo for?

The logo identifies products and services that are designed to help consumers through switchover. Essentially its purpose is to help consumers make the right choices about switchover. When used on digital television equipment or digital TV service packages, this certifies that it is designed to meet certain technical criteria and provides access to the television services being withdrawn at switchover.

A list of products currently licensed to bear the logo is available on the digital switchover website:
http://www.digitaluk.co.uk/retailers/tv_equipment/registered_equipment_search
Only the products listed here can be used in association with the digital switchover logo.

Logos for promotional use

The three versions of the digital switchover logo for use under the promotional licence are:

get set for digital 

‘get set for digital’ – this version is used to help establish familiarity with the digital switchover scheme amongst consumers. Its use is therefore encouraged on all relevant applications and promotional material.

digital 

‘digital tick’ – this version should be used to educate customers about what to look for when considering the range of options to prepare for digital switchover in its broadest sense.

Certification mark
digital 
Approved product

Digital switchover certification mark – this version is to educate consumers about what the certification mark looks like so that they will be able to identify it on products and services. It is also used to inform consumers about exactly which products and services have been registered. **This is the only version that should be used to indicate compliant products and services**, which have been licensed.

Using the logo

It is essential all three versions of the logo are used correctly and consistently within the terms of the licence agreement. They must never be redrawn or modified in any way. It is essential that neither of the core elements i.e. the text or the ‘tick box’ are used in isolation, the two must always appear together. They need to be confidently used and boldly visible, with a preference of a bottom right position or bottom left if it clashes with the lead brand.

This applies to advertising, printed information materials, web, on-screen and on equipment labelling – such as stickers and swing tags etc.

When the certification mark version is used to indicate compliant products, the products should normally be grouped together using a single logo. If this is impractical, for example if products need to be displayed or listed according to manufacturers’ brand names, price or product packages, each compliant product must carry the digital switchover certification mark.

Artwork

English logos:

'get set for digital' logo

get set for digital 

'digital tick' logo

digital 

digital switchover certification mark

digital 
Certification mark
Approved product

Artwork

Logo artwork is available in various file formats in the password protected area at:
http://digitallogo.digitaluk.co.uk/company_logos_promo.php

Welsh logos:

digidol  byddwch yn barod

digidol 

digidol 
Nod Ardystio
Cynnyrch cymeradwy

Additional guidelines for the Welsh logo

The digidol switchover logotype should only be used on materials that have been produced in the Welsh language. Note that the digidol and digital switchover logotypes should not appear together on the same part of the page. Welsh and English information should be clearly separated for ease of reference by the consumer.

Exclusion zone

The exclusion zone, as indicated by the outer line, is the minimum area around the digital switchover logos that must remain entirely clear of typography or any other graphic device. The formula for the exclusion zone is based on an 'x' value equivalent to the height of the letter 'a'.

This formula should be applied to all the versions of the digital logos shown on page 5 of this guide.



Minimum size

digital switchover certification mark

In order to ensure the legibility and effectiveness of the digital switchover certification mark a minimum size logostyle has been developed for use at sizes below 40mm to a minimum width of 20mm.

Websites – minimum size 50 pixels high.



'digital tick' and the 'get set for digital'

The 'digital tick' and the 'get set for digital' logos can be scaled to a width of 20mm measured over the the word digital and tick graphic as shown.

Websites – minimum size 35 pixels high.



Colourways

The examples opposite show how the logos on page 5 may be reproduced within various colour palettes.

A When a logo appears on a light coloured background.

B When a logo is reproduced on a bright coloured background.

C When a logo appears on a black or dark coloured background.

D When reproduction allows for only one colour printing, the logo appears black out of white.

Wherever possible the magenta and black colourway (**A**) should be used. The logos should **never** be reproduced in any other colour combination than shown here.



Incorrect uses

The examples on this page indicate inconsistent and incorrect representations of the logotype. Altering any of the logotypes on page 5 in any way will undermine the impact of the identity.

Do not stretch the logotype



Do not change the colours



Do not change the proportion of the elements



Do not split the elements



Do not shear the logotype



Do not change the font



Use by providers of digital TV service packages

Providers of digital TV service packages who do not have an Authorised User Licence for such packages may use the 'get set for digital' version of the logo only if they associate its use with text that clearly explains in what respect the packages do not meet the standards set by the scheme. This explanation should feature prominently within the terms and conditions appearing on each piece of promotional material on which the 'get set for digital' version of the logo is used.

Contact details

More logo information is available at
www.digitaluk.co.uk/logo_information

If you have any questions about the contents of these guidelines, reproducing the logo, or the digital switchover logo scheme, please contact the Digital Logo Helpdesk:

T: 0870 190 2851

E: digital.logo@aeat.co.uk

For further information on the digital TV switchover visit the websites
www.digitaltelevision.gov.uk or www.digitaluk.co.uk