

Rules for Use:

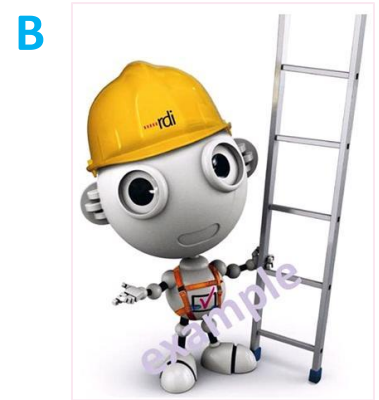
'Digital Tick' Logo & Digit Al Images

Background

- The 'digital tick' logo formally became a registered Certification Mark as of 28 March 2008.
- Misuse of the logo can be pursued as a criminal matter, with a single offence fine of £40,000 being applied to a maximum prison sentence of up to 10 years .
- You must:
 - qualify for use of the relevant 'digital tick' logo or Digit AI image
 - only ever reproduce from the approved artwork
 - never alter, distort or adjust the approved artwork and/or visual relationships either digitally or photo-mechanically.

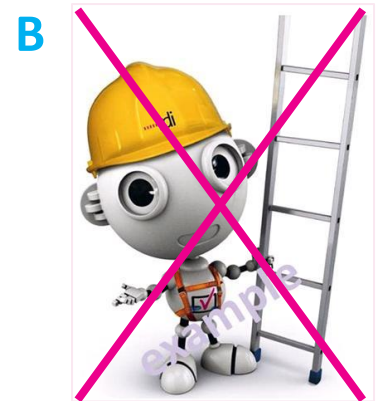
INSTALLERS: Yellow Pages, Web & Printed Materials

- Only full registered digital installers (RDIs) can use the registered installer mark (A) and only with their unique ID number.
- Only full RDIs can use the Aeri AI image (B) when using (A) and their unique ID number.
- Associate Registered Digital Installers (ARDI) cannot use (A) or (B).
- ARDIs & RDIs can use the RDI-LB logo (C).
- Only full RDIs with a separate Promotional Licence can use the 'get set for digital' logo (D) in association with their installation business.
- **Inclusion of the unique membership number is mandatory – No use of (A) or (B) is permitted without the unique ID number.**
- **Companies that are not members of the RDI-LB cannot use any of the assets above.**
- **Installers cannot use any other 'digital tick' licensed marks or Digit AI images.**
- Check eligibility for use of the above at www.rdi-lb.co.uk or by calling **01353 644 040**.



INSTALLERS: Vehicles

- Only full registered digital installers (RDIs) can use the registered installer mark (A) and only with their unique ID number.
 - Inclusion of the unique membership number is mandatory – No use of (A) is permitted without the unique ID number.
- RDIs & Associate Registered Digital Installers (ARDIs) can use the RDI-LB logo (C).
- Use of the Aeri AI image (B) or 'get set for digital' (D) is not permitted by any company on vehicles.
- Companies that are not members of the RDI-LB cannot use (A), (B), (C) or (D) on vehicles.
- Installers cannot use any other 'digital tick' licensed marks or Digit AI images on vehicles.
- Check eligibility for use of the above at www.rdi-lb.co.uk or by calling **01353 644 040**



Retailers: Yellow Pages, Web & Printed Materials

- Refers to companies with retail premises or running websites selling a wide range of digital boxes, digital TV recorders and integrated TVs.
- Those above that have a Promotional Licence” can use the “get set” logo (D) or “get set AI” image (E) to promote switchover.
- The logo (D) or image (E) cannot be used to promote a particular product or service.
- **Retailers cannot use any other ‘digital tick’ licensed marks or Digit AI in association with their installation businesses unless they are full RDIs.**
- Retailers can use the “approved product” logo (F) only when directly linked to a specific licensed approved product (receiver or CAI benchmarked aerial or cable).
- (F) cannot be used to promote retailers’ business or services.
- Check retailers’ eligibility for use of assets (D & E) at www.digitallogo.co.uk/retailer_search.php
- Check if products are registered for (F) at www.digitallogo.co.uk/company_search.php
- Alternatively call the helpline on **0870 190 2851**

D get set for digital 



F 
Certification mark
Approved product

Retailers: In store

- Refers to companies with retail premises selling a wide range of digital boxes, digital TV recorders and integrated TVs.
- Those above that have a “Promotional Licence” can use the “get set” logo (D) or “get set AI” image (E) over equipment displays to promote switchover, if the product displayed is registered to carry the “approved product” logo (F).
- **The logo (D) or image (E) cannot be used to promote the retailer’s own company or its services.**
- Retailers can use the “approved product” logo (F) only when directly linked to a specific licensed product (receiver or CAI benchmarked aerial or cable.)
- **(F) cannot be used to promote retailers’ business or services.**
- Individual members of staff passing approved tests receive a badge and certificate with the ‘ask digital’ logo (G).
- Registered stores that guarantee to always have a trained staff member available to customers can use the ‘ask digital’ logo (G) to promote those stores only (i.e. not other branches of the same chain). The shop receives a door sticker from Digital UK.
Note: (G) can also be used on the shop front of a qualifying store – See “Vehicles & Buildings” Page.
- **(G) cannot be used in any other way**

D

get set for digital 

E



F

digital 
Approved product

G

ask digital 
Approved adviser

Retailers: Vehicles & Buildings

Refers to companies with retail premises selling a wide range of digital boxes, digital TV recorders and integrated TVs.

VEHICLES

- No 'digital tick' logos or Digit AI images can be used on retailers' vehicles.

BUILDINGS

- Those above that have a "Promotional Licence" can use the "get set" logo (D) to promote switchover on buildings/shop fascias.
- Use of the 'ask digital' logo (G) is only permitted on buildings/fascias of licensed Approved Digital Adviser Stores - i.e. those that guarantee to always have a trained staff member available to customers.
- Use of the "get set AI" image (E) is not permitted, except in window displays.
- Use of the "Approved product" logo (F) is not permitted.

