









Logos "Do's and Don'ts"

Logos	Purpose	Who	Where to use	Where not to use
	To promote digital switchover.	Under the "Promotional licence", this logo is for use only by Digital UK, digital platforms, manufacturers and retailers (typically with retail premises and selling a wide range of TV equipment - IDTVs, digital boxes and digital recorders). For more detail contact: www.digitallogo.co.uk or call 0870 190 2851.	Advertising (including TV, Press, Yellow Pages, Thomson Local and other business directories) in-store displays and printed materials (excluding business cards) as long as the organisation is licenced and uses the approved version of the logo. The preferred positioning of the logo is in the bottom right of a document (i.e. as a sign off), or bottom left if it would clash with the lead brand.	Cannot be used on business cards or any vehicles.
	Approved product logo: a registered product designed to continue working after switchover.	Licensed manufacturers (in relation to specific registered product), retailers (in relation to specific registered product), installers (but only in relation to specific registered product e.g. benchmarked cables and aerials) For more detail contact: www.digitallogo.co.uk or call 0870 190 2851.	Point of sale materials, advertising (but only in relation to a pictured product).	Anywhere where it does not relate to a specific registered product. Cannot be used on business cards or any vehicles.
	To identify an RDI-qualified installer - in combination with either the company's identity number or for sole traders the installer's identity number.	RDI installers and installer companies (not Associate RDIs). RDI installers have a recognised minimum level 2 NVQ qualification, a satisfactory criminal records check and adequate public liability insurance. They carry a photo ID card with their unique identity number that can be checked. Companies with more than one RDI installer have a unique company identity number. For more detail go to www.rdi-lb.tv or call 0870 129 8015.	RDI only: Advertising (including TV, press, Yellow Pages, Thomson Local and other business directories), website, printed materials (letterheads, leaflets, business cards and other printed materials) and business vehicles. The logo must be used in its authorised version (as shown on the document) and cannot be adapted in any way. It must be shown with the identity number. This can either be an individual installer's number or a Company identity number for those organisations with more than one qualified RDI employee or contractor. The only exception is where the RDI logo is shown on the installer's clothing (e.g. polo shirt/fleece/overalls etc). The installer must always present their ID card and number to the customer.	Cannot be used by anyone who is not RDI qualified (including Associate RDIs). Cannot be used without the RDI identity number - unless on clothing.
	INDIVIDUAL: To identify a retail staff member who has passed the training programme.	The individual concerned, as long as the organisation they work for has signed up for the "Promotional Licence" to use the "get set for digital" logo and operate from non-temporary premises.	Badge or certificate officially supplied by Digital UK.	Cannot be used by non-retailers, installers or digital platforms. Cannot be used on business cards or any vehicles.
	STORE: To identify a registered store that guarantees to always have a trained staff member available to customers.	Retailers must sell a range of IDTVs/ Digital boxes/DTRs bearing the Approved Product logo and must be signed up for the "Promotional Licence" to use the "get set for digital" logo. For more detail contact: www.digitallogo.co.uk or call 0870 190 2851.	Door sticker (officially supplied by Digital UK) and will be promoted on digitaluk.co.uk . Can be used in publicity relating solely to stores or call centres that are covered by their Approved Digital Adviser Store licence.	
	CALL CENTRE: To identify a call centre that is part of a registered retail operation and guarantees that all customer-facing staff are trained.			
	The "Homes set for Digital" accreditation mark is awarded to those public and private sector housing developers and managers who can guarantee that the homes that they are responsible for will be ready for the switchover at least three months before switchover in that TV region.	For housing providers only. The criteria for accreditation involves having; a switchover plan, a digital champion, a staff training programme; a residents' communication plan. For more details or to apply see www.digitaluk.co.uk/propertymanagers .	Their own communications.	Cannot be used by non-housing related organisations.

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Digit AI				
	An alternative to the get set text only logo.	The only image of Digit AI that can be used by manufacturers and retailers who have signed up for the Promotional Licence, selling a wide range of DTV equipment to include IDTVs, DTRs and digital boxes.	In Advertising (Press, Yellow Pages, Thomson Local and other business directories) instore displays, letterheads and other printed materials (excluding business cards) as long as the organisation is licenced and uses only the approved "Get Set AI" image. The accompanying information must be platform neutral .	Cannot be used to promote a particular product or service. Cannot be used by any installers or digital platforms. Cannot be used on business cards, vehicles or in other long term positioning. (All Digit AI images are licenced to Digital UK on a short term renewable basis and may change in design.)
	The "Aeri AI" image is to promote the installation service of RDIs and RDI companies.	Only to be used by RDI installers and RDI companies. Excludes Associate RDIs and other installer organisations.	RDI only: Advertising (including TV, press, Yellow Pages, Thomson Local and other business directories), website, printed materials (letterheads, leaflets, business cards and other printed materials). The image must be used in its authorised version (as shown on the document) and cannot be adapted in any way.	Aeri-AI cannot be used on any motor vehicles or in other long term positioning. (All Digit AI images are licenced to Digital UK on a short term renewable basis and may change in design.)

The Digital Tick Scoreboard

	More information about a specific registered digital product.	The Scoreboard can be used by those holding a 'digital tick' Authorised User Licence for digital TV equipment (generally manufacturers), and in association only with those products accredited with the 'digital tick'.	It may appear on: product packaging; IDTV fascia surrounds (bezels); the product specification shown on a manufacturer's website; and retail point of sale material created by the manufacturer relating to that specific product.	
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