

Rules for Use:

'Digital Tick' Logo & Digit AI Images

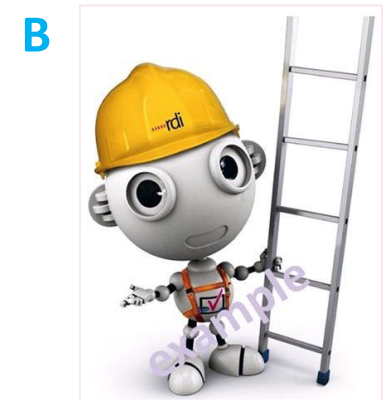
Background

- 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:

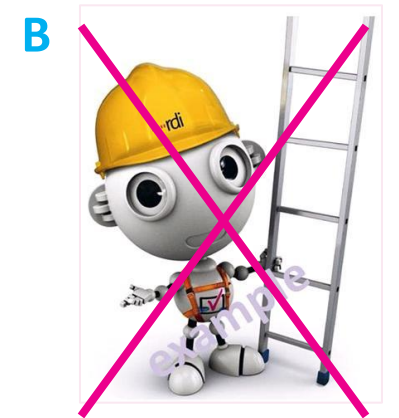
Thomson, Yellow Pages Local, Web & Printed Materials

- 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)
- **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 installer eligibility for use of assets (A, B or C) at www.rdi-lb.tv or by calling the RDI-LB on **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.
- **Use of the Aeri AI image (B) is not permitted.**
- Associate Registered Digital Installers (ARDI) cannot use (A) or (B)
- ARDIs & RDIs can use the RDI-LB logo (C)
- **Inclusion of the unique membership number is mandatory – No use of (A) 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 installer eligibility for use of assets (A, B or C) at www.rdi-lb.tv or by calling the RDI-LB on **01353 644 040**



RETAILERS:

Thomson, Yellow Pages Local, 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 current “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. They cannot be used on business cards either.
- 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 

E



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 current “Promotional licence” can use the “get set” logo (D) or “get set AI” image (E) over equipment displays to promote switchover .
- **The logo (D) or Image (E) cannot be used to promote the retailer’s own company or its services. They cannot be used on business cards either.**
- 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 vehicles.

BUILDINGS

- Those above that have a current "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. that guarantee to always have a trained staff member available to customers.
- Use of the "get set AI" image (E) is not permitted.
- Use of the "Approved product" logo (F) is not permitted.

