



homes set for digital certification mark

Guide for use by housing providers



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Introduction

These guidelines outline some basic rules for reproducing the ‘homes set for digital’ certification mark available for use under the licence for housing providers.

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 ‘homes set for digital’ logo for?



The logo scheme has been developed by Digital UK and partners to recognise the work carried out by public sector landlords, private sector landlords, factors, house builders and other residential property managers, in preparation for digital television switchover. When used by housing providers, it certifies that those organisations will be able to guarantee they are ready for switchover at least three months before the analogue signal is turned off in their television region.

Using the logo

It is essential that the logo is correctly and consistently used within the terms of the licence agreement. It must never be redrawn or modified in any way. It is essential that none of the core elements are used in isolation.

The logo needs to be confidently used and boldly visible, with a preference of bottom right position or bottom left if it clashes with the lead brand.

This applies to advertising, printed information materials, web and on screen.

Artwork

English logo:



Welsh logo:



Artwork

Logo artwork is available in various file formats in the password protected area at <http://www.digitallogo.co.uk>

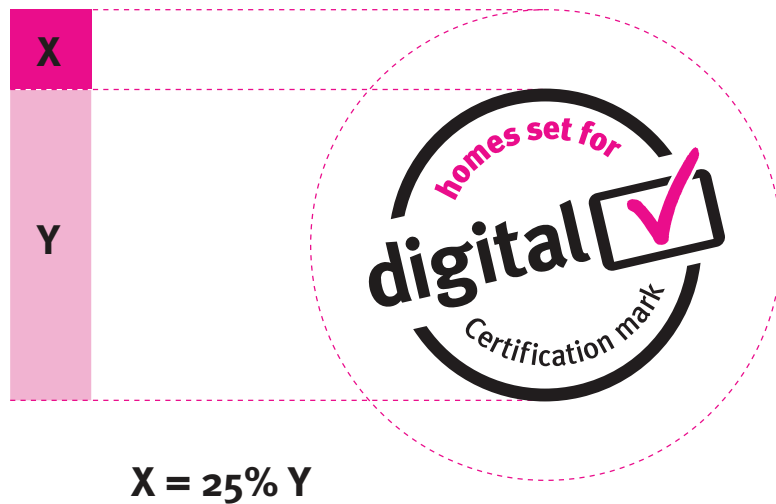
Additional guidelines for the Welsh logo

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

Exclusion zone

The exclusion zone, as indicated by the outer line, is the minimum area around the 'homes set for digital' certification mark 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 25% of the diameter the mark 'y'.



Minimum size

In order to ensure the legibility and effectiveness of the 'homes set for digital', the logo should not be used at a size below 15mm width.



Websites – minimum size 50 pixels high.

Large size reproduction

There is no maximum size for reproducing the logo at large sizes, for example on vehicles or on billboards, as long as the exclusion zone opposite is followed.

Colourways

The examples opposite show how the logotype 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 the logotype in any way will undermine the impact of the identity.

Do not stretch or change the proportion of the logotype



Do not change the font



Do not change the elements



Do not change the colours



Do not rotate the logotype



Contact details

If you have any queries about the content of these guidelines or questions about reproducing the logo please contact:

T. 0870 190 2851

E. digital.logo@aeat.co.uk

For advice on how property managers can prepare for digital switchover, visit Digital UK's Online Property Managers' Guide, www.digitaluk.co.uk/propertymanagers/home/

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