

DVB logo design guide



is a registered trademark and must be used as registered. Compared to common trademarks, the DVB logos have an additional function, namely to convey conformity to the DVB standards. It is therefore of utmost importance that any and all authorized users of the DVB logos are in compliance with the design guide below. **Any variation or alteration is forbidden.**

Layout grid



Colour and monochrome applications



DVB logo blue

- Pantone: PMS 301 C (on uncoated stock, use the visual equivalent PMS 301 U)
- CMYK: C100 / M43 / Y0 / K18
- RGB: R0 / G103 / B166
- HEX: #0067A6 (RGB/HEX derived from CMYK, U.S. Web Coated SWOP v2 → sRGB)
- Black/White (or black on light background)
- White/Black (or white on dark background)

DVB sub-brand logos:

Information on the DVB sub-brand logos can be found on the next page.

Where to get the DVB logos?

After registration for an Authorized User Agreement and payment of a one-time 100 EUR administrative fee, you will be allowed to use the DVB logos as indicated in the agreement. You can find all information on:

DVB sub-brand logo design guide

The following guide shows one example (DVB-T2) of how the DVB sub-brand logos should be used. The same spacing and colour rules apply to all other current and future DVB sub-brand logos and for all lengths (1, 2, 3 or more character DVB sub-brand logos). All authorized users of the DVB logos must be in compliance with the design guide below. **Any variation or alteration is forbidden.**

Layout grid and colour applications:



Monochrome applications:

Black DVB with black box for light background



White DVB with white box for dark background



All DVB sub-brand logos:

DVB AVC[®]

DVB DATA[®]

DVB NGH[®]

DVB SRM[®]

DVB C[®]

DVB FF[®]

DVB NIP[®]

DVB SSU[®]

DVB C2[®]

DVB GSE[®]

DVB RCS[®]

DVB SUB[®]

DVB CI[®]

DVB HB[®]

DVB RCS2[®]

DVB T[®]

DVB CID[®]

DVB I[®]

DVB S[®]

DVB T2[®]

DVB CS[®]

DVB IPTV[®]

DVB S2[®]

DVB TA[®]

DVB CSA[®]

DVB M[®]

DVB S2X[®]

DVB TTML[®]

DVB CSA3[®]

DVB MABR[®]

DVB SI[®]

DVB TVA[®]

DVB CSS[®]

DVB MPE[®]

DVB SIM[®]

DVB DASH[®]

DVB MPEG[®]

DVB SIS[®]