



**Rules for Use:**  
**'Digital Tick' Logo & Digit AI Images**

**get set for digital** 

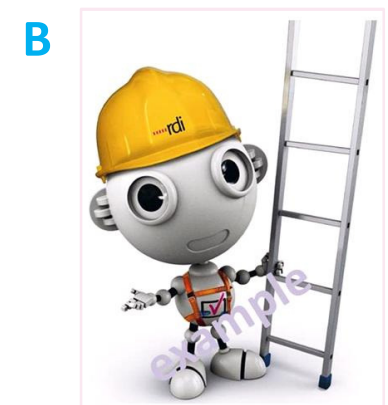


# Background

- 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)
- **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](http://www.rdi-lb.tv) or by calling Lizzie or Wendy 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](http://www.rdi-lb.tv) or by calling Lizzie or Wendy on **01353 644 040**

