



NATIONAL
COMMUNICATIONS
AUTHORITY

DIGITAL TELEVISION CONFORMANCE LOGO GUIDELINES

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1.0. INTRODUCTION

1.1. General information

The National Communications Authority (NCA, or the Authority) is the electronic communications regulator established by the National Communications Authority Act, 2008 (Act 769) to among others set standards for electronic communications and to certify terminal equipment that may be connected to a public electronic communications network.

The Government of Ghana's revision of the National Policy for the Transition of Television Services from analogue to digital, published new minimum requirements for receivers of Digital Terrestrial Television (DTT) and Digital Satellite Television Direct-to-Home (DTH) services on the National Digital Television Transmission Network.

This requires that all DTT receivers, such as set-top boxes (STB) and integrated digital TV sets, sold in Ghana, must pass a conformance test and be certified to use a receiver certification logo.

The new DTT/DTH Conformance Logo is the formal symbol that signifies the Authority's certification of an equipment to be DTT/DTH compliant.

The logo can only be used by permission of the Director General of the Authority. Requests for permission to use the DTT, DTH and Combo Satellite and Terrestrial conformance logos should be sent to the Director General of the Authority.

2.0. FORMS OF THE CONFORMANCE LOGO

There are six (6) versions of the Logo. On certification of an equipment, the manufacturer will be authorised by the Authority as to which logo to use for the equipment.

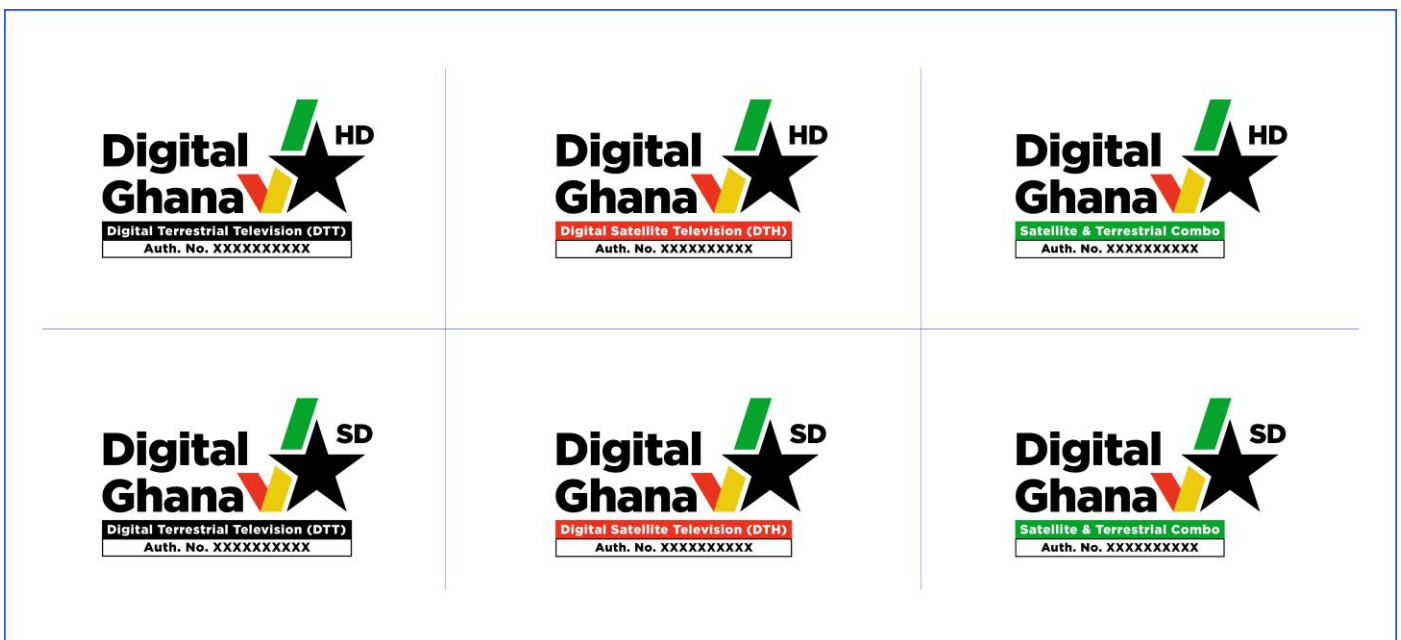


Figure 1: This logo can be used for HD and SD Equipment (Televisions or Set-top boxes)

Soft versions of the logos can be obtained by authorised entities from the NCA by sending a request to info@nca.org.gh.

3.0. AUTHORISED USES

3.1. General Usage

The DTT, DTH and Combo Satellite and Terrestrial conformance logos should be used to mark equipment which have been certified by the NCA as fully compliant with the DTT requirements and thus, making it safe for the consumer to purchase. Once authorisation has been granted to a manufacturer to use the logo with respect to a particular model, the logo should not be used by the same manufacturer for any other model.

The manufacturer may also use the logo in marketing and advertising related only to the authorised models of TV sets or Set-top boxes.

3.2. Size

The minimum width of the DTT, DTH and Combo Satellite and Terrestrial conformance logos depend on which logo is being used and for which type of Equipment as specified below:

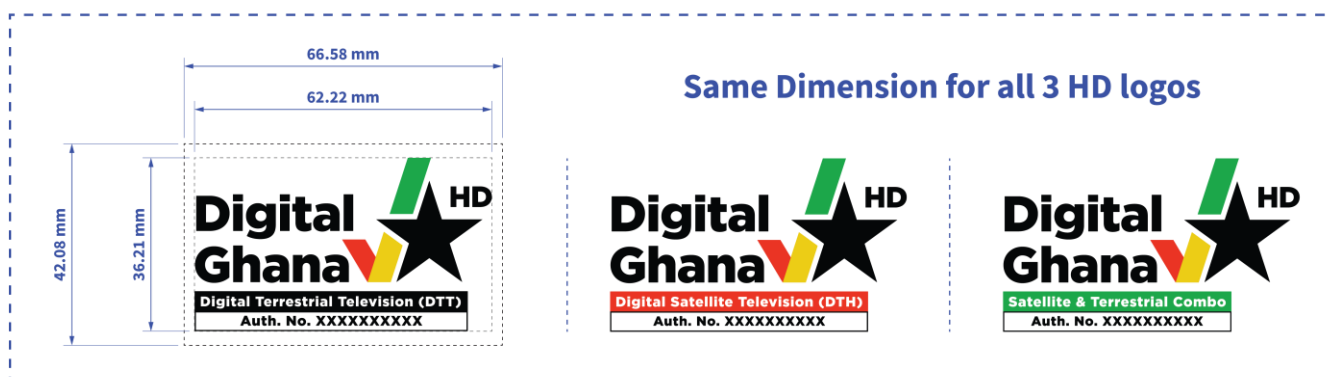


Figure 2: Dimensions of HD (DTT, DTH and Satellite & Terrestrial Combo conformance logo (TV)

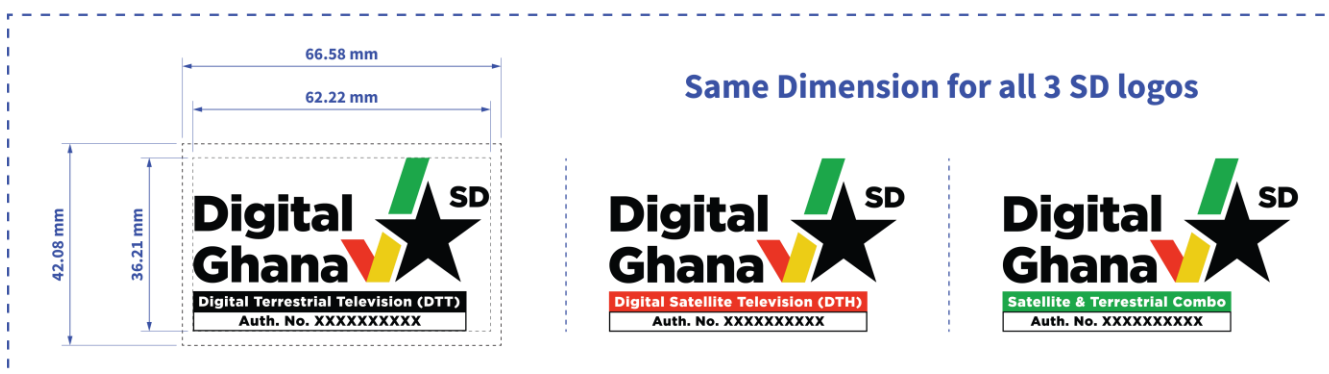


Figure 3: Dimensions of SD (DTT, DTH and Satellite & Terrestrial Combo conformance logo (TV)

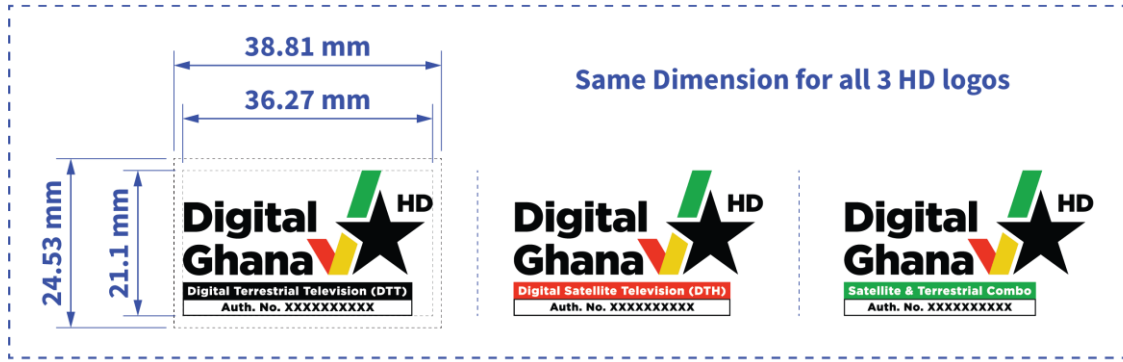


Figure 4: Dimensions of HD (DTT, DTH and Satellite & Terrestrial Combo conformance logo (STB)

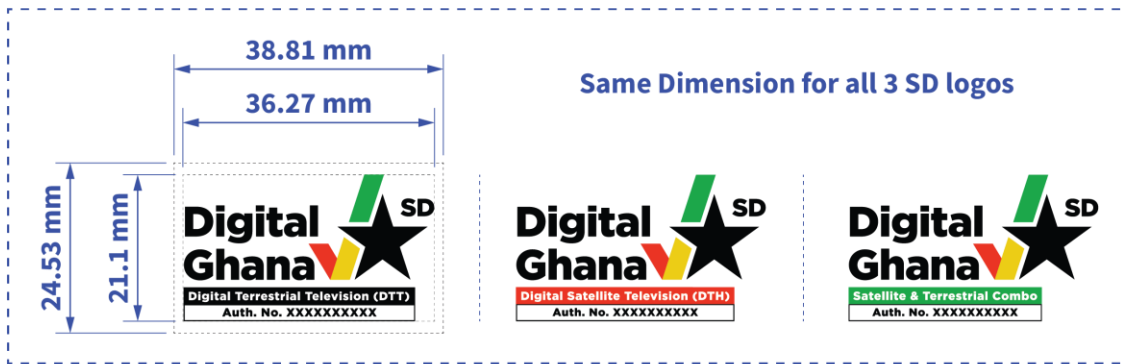


Figure 5: Dimensions of SD (DTT, DTH and Satellite & Terrestrial Combo conformance logo (STB)

3.3. Colour

The finished colour should have the same visual effect as the approved colours and conform to the colour guide provided below:

Font Name: **Gotham-Black**

Font Style: **Regular**

Black C = 100 M = 100 Y = 100 K = 100	Red C = 2 M = 93 Y = 100 K = 0	Yellow C = 9 M = 15 Y = 100 K = 0	Green C = 82 M = 7 Y = 100 K = 0	White C = 0 M = 0 Y = 0 K = 0
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3.3.1. The Logo

3.3.1.1. Shall be in full colour when it is affixed on the DTT receiver.

3.3.1.2. Shall be full colour if the logo is affixed on the package.

3.3.1.3. May be in black and white with the print and background in colours which preserve the legibility of the logo where printing is done on the package.

3.3.2. The colours should not differ from the colours stated above.

3.3.3. Reproduction should conform to the colours and should not deviate what so ever.

3.3.4. The logo should not be reproduced in single colour except as provided in 3.3.1.3.

3.3.5. It should also not appear in a pastel or light colour on a light background colour, as a dark colour on a dark background or as a tint or stipple of any colour.

3.4. Placement on Certified Equipment

The logo should be placed at the rear of the equipment for inspection but should not be placed underneath the equipment. Please find below preferred placement positions which would enable easy inspection and identification:

3.4.1. There should be no other markings, signs, text or images on the logo.

3.4.2. The logo should not be overprinted with words or images.

3.4.3. The logo should not be used as decorative or artistic element or as a watermark, for example, in a publication, display or presentation. For marketing publications and transitory communications such as television and print advertisements, shop-front displays among others, logo may be used in line with the guidelines provided.



3.5. Sticker Material

To ensure that the information on the sticker does not fade for consumer information, manufacturers should use non-transparent Debian Sticker. It should not be transparent.

4.0. UNAUTHORISED USE

Any use of the DTT, DTH and Combo Satellite and Terrestrial conformance logos without permission will be an infringement of the Copyright Law 2005 (Act 690) of Ghana.

Remedies both at common law and in equity shall be available for violation to the same extent as are available in a suit against any public or private entity other than the state.

Sanctions may include and not be limited to:

- 4.1. Injunction (praying the court to prevent any further use/misuse of the logo).
- 4.2. Impounding and disposition of the infringing items/articles.
- 4.3. Damages and profits-claims for recovery of actual damage suffered and any other profits that are attributable to the infringement.

These sanctions may apply to both local and international offenders if the offence was committed within Ghana. When the offence is committed outside Ghana, the laws of the country in which the offence was committed may apply.

Applications for permission to use the logo outside the authorised uses detailed in these guidelines should be directed to the Director General of the National Communications Authority.

5.0. FURTHER INFORMATION

Any questions about the use of the Conformance Logo as advised in these guidelines, should be directed to:

National Communications Authority
Airport City, Accra, Ghana
P. O. Box CT 1568, Cantonments, Accra
Tel: (+233) 302 776621/771701
E-mail: info@nca.org.gh