

# Euro NCAP VISUAL GUIDELINES

VERSION 1 | NOVEMBER 2024



# Euro NCAP MASTER LOGO



**Euro NCAP**



## › Euro NCAP master logo

The Euro NCAP Master logo is used in all our communications.

Its consistent, legible application provides authenticity, helping to convey our safety credentials.

Several versions of the Euro NCAP logo are available for use, depending upon the media and audience. The following pages will help you use the correct version in any application.





## > Euro NCAP logo With identifier

The Euro NCAP logo with identifier is available in three colour ways. Whenever possible use a version of the logo which shows the black and yellow Euro NCAP emblem.



- 1  **Euro NCAP**  
Driving a Safer Future
  
- 2  **Euro NCAP**  
For Safer Cars
  
- 3  **Euro NCAP**  
For Safer Trucks & Vans
  
-  **Euro NCAP**  
For Safer Trucks



## > Euro NCAP logo With identifier - Family

Approved examples of the Euro NCAP logo with identifier are shown opposite.

**1. Corporate:**

Driving a Safer Future

**2. Consumer:**

For Safer Cars

**3. Commercial:**

For Safer Trucks & Vans

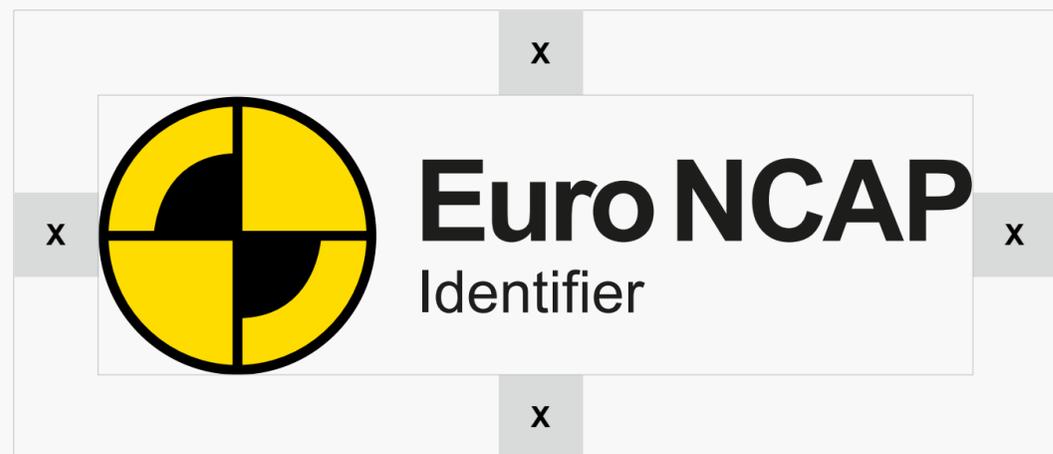
For Safer Trucks

For Safer Vans

## Master Logo

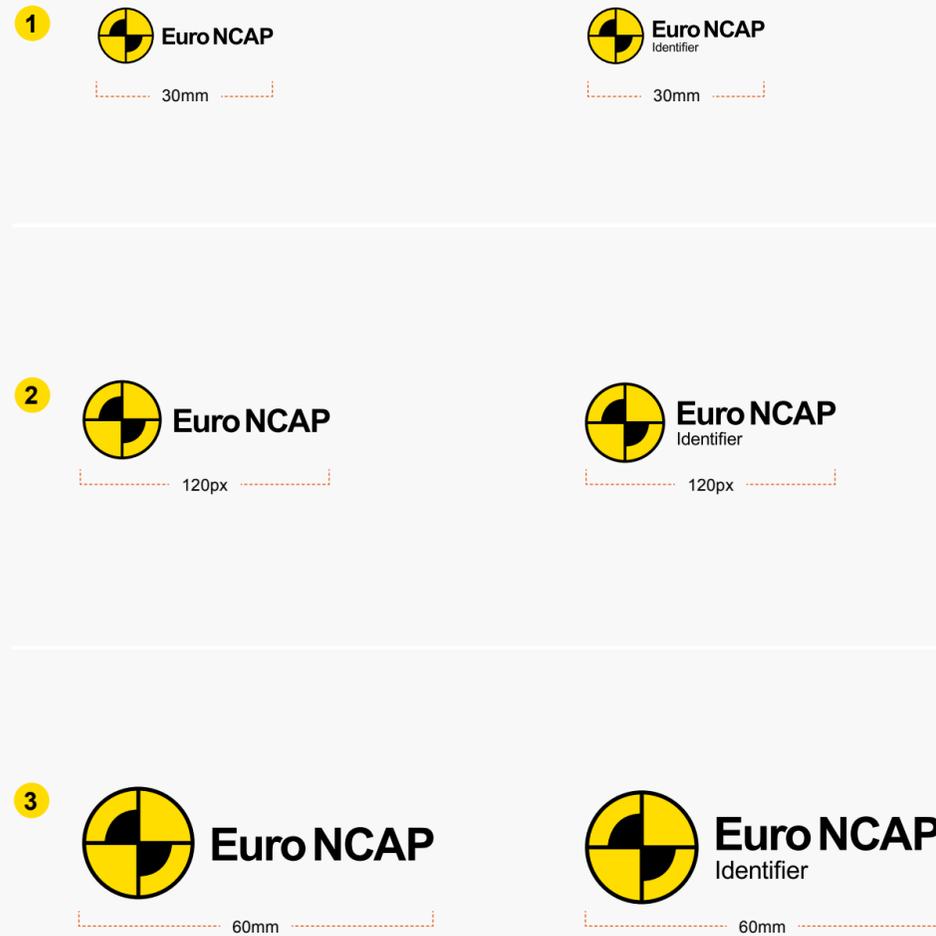


## Logo with identifier



## > Euro NCAP logo Clear space

To ensure that the Euro NCAP logo remains distinct wherever it is applied, it is important to include a clear space where no other visual element or text encroaches. This clear space is defined opposite, using the caps heights from the Euro NCAP wordmark.



## > Euro NCAP logo Minimum size

The Euro NCAP logo should always be scaled while maintaining its original proportions. For clarity across digital and print applications the logo should never be reproduced at any size below the guidance shown.

### Master logo with and without identifier

1. Minimum logo size for print: 30mm
2. Minimum logo size for web: 120px
3. Minimum logo size for television: 60mm



DON'T REPOSITION ELEMENTS OF THE LOGO



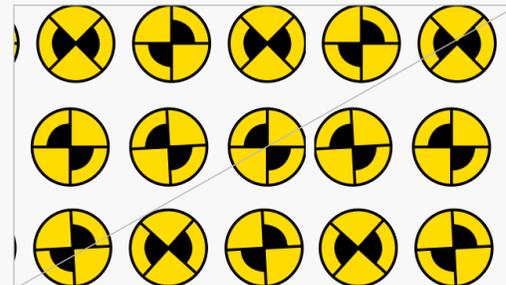
DON'T CHANGE THE SPELLING OF EURO NCAP



DON'T CHANGE POSITION OR SIZE OF THE IDENTIFIER.



DON'T REPRESENT THE LOGO IN OPACITY.



DON'T CREATE LOGO PATTERNS.



DON'T MODIFY OR DISTORT THE LOGO.



DON'T USE COMPLICATED IMAGES WHERE THE LOGO MAY BLEND INTO THE BACKGROUND.



DON'T ROTATE THE LOGO.

## > Euro NCAP logo Misuse

It is very important that the Euro NCAP logo is used only in the correct forms set out in this document. The examples opposite highlight the common mistakes to avoid.

## › Font

Euro NCAP uses one font in its branded material, Arial. This is a legible sans serif font that is used in Regular and Bold weights as shown below. It is also a system font and should be readily available on most devices.

AaBbCc

### Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### Arial Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789**

Correct Spelling:

# Euro NCAP

## › Euro NCAP Spelling

'Euro NCAP' stands for 'European New Car Assessment Programme'.

In all texts, Euro NCAP should be written: Euro NCAP (note space).

All other references are incorrect, except for X, where it can be written: #EuroNCAP.

Incorrect Spelling:

**EuroNCAP**

**Euro ncap**

**Euroncap**

**E-NCAP**

**E NCAP**

**Eu-NCAP**

**YELLOW**

C0 M10 Y100 K0  
R255 G212 B7  
#FFD407

**BLACK**

C0 M0 Y0 K100  
R0 G0 B0  
#000000

**DARK GREY**

C70 M55 Y55 K60  
PMS 447 C  
R55 G58 B54  
# 373A36

**GREY**

C17 M12 Y13 K0  
R186 G188 B188  
#BABCBC

**WHITE**

C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

## Colour palette Euro NCAP

The Euro NCAP colour palette is comprised of five core colours.

The corporate brand and the Cars Testing Programme use yellow as primary colour, ensuring high visibility and a dynamic aesthetic

In contrast, the Trucks & Vans Test Programme adopts a primarily dark grey theme, reflecting strength and durability, with a tint of yellow subtly integrated to create a cohesive visual connection between the programmes.

Tints are available for use as background panels, call-out boxes and for shading in charts and infographics.

# Safety Pillar Icons

**1** STAGES OF SAFETY - CARS



SAFE DRIVING



CRASH AVOIDANCE



CRASH PROTECTION



POST CRASH SAFETY

**2** STAGES OF SAFETY - TRUCKS



SAFE DRIVING



CRASH AVOIDANCE



POST CRASH SAFETY

**> Safety pillar icons**  
Stages of safety

**1. Cars**

Euro NCAP uses recognisable icons to refer to its four safety pillars when assessing cars: **Safe Driving, Crash Avoidance, Crash Protection** and **Post Crash Safety**.

These icons should be displayed in colours that are within the Euro NCAP colour palette with enough contrast for maximum legibility.

**2. Trucks**

Euro NCAP uses recognisable icons to refer to its three safety pillars when assessing trucks: **Safe Driving, Crash Avoidance,** and **Post Crash Safety**.

These icons should be displayed in colours that are within the Euro NCAP colour palette with enough contrast for maximum legibility.

1

SAFETY PILLARS - CARS



ADULT OCCUPANT



CHILD OCCUPANT



PEDESTRIAN SAFETY



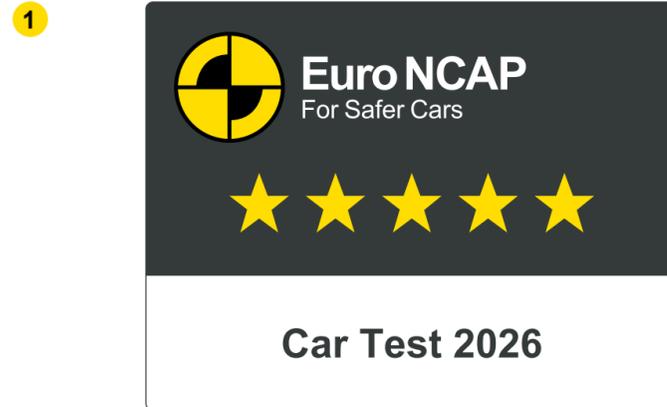
SAFETY ASSIST

› Safety pillar icons Pre '25

1. Cars

Euro NCAP uses four recognisable icons to refer to its four main areas of assessment - **Adult Occupant**, **Child Occupant**, **Pedestrian Protection** and **Safety Assist**.

# Star Ratings



## Vehicle star rating 2026

Car manufacturers must use only the approved Euro NCAP star rating when advertising the safety ratings.

The star rating is adapted every year according to the year of the test and the date stamp must be shown as part of the logo. Different versions are available for Van Safety Ratings and Truck Safety Ratings and the correct category of logo is required for each type of vehicle.

Car manufacturers may only advertise Euro NCAP ratings in marketing and communication material targeting the European market, even when the model rated is available in other markets.

1. Car Safety Ratings.
2. Truck Safety Ratings.
3. Van Safety Ratings.

1



2



3



## Additional accreditations

Some vehicles are able to show additional accreditations in advertising material on top of the Euro NCAP Vehicle Star Rating. Some options are shown opposite:

### 1. Dual Rating

From 2016, Euro NCAP allows two star ratings for a car: a default (base) rating which indicates the safety of the car fitted only with safety equipment which is standard on the model range throughout EU28; and, if the manufacturer wishes, a second, 'dual' rating for the car fitted with a 'safety pack' which may be offered as optional. This is added to the bottom of the applicable rating logo.

### 2. Best in Class

If Euro NCAP has tested enough cars in the previous year, Euro NCAP publishes a list of those cars that have performed best in their respective categories.

### 3. Assisted Driving Capabilities

This is a rating of vehicle's Highway Assist systems.

1



2



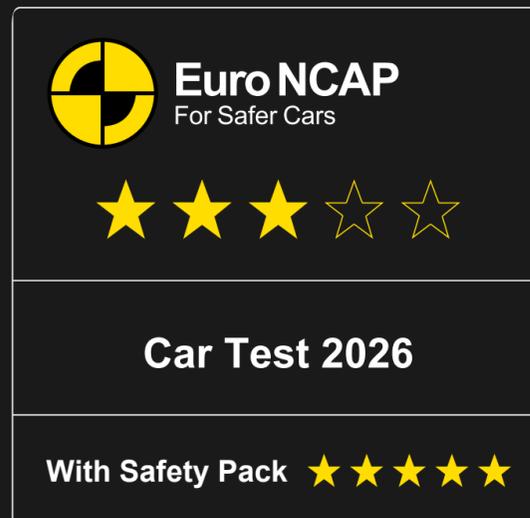
## Vehicle star rating

### Colour ways: Cars & Additional accreditations

When the full colour version cannot be used, we recommend the use of a negative version of the logo to maximise legibility. The Euro NCAP Car Safety Rating logos and Additional Accreditations share the same colour palettes when altered from positive to negative versions. The full extent of the colour options are shown opposite:

1. Positive Safety Rating logo with full colour Euro NCAP Logo, yellow stars and black text.
2. Negative Safety Rating logo with full colour Euro NCAP Logo, yellow stars and white text.
3. Negative Safety Rating logo with full colour Euro NCAP Logo, yellow stars and white text.
4. Negative Safety Rating logo with white Euro NCAP Logo, white stars and white text.

3



4



1



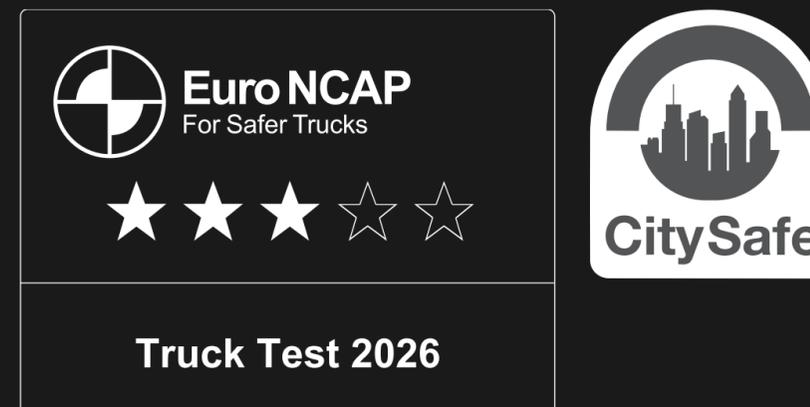
2



3



4



## Vehicle star rating Colour ways: Trucks

When the full colour version cannot be used, we recommend the use of a negative version of the logo to maximise legibility. The full extent of the colour options are shown opposite:

1. Positive Safety Rating logo with a negative Euro NCAP Logo, yellow stars, black stroke and black text.
2. Negative Safety Rating logo with a negative colour Euro NCAP Logo, yellow stars, white stroke and white text with positive CitySafe logo.
3. Negative Safety Rating logo with a negative colour Euro NCAP Logo, yellow stars, white stroke and white text.
4. Negative Safety Rating logo with a white Euro NCAP Logo, white stars, white stroke and white text with negative CitySafe logo.

1



2



3



4

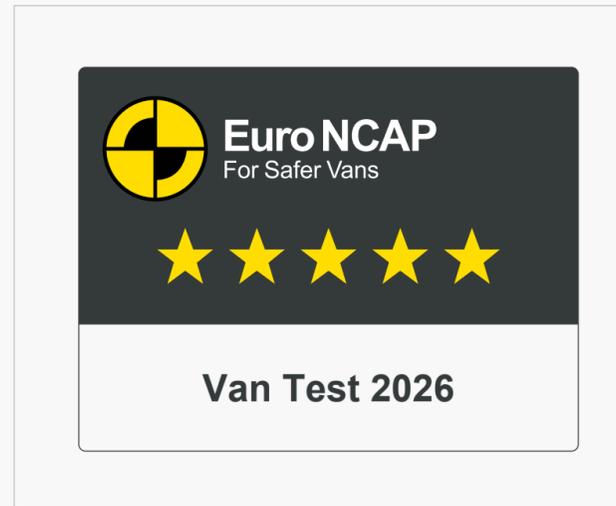
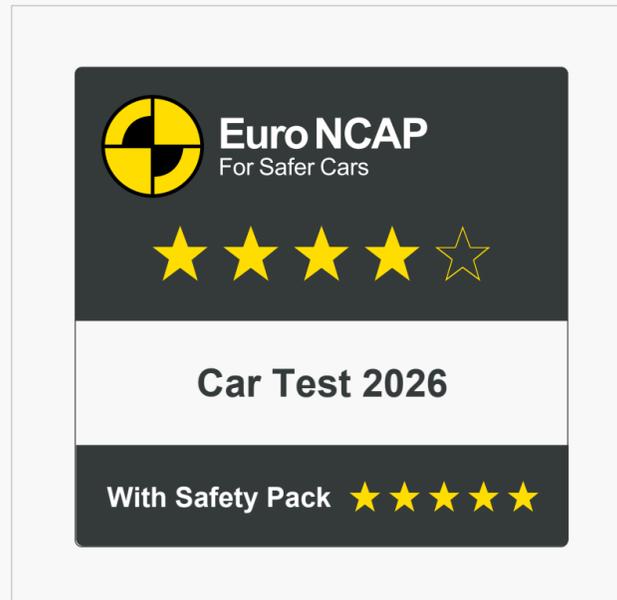


## Vehicle star rating

### Colour ways: Vans

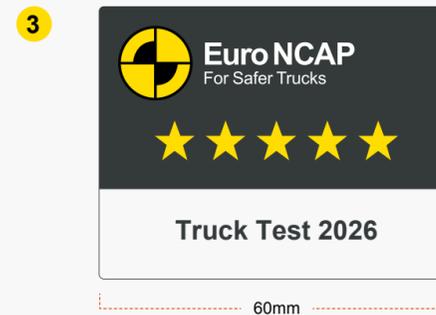
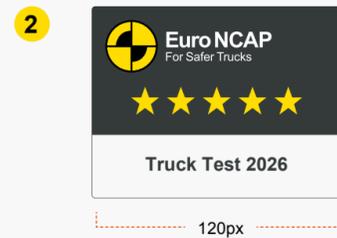
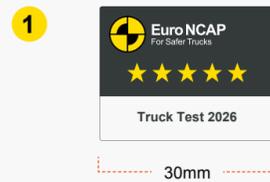
When the full colour version cannot be used, we recommend the use of a negative version of the logo to maximise legibility. The full extent of the colour options are shown opposite:

1. Positive Safety Rating logo with a negative Euro NCAP Logo, yellow stars, black stroke and black text.
2. Negative Safety Rating logo with a negative colour Euro NCAP Logo, yellow stars, white stroke and white text.
3. Negative Safety Rating logo with a negative colour Euro NCAP Logo, yellow stars, white stroke and white text.
4. Negative Safety Rating logo with a white Euro NCAP Logo, white stars, white stroke and white text.



## Vehicle star rating Clear space

For the Euro NCAP vehicle rating logo to remain distinct wherever it is applied, a clear space where no other visual element or text encroaches is needed. This clear space is defined opposite and is supplied with the award artwork file.



## Minimum size

Euro NCAP vehicle safety rating logos share minimum sizes requirements across the different vehicle categories. Minimum logo sizes are shown to the left.

1. Minimum logo size for print: 30mm
2. Minimum logo size for web: 120px
3. Minimum logo size for television: 60mm

Master artwork files of the Euro NCAP and Green NCAP logos are available on request.

Euro NCAP kindly requests manufacturers, advertisers and journalists to present their information and final layouts to the Euro NCAP team for approval in advance of publication.

Car manufacturers may only advertise Euro NCAP and Green NCAP ratings in marketing and communication material targeting the European market, even when the model rated is available in other markets.

Euro NCAP and Green NCAP media assets are free for editorial broadcast, print, online, radio and educational use. Use for other purposes is restricted.

**Further information can be obtained from:**

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[media@euroncap.com](mailto:media@euroncap.com)