

# **EURO NCAP'S VISUAL IDENTITY GUIDELINES**



The European New Car Assessment Programme's (Euro NCAP) logo and star ratings have been in use since 1997 and have become internationally recognisable as a reliable indicator of independent consumer information about car safety.

Euro NCAP's guidelines are intended to ensure that the organisation's visual identity is used in an appropriate and consistent way. These guidelines are mainly directed at manufacturers and agencies that use Euro NCAP information and vehicle results in marketing campaigns. External websites may also find the information contained in this booklet informative.

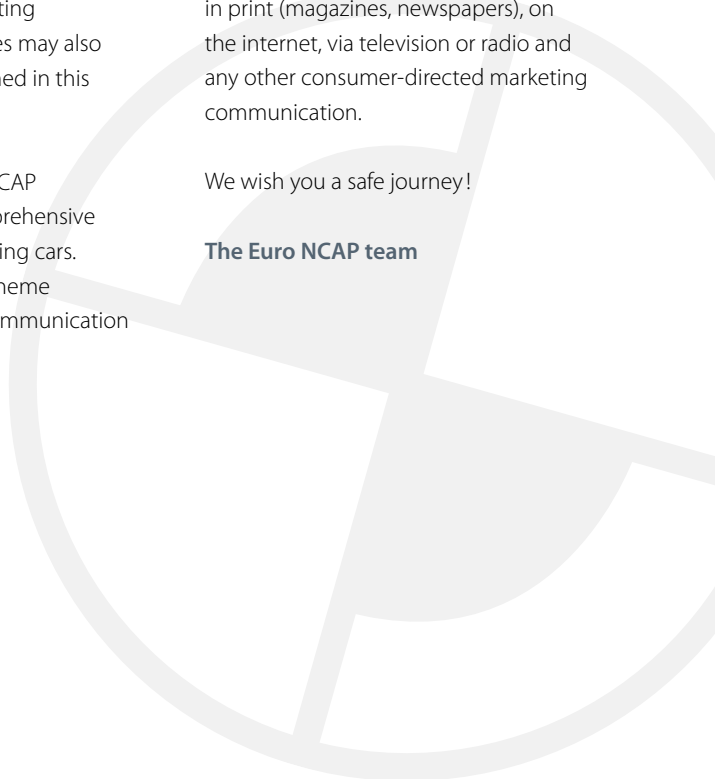
From February 2009, Euro NCAP launched a new more comprehensive rating scheme for crash-testing cars. This change in the rating scheme requires an update in the communication of Euro NCAP's results.

All manufacturers with cars that were tested by Euro NCAP from 2009 and beyond will be now required to use a new overall rating logo as specified in these guidelines. All cars tested before 2009 should continue to use Euro NCAP's guidelines for the Pre-2009 scheme.

These guidelines are effective from February 2009 and have been adapted in 2010. They apply to the use of Euro NCAP's logo and ratings in all marketing material, advertisements, and information material made available in print (magazines, newspapers), on the internet, via television or radio and any other consumer-directed marketing communication.

We wish you a safe journey!

**The Euro NCAP team**



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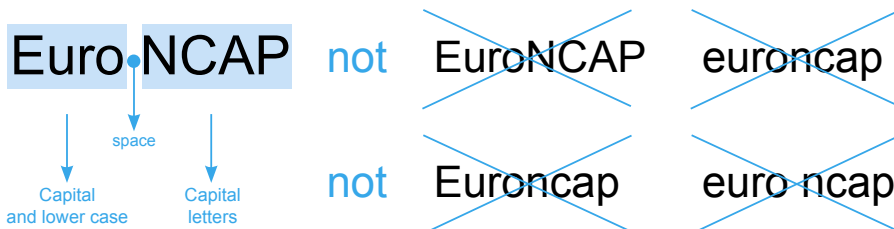
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## GENERAL PRESENTATION

Euro NCAP stands for European New Car Assessment Programme.

In all texts Euro NCAP should be written:



The font used by Euro NCAP is:

**ETELKA TEXT PRO REGULAR**  
**ETELKA TEXT PRO BOLD**

### ADVICE

All information that relates to the Euro NCAP programme or mentions Euro NCAP crash testing (without necessarily being specific as to results) in marketing campaigns should display Euro NCAP's logo.

The logo includes the base line 'For safer cars' and Euro NCAP's website address:

**[www.euroncap.com](http://www.euroncap.com)**.

### POSITIVE LOGO

Euro NCAP's visual identity is represented by one logo, two colours and a specific typography.



The graphic files are available on CD ROM in eps and jpeg.

### ALTERNATIVE MONOCHROME VERSIONS

When it is impossible to use the logo in two colours, we recommend the use of the following monochrome versions.

- Logo in black and white
- Logo in levels of grey



### NEGATIVE LOGO

If the logo is to be placed on a dark background, the negative logo must be used.



The graphic files are available on  
CD ROM in eps and jpeg.

### 3D LOGO

The 3D logo may be used for television advertisements. The appropriate 3D star rating is used when indicating results achieved.



The files are available on CD ROM  
in psd.

### LOGO COLOURS

The black and yellow colour of the logo ensure Euro NCAP is easily recognisable. These are the only colours in which the logo should be re-produced, apart from the case of the monochrome versions.

#### NOTE

The colours might change depending on the quality of the paper, the technique or the medium used.

We would ask you to verify with the printers or graphic studios that you work with to ensure that the proofs match the specified colours.

**CMYK 0 10 98 0**

For printing in Pantone, Yellow U must be used.

RGB 255 213 0

HTML # FFCC00

Ral yellow 1018

Avery graphics 800 premium cast

Primrose yellow 807

**CMYK 100% BLACK**

RGB 0 0 0

HTML # 000000

Ral black 9005

Avery graphics 800 premium cast

Black 801

**CMYK 25% BLACK**

RGB 209 209 209

HTML # D1D1D1



**MINIMUM CLEAR SPACE**

The logo must always be surrounded by clear space, free of text, illustrations or other logos, except for a coloured background.

In such cases, the negative version should be used.

**The clear space is defined by the height x of the logo.**



**PREFERRED LOGO SIZE FOR PRINTING**

The minimum width of the logo is 30 mm.



**PREFERRED LOGO SIZE FOR TELEVISION**

The minimum width of the logo is 60 mm.



**FORBIDDEN USE**

Never alter or redraw the logo in any way and always reproduce the elements in the correct size and with the specified colours and typography.



Do not change the symbol



Do not change the typography



Do not use the logo on a yellow background



Do not change the place of EURO NCAP



Do not change the colour of the logo



Do not change the size of typography



Do not change the colour of the logo



Do not use the logo on an inappropriate background



Do not change the thickness of the lines of the logo

### ADVICE

Euro NCAP has two sets of guidelines: for the marketing of results achieved after 2009 and for results achieved pre-2009. When Euro NCAP crash test results are to be mentioned (i.e. with a number of stars) then the star rating awarded **MUST** be displayed.

It is forbidden for manufacturers to use Euro NCAP's former guidelines to display results under the new rating scheme. It is also not allowed to use guidelines for the new rating scheme for results previous to 2009.

The new overall star rating includes the number of stars awarded and the year of the test.

When a manufacturer wishes to advertise a result pre-2009 and a result achieved after 2009, the two appropriate star ratings must be used.

It is unacceptable for reference to be made to Euro NCAP or its rating in promotions for other variants than the assessed vehicle model, unless previously agreed with Euro NCAP.

Manufacturers may only advertise Euro NCAP results in their marketing material for a particular vehicle if the model variant of this vehicle tested by Euro NCAP is available to buy in the European Member State concerned.

The star rating should only be published in marketing information, advertising material and articles once Euro NCAP has officially published the test results.

Star rating logos are adapted every year according to the year of the test. Please contact Euro NCAP to get the appropriate star rating logo.

We would kindly ask carmakers to indicate the year of test in small print in the copy text when advertising an award achieved before 2009.

Manufacturers may wish to mention the following text in their advertisements and campaigns:

**'From 2009-2012, cars are subject to an increasingly tougher and more comprehensive assessment in the achievement of the final star award due to the introduction of Euro NCAP's new rating system in 2009.'**

### POSITIVE STAR RATING



Star rating logos are adapted every year according to the year of the test. Please contact Euro NCAP to get the appropriate star rating logo.

The graphic files are available on CD ROM in eps and jpeg.

### ALTERNATIVE MONOCHROME STAR RATING

When it is impossible to use the star rating  
in two colours, we recommend the use of  
the following monochrome versions.



Star rating logos are adapted every  
year according to the year of the test.  
Please contact Euro NCAP to get the  
appropriate star rating logo.

The graphic files are available on  
CD ROM in eps and jpeg.

### NEGATIVE STAR RATING

If the logo must be placed on a dark background, the negative logo must be used.



Star rating logos are adapted every year according to the year of the test. Please contact Euro NCAP to get the appropriate star rating logo.

The graphic files are available on CD ROM in eps and jpeg.

### 3D STAR RATING

The overall 3D star rating may be used for television advertisements, presentations and websites.



#### NOTE

Manufacturers and agencies can ask for crash-test footage and photos of their tested vehicle for use in advertising. If not already present, Euro NCAP's logo should be seen on all footage and photos. Crash-test footage and photos are automatically supplied to the representative of the car-manufacturer once testing is completed and the result is finalized.

Star rating logos are adapted every year according to the year of the test. Please contact Euro NCAP to get the appropriate star rating logo.

**The graphic files are available on CD ROM in eps and jpeg.**

**STAR RATINGS COLOURS**

The black and yellow colour of the logo on the star rating are the same as the logo. These are the only colours in which the logo should be re-produced, apart from the case of the monochrome versions.

**NOTE**

The colours might change depending on the quality of the paper, the technique or the medium used.

We would ask you to verify with the printers or graphic studios that you work with to ensure that the proofs match the specified colours.

**CMYK 0 10 98 0**

RGB 255 213 0  
HTML # FFCC00

For printing in Pantone, Yellow U must be used.

**CMYK 100% BLACK**

RGB 0 0 0  
HTML # 000000

**CMYK 25% BLACK**

RGB 209 209 209  
HTML # D1D1D1



**MINIMUM CLEAR SPACE**

The logo must always be surrounded by clear space, free of text, illustrations or other logos, except for a coloured background. In such cases, the negative version should be used.

**The clear space is defined by the height x of of the black box.**



**PREFERRED LOGO SIZE FOR PRINTING**

The minimum width of the star rating is 30 mm.



**PREFERRED LOGO SIZE FOR TELEVISION**

The minimum width of the star rating is 60 mm.



**FORBIDDEN USE**

Never alter or redraw the star rating in any way and always reproduce the elements in the correct size and with the specified colours and typography.



Do not change the typography



Do not change the place of Euro NCAP



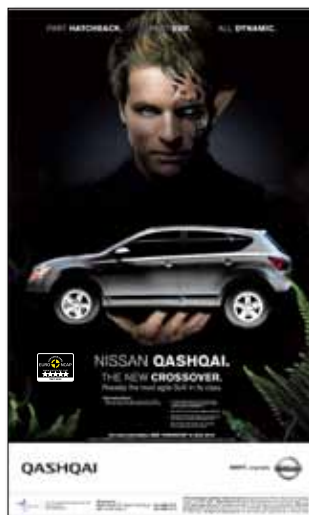
Do not change the symbol



Do not change the colours

### PRINTING MATERIAL

Depending on colour of the background, the positive or the negative star rating can be used.



Star rating logos are adapted every year according to the year of the test. Please contact Euro NCAP to get the appropriate star rating logo.

Euro NCAP's four ratings are illustrated here for information.

From 2009, it is forbidden for manufacturers to apply these star ratings ( either Adult Occupant Protection, Child Occupant Protection, Pedestrian or the new rating Safety Assist ) to illustrate 2009 results in their marketing campaigns.

Manufacturers or representative agencies may mention the results achieved in percentages for these areas of protection in text format if desired on their advertising copy.



Adult occupant protection



Child occupant protection



Pedestrian protection



Safety assist

**MANUFACTURERS AND AGENCIES > use of the star rating before 2009**

In vehicles tested before 2009, an individual star rating for each area of protection remains appropriate. Stars and pictograms are presented together in a “white box” for each rating.

Under the pre-2009 guidelines, manufacturers and agencies are not required to advertise a star rating for each area of protection, but Euro NCAP believes this does offer more information for consumers.



**STAR RATINGS COLOURS**

**CMYK 100% YELLOW**

**CMYK 100% CYAN**

**CMYK 85 0 100 0**

**CMYK 25% BLACK**

**NOTE**

Manufacturers may approach Euro NCAP to upgrade the results of their vehicles into the new rating scheme, but vehicles will need to undergo further assessments under the areas of safety protection that are now included under the new stricter regime. Please contact Euro NCAP for details.

**PREFERRED LOGO SIZE FOR PRINTING**



**MINIMUM CLEAR SPACE**

The clear space is defined by the height and the width of the star.



RGB 255 236 0  
HTML # FFEC00

RGB 0 150 233  
HTML # 0096E9

RGB 58 156 50  
HTML # 3A9C32

RGB 209 209 209  
HTML # D1D1D1

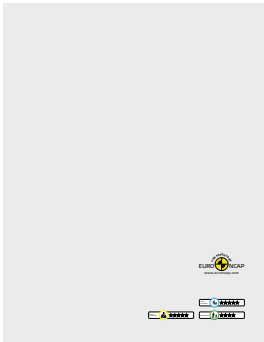
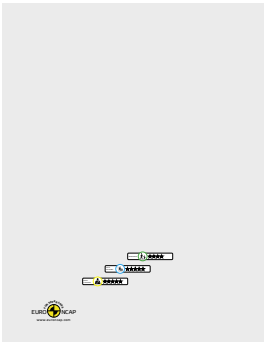
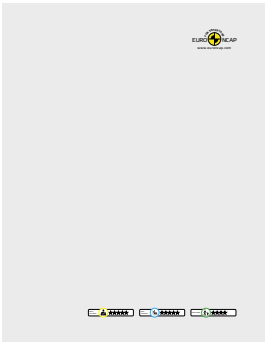
PRINTING MATERIAL

There are two ways (horizontal and vertical) to place the logo and the ratings in an advertisement.



FORBIDDEN USE BY MEDIA

Never alter or change the uses of the logo and the ratings in any way, and always reproduce the elements in the correct size and the correct position.



For cars models which have been tested under the old rating scheme, and which have not been visually or structurally changed or re-marketed as 'new' (i.e. not facelifted), the manufacturer may continue to market the vehicle using the existing rating until the end of 2012. After this, the old rating becomes invalid and cannot be used by the manufacturer.

For car models which have been tested under the old rating scheme, but which have subsequently been facelifted (i.e. visually changed, or marketed as 'new'), manufacturers may continue to use the existing rating until the end of that calendar year, if evidence is provided of the satisfaction of Euro NCAP that:

- **The changes do not significantly influence any aspect of assessment**

- **Fitment of safety equipment has not changed and still meets the requirements in force at the time of the original assessment**

In the absence of such information, the facelifted model has no rating and is therefore eligible for testing.

For car models which have been tested under the new rating scheme, and which have not been visually or structurally changed or re-marketed as 'new' (i.e. not facelifted), the manufacturer may continue to market the vehicle using the existing rating, subject to Euro NCAP's guidelines on the use of its visual identity.

For car models which have been tested under the new rating scheme, but which have subsequently been facelifted (i.e. visually changed, or marketed as 'new'), manufacturers may **not** continue to use the existing rating.

## EXTERNAL WEBSITES

Those websites interested in displaying Euro NCAP information or results or footage should contact Euro NCAP directly with regards to permission. Euro NCAP reserves the right to refuse or limit access to its information.

If Euro NCAP information is to be displayed on a website, then the Euro NCAP logo should be clearly indicated next to the information, with a clickable link to the website [www.euroncap.com](http://www.euroncap.com).



A short presentation film 'Your safer car' is available for use by interested websites.

Alternatively the following introductory text may be used:

**'Established in 1997, Euro NCAP provides motoring consumers with an independent assessment of the safety performance of some of the most popular cars sold in Europe. Through its stringent and independent vehicle crash testing, Euro NCAP has rapidly become the catalyst for encouraging significant safety improvements to new car design and the introduction of future safety technologies.'**

The Euro NCAP logo, ratings and visual identity should not be displayed in close proximity to any kind of product information (for carwash fluid, vehicles, metals etc) that might create a false understanding by the consumer that Euro NCAP has endorsed or supports that product in any way. The logo must be displayed on or next to the information related to Euro NCAP.



## FORBIDDEN USE OF EURO NCAP INFORMATION

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Euro NCAP's visual identity may only be used on information material that is related to the work, protocols, tests and results of the Euro NCAP programme.

There should be no suggestion that any other tests carried out on behalf of manufacturers or other organisations, however similar to Euro NCAP tests indicate the performance or rating that would be achieved in an official Euro NCAP test. Euro NCAP reserves the right to ask manufacturers or these organisations to substantiate their claims, by funding a Euro NCAP test of the vehicle. The Euro NCAP visual identity should not be associated with any such tests, which should not display the Euro NCAP logo, stars or other ratings.

It should be understood that the star rating applies to the car tested in its entirety and consequently Euro NCAP cannot guarantee the performance of the individual components of the car i.e. windscreen etc.

The Euro NCAP visual identity, logo and ratings should not be associated with any product, service or equipment that has not been directly assessed by Euro NCAP.

Euro NCAP's visual identity, logo or rating should not be displayed in any way that could mislead the reader into thinking that it might relate to any aspect or feature that is not part of Euro NCAP's assessment.

Upon request, formats for logo and ratings are available for printed material in small, large size in colour, black/white, negative as well as versions for internet/television use.

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.

**Further information can be obtained from:**

Euro NCAP  
2 Place du Luxembourg  
B-1050 Brussels · Belgium  
T: +32 2 400 77 40  
E-mail : [info@euroncap.com](mailto:info@euroncap.com)

