

EURO NCAP

- LOGO GUIDELINES -



FOREWORD

Since the introduction of the European New Car Assessment Programme (Euro NCAP) in 1997, its star ratings and distinctive presentational style have become internationally recognised. An increasingly global car market, rapidly expanding access to the internet and the growing use of social media have transformed Euro NCAP into a brand that is known worldwide.

The star ratings have become known to consumers as reliable, concise, easily-understood indicators of the cars' safety; and to car manufacturers and safety engineers, the scheme has become a shorthand by which the relative safety of their products can be simply conveyed.

Euro NCAP must ensure that its visual identity is not used inappropriately or misleading consumers. The organisation's reputation for dependable information could be undermined if consumers see its name and logos being mis-used. This would be to the detriment of Euro NCAP and of those manufacturers who wish to use the ratings responsibly to promote the safety of their vehicles. For several years, Euro NCAP has sought to control the use that is made of its identity and this document replaces earlier versions of guidelines for use of the name and logos.

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GENERAL INFORMATION

These guidelines are mainly directed at car manufacturers using Euro NCAP's ratings in marketing campaigns, either in print (magazines, newspapers, etc.), online (on websites and social media), television or radio and any other consumer-directed communication.

Publishing partners and Members of Euro NCAP, to whom different rules apply, are requested to contact the Secretariat prior to using Euro NCAP's logo and visual identity or making public announcements on behalf of Euro NCAP. Any third party organization wishing to publish Euro NCAP's ratings should receive approval from the Secretariat before using Euro NCAP's visual identity.

Euro NCAP's ratings are valid for six years from the time they are published. It is expected that, during that time, the ratings scheme will change so significantly that older results would be meaningless and be misleading consumers. However, the rating may become invalid sooner than six years if, for example, the safety equipment of the vehicle is changed or the manufacturer fails to provide adequate information at an annual review or when the car is facelifted. In such cases, use of the star rating for a car will be prohibited sooner than six years. Full details of the factors influencing the validity of the rating can be found in the latest published version of the protocol '**Application of Star Ratings**' available on Euro NCAP's website.

Marketing and publicity departments are urged to maintain in contact with their respective safety departments who normally are aware of the technical relevance of the star rating.

Euro NCAP's star rating applies to all marketing material, advertisements in print, digital, on internet, social media, tv and radio broadcasting targeting the European market. For detailed information on the use of the star rating, please read 'Use of star ratings and logos' on page 8.

TRADEMARKS, DESIGNS AND TEXT

‘Euro NCAP’ stands for ‘European New Car Assessment Programme’.

The name ‘European New Car Assessment Programme’, the abbreviation ‘Euro NCAP’ and the organisation’s logo are all registered trademarks and subject to copyright.

TEXT

In all texts, Euro NCAP should be written: Euro NCAP (note space). All other references are incorrect, except for Twitter, where it can be written: #EuroNCAP

Euro NCAP	✓
EuroNCAP	✗
Euroncap	
euro ncap	
E NCAP, E-NCAP	
EU NCAP, EU-NCAP	

FONT TYPE

The font used by Euro NCAP is:

Etelka Text Pro Regular
Etelka Text Pro Bold

TRADEMARKS, DESIGNS AND TEXT

EURO NCAP LOGO

The official Euro NCAP logo consists of black-and-yellow crash test target placed in the centre of the word “Euro NCAP” and with the expression “For safer cars” above it in curving text. The Euro NCAP logo should never be altered, cropped or redrawn and should always reproduce the elements in the correct size and with the specified colours and typography. The visibility and integrity of the logo should not be compromised. The use of pre-2005 logo (without “For safer cars”) is prohibited.

As of 2015, the URL address “www.euroncap.com” is no longer displayed.

LOGO VERSIONS

The following versions of the logo are allowed:



Positive logo



Negative logo



3D logo

TRADEMARKS, DESIGNS AND TEXT

LOGO SPACING AND GRAPHICAL PLACEMENT

Please respect clear space, defined by the height x of the logo.



Minimum logo size for printing



Minimum logo size for television



Minimum logo size for internet



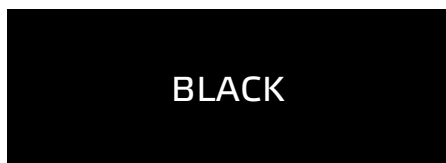
TRADEMARKS, DESIGNS AND TEXT

COLOUR CODES

The colour codes of Euro NCAP logos are the following:



CMYK 0 10 98 0
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

The black and yellow colour of the logo are the only colours in which the logo should be re-produced

TRADEMARKS, DESIGNS AND TEXT

SAFETY ASSESSMENT ICONS

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

The correct icons are illustrated here for information and have been re-styled in 2015. The use of 2009-2014 “old style” icons is not allowed.



TRADEMARKS, DESIGNS AND TEXT

EURO NCAP STAR RATINGS

For vehicles tested up to and including 2015, 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.



Minimum logo size for printing



30 mm

Minimum logo size for television



60 mm

Minimum logo size for internet



120 pixels

TRADEMARKS, DESIGNS AND TEXT

DUAL RATING

As of 2016, vehicle manufacturers may require a second rating and also use the dual (optional) rating logo, if applicable. Both base and dual rating are date stamped.



Minimum logo size for printing



30 mm

Minimum logo size for television



60 mm

Minimum logo size for internet



120 pixels

TRADEMARKS, DESIGNS AND TEXT

EURO NCAP ADVANCED LOGO

The Euro NCAP Advanced scheme offers recognition and reward to those manufacturers who equip their cars with new technologies which would not lead to additional points in the star rating scheme but which have a demonstrable safety benefit.

The scheme is complementary to the star ratings and provides an incentive to manufacturers to accelerate the standard fitment of important safety equipment across their entire model ranges. Car manufacturers are invited to use the Euro NCAP advanced logo in combination with the star rating logo.



For detailed information on the use of the Euro NCAP advanced logo, please refer to the dedicated **Euro NCAP Advanced guidelines** available on our website or per request to media@euroncap.com.

FORMATS

All graphical designs (logos, icons, etc) are available as electronic files in the following formats: GIF, EPS and JPG. Upon request, formats for logos and star ratings are available for printed material in small, large size in colour, black/white, negative as well as versions for internet/television use.

PERMISSABLE USE OF EURO NCAP LOGOS, STAR RATINGS & ICONS

GENERAL TERMS AND CONDITIONS

Logos and/or star ratings shall not be used in connection with activities which are incompatible with the aims and principles of Euro NCAP.

Euro NCAP logos and/or star ratings shall not be used to imply endorsement or promotion of vehicles or any related products if they have not been tested by Euro NCAP. Even if products have been tested at one of Euro NCAP associated independent laboratories, use of Euro NCAP's logos and ratings is forbidden unless permission is received from Euro NCAP.

Consumers should in no way be misled about the vehicle safety rating or the organization's value and mission. This includes the use of Euro NCAP's logo only (without displaying a star rating) to advertise a vehicle, which is not permitted. Also, Safety Assessment Icons should not be used in isolation and can only be displayed alongside the overall star rating.

USE IN DIFFERENT MARKETS

By default, 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. The use of Euro NCAP ratings in other markets is not permitted, except if the following two conditions are met:

- **The market is not covered by or included in any other NCAP programme.**
- **The local car specification and equipment is identical to that offered on the European market, provided that the car manufacturer must specify the model variant concerned.**

DUAL RATING RULES

GENERAL TERMS AND CONDITIONS

As of 2016, vehicle manufacturers can request a second (optional) rating for model with additional active safety systems not fitted as standard on all variants in all markets, provided these systems are offered as a safety pack on all variants in all European countries where the car is offered. The objective of the dual rating is to demonstrate the safety benefit of the additional technology to consumers, expressed in stars.

Technical details regarding the dual rating scheme (content of safety pack, rules regarding fitment, etc.) are contained in the **VSSTR protocol** available on Euro NCAP's website.

The base rating and the optional rating must be published at the same time, using the protocols relevant to the assessments in the year of publication. Both ratings must carry the identical date-stamp of the test year when the rating was done. An optional rating cannot be requested after the publication of a base rating has occurred. Base and optional rating both expire after 6 years.

Finally, the optional star rating may not be advertised outside the European market.

Inappropriate or misleading use of the dual ratings, or failure to meet the required fitment percentages, may lead to removal of the dual rating by Euro NCAP and actions to inform consumers about the misuse of the star rating.

USE OF THE DUAL RATINGS ON THE DIFFERENT MARKETS

In Europe, models that have been given a dual rating should be clearly advertised as such at the distributors and dealers; in brochures and price lists; on the manufacturer's official website and through social media. The car manufacturer is allowed to use Safety Assessment Icons and scores in individual boxes in conjunction with the dual rating label, for instance where a dual rating is used for a car with a five star base rating (i.e. to show the improvement possible with the optional safety pack).

DUAL RATING RULES

The content of the safety pack may vary from country to country:

- In markets where the pack is offered as an option, both base and optional ratings must be used in conjunction, also on model grades that have the pack fitted as standard.
- In countries or markets where all Euro NCAP-relevant items or technologies in the safety pack are fitted as standard equipment, the manufacturer may use the higher optional rating in isolation, without reference to the base rating which may be relevant in other countries.

RECOMMENDED USE OF THE DUAL RATING PER COMMUNICATION OUTLET

Euro NCAP recommends the following use of the dual rating for each communication outlet:

	VISUAL COMMUNICATION	TEXT COMMUNICATION
On vehicle information (distributors, dealers, motor shows, etc.)	Use is optional. Single logo for base or standard pack fitment (in applicable markets). Dual rating shown for all other cases (base rating logo always used in conjunction with optional rating logo) Percentage scores are not allowed.	-
Internet sales website	Use of visual logo mandatory for cars with optional rating. Note: the information must appear 4-6 weeks after official publication of the star ratings	Description of content of safety pack required. Reference to Euro NCAP rating required. Note: the information must appear 4-6 weeks after official publication of the star ratings Comparison of percentage scores between base and optional allowed using icons
Social media	Use is optional. If optional rating is available, both ratings must be shown regardless of market.	Redirect and hashtag #EuroNCAP recommended.
Printed matter (brochures, magazine advertisement, etc.)	Use is optional. Single logo for base or standard pack fitment (in applicable markets).	Requires explanatory footnote.
TV	Use is optional. Single logo for base or standard pack fitment (in applicable markets).	



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To request permission for the use of Euro NCAP's logo and receive the logo files,
please write to:

media@euroncap.com

Euro NCAP asks 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:

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