EURO NCAP

VISUAL LOGO GUIDELINES FOR GRAPHIC DESIGNERS

FOR SAFER CARS

EURO NCAP

TEXT AND FONT TYPE

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

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	X
Euroncap	
euro ncap	
E NCAP, E-NCAP	
EU NCAP, EU-NCAP	

FONT TYPE

Etelka Text Pro Regular

Etelka Text Pro Bold

LOGO VERSIONS

Positive logo

Negative logo

3D logo

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

COLOUR CODES

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

YELLOW

CMYK 0 10 98 0	**RGB** 255 213 0
HTML #FFCC00	**RAL** yellow 1018

Avery graphics :
800 premium cast
Primrose yellow 807

BLACK

CMYK 100 % black	**RGB** 0 0 0
HTML #000000	**RAL** black 9005

Avery graphics :
800 premium cast
Black 801

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.

STAR RATING

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

DUAL RATING

As of 2016, vehicle manufacturers may require a second rating and also use the dual rating logo ‘with Safety Pack’, if applicable.

Minimum logo size
for printing

30 mm

Minimum logo size for television

60 mm

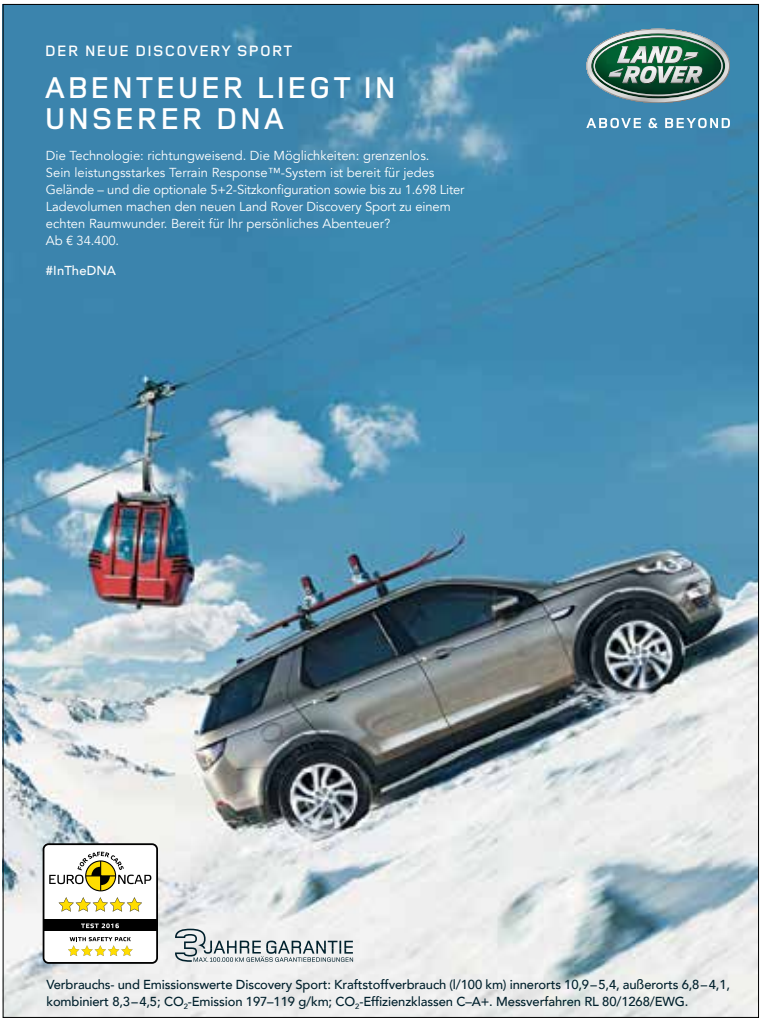
Minimum logo size for internet

120 pixels

EXAMPLE OF THE USE OF THE STAR RATING LOGO BY CAR MANUFACTURERS

EXAMPLE OF THE USE OF THE STAR RATING LOGO BY CAR MANUFACTURERS

EXAMPLE OF THE USE OF THE DUAL RATING LOGO BY CAR MANUFACTURERS



EXAMPLE OF THE USE OF THE DUAL RATING LOGO BY CAR MANUFACTURERS

INFORMATION

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:

Euro NCAP
+32 2 400 77 40
media@euroncap.com

Euro NCAP
2 Place du Luxembourg
B-1050 Brussels · Belgium
Tel: +32 2 400 77 40
E-mail: media@euroncap.com