

EURO NCAP

**VISUAL LOGO GUIDELINES
FOR GRAPHIC DESIGNERS**





'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	✗
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

Avery graphics :
800 premium cast
Primrose yellow 807

HTML
#FFCC00

RAL
yellow 1018

BLACK

CMYK
100 % black

RGB
0 0 0

Avery graphics :
800 premium cast
Black 801

HTML
#000000

RAL
black 9005



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



Minimum logo size for television



Minimum logo size for internet





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

[illegible]



USE OF THE STAR RATING

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

Renault KADJAR
ab 169 €^{msp.}
inkl. 5 Jahren Garantie^{***}



FOR SAFER CARS
EURO NCAP
★★★★★
TEST 2016

* Kadjar Life + Kombi-Paket ENERGY TCe 150 E6. Fahrzeugpreis 19.160,- € inkl. Tax PLUS Paket** im Wert von 620,- €. Bei Finanzierung: Nach Anzahlung 2.070,- €, Nettodarlehensbetrag 17.090,- €, 60 Monate Laufzeit (59 Raten à 169,- € und eine Schlussrate 9.065,- €), Gesamtaufzahlung 50.000,- €, eff. Jahreszins 2,99%, Sollprozent gebunden 2,99%, Gesamtbetrag der Raten 19.036,- €, Gesamtbetrag inkl. Anzahlung 21.106,- €. Ein Finanzierungsantrag für Privatkunden der Renault Bank, Geschäftsbereich der BCI Banque S.A. Niederlassung Deutschland, Lägerbergstr. 1, 41461 Neuss, Angebot gültig bis 31.12.2015. Bei allen inbegriffenen Renault Partnern. Abb. zeigt Sonderausstattung.

** 2 Jahre Renault Neuwagengarantie und 3 Jahre Renault Plus Garantie (Anschlussgarantie nach der Neuwagengarantie gem. Vertragsbedingungen) für 60 Monate bzw. 50.000 km ab Erstzulassung.



USE OF THE DUAL RATING

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

DER NEUE DISCOVERY SPORT

ABENTEUER LIEGT IN UNSERER DNA

Die Technologie: richtungsweisend. Die Möglichkeiten: grenzenlos. Sein leistungsstarkes Terrain Response™-System ist bereit für jedes Gelände – und die optionale 5+2-Sitzkonfiguration sowie bis zu 1.698 Liter Ladevolumen machen den neuen Land Rover Discovery Sport zu einem echten Raumwunder. Bereit für Ihr persönliches Abenteuer?
Ab € 34.400.

#InTheDNA



ABOVE & BEYOND



3 JAHRE GARANTIE
MAX. 200.000 KM GEMÄSS GARANTIEBEDINGUNGEN

Verbrauchs- und Emissionswerte Discovery Sport: Kraftstoffverbrauch (l/100 km) innerorts 10,9–5,4, außerorts 6,8–4,1, kombiniert 8,3–4,5; CO₂-Emission 197–119 g/km; CO₂-Effizienzklassen C–A+. Messverfahren RL 80/1268/EWG.



USE OF THE DUAL RATING

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

NOUVELLE JEEP. CHEROKEE
BUILT FREE*

- Boîte de vitesses automatique à 9 rapports
- 65 systèmes de sécurité et de protection, et désigné le plus sûr de sa catégorie par l'EuroNCAP**
- Transmissions intégrales Jeep, Active Drive avec désengagement de l'essieu arrière
- Système de gestion de la motricité Selec-Terrain™
- Motorisations diesel 2,0 i Multijet à partir de 139 g/km de CO₂ et consommation mixte de 5,3 l/100 km

Jeep

EURO NCAP
SAFARI
5.0

SAFARI
5.0

f Suivez Jeep, sur la page facebook.com/JeepFrance

*Bâtir libre. **Euro NCAP a désigné le Cherokee comme étant le véhicule SUV de plus haute sécurité de l'année 2010. Les performances de sécurité globale, l'efficacité d'absorption et d'absorption de l'impact, la rigidité, la résistance aux chocs et la résistance aux chocs.



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