



EURO NCAP
ADVANCED

Visual identity guidelines

Foreword

Recent technological advancements have considerably broadened the automotive safety landscape. Features like Lane Departure Warning, Blind Spot Monitoring, Attention Assist, Autonomous Braking and Emergency Call are increasingly offered as options by car makers on their newest models. However, with so many technologies entering the market, and with no independent advice on the safety benefit they offer, many consumers are left feeling confused.

Euro NCAP Advanced aims to provide car buyers with clear guidance about the safety benefits which these new technologies offer them and their families. The new reward system, complementing Euro NCAP's existing star rating scheme, will recognise and reward manufacturers who promote those new safety technologies which have a scientifically proven safety benefit. By rewarding technologies which may currently be fitted only on luxury models or as options, Euro NCAP will provide an incentive to manufacturers to accelerate the standard fitment of important safety equipment across their entire model ranges, bringing safety benefits to all. These guidelines form an annexe to Euro NCAP's Visual Identity Guidelines (2010) and are directed at manufacturers and agencies that use Euro NCAP Advanced information and vehicle results in marketing campaigns.

We wish you a safe journey!

The Euro NCAP team

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General presentation

In all texts Euro NCAP Advanced should be written:

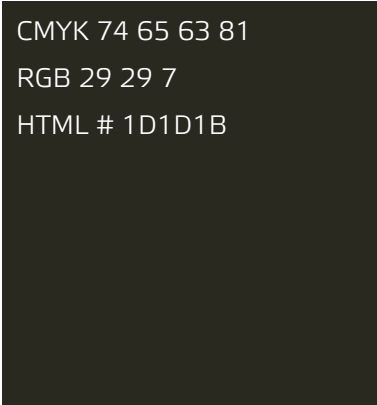
Euro NCAP Advanced

- NOT ~~Euro NCAP advanced~~
- NOT ~~EuroNCAP Advanced~~
- NOT ~~euroncap advanced~~
- NOT ~~Euroncap Advanced~~
- NOT ~~euro ncap advanced~~

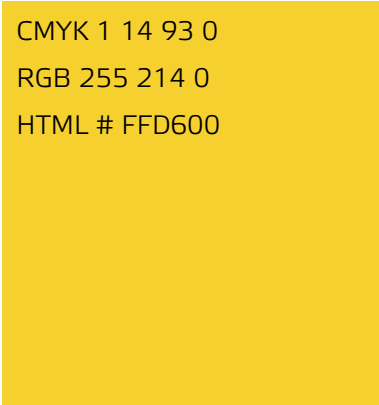
Visual Identity Guidelines

COLOUR CHOICE

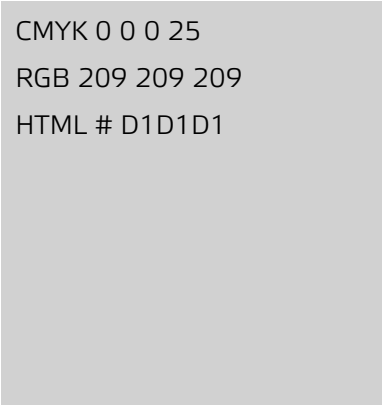
The black, yellow and (in the case of monochrome versions) grey colours are derived from, and ensure recognition and harmony with, the Euro NCAP logo.



CMYK 74 65 63 81
RGB 29 29 7
HTML # 1D1D1B



CMYK 1 14 93 0
RGB 255 214 0
HTML # FFD600



CMYK 0 0 0 25
RGB 209 209 209
HTML # D1D1D1

TYPOGRAPHY

The font used by Euro NCAP Advanced is Etelka Text Pro.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Etelka Text Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Etelka Light Pro

SAFE AREA

The Euro NCAP Advanced logo must be surrounded by an area of white space. The space is incorporated in the artwork and has to be respected



ALTERNATIVE NEGATIVE VERSION

When the full colour version cannot be used, we recommend the use of a negative version of the logo.



MINIMUM LOGO SIZE

To ensure legibility, the logo should be used at a minimum width of

45 mm for print or 180 px for internet
(73 mm or 206 px including safe area)
for the landscape version.

24 mm for print or 69 px for internet
(31 mm or 88 px including safe area)
for the portrait version.



45 mm



24 mm

This is the preferred minimum logo size for printing and digital applications.

FORBIDDEN USE

The Euro NCAP Advanced logo should never be altered or redrawn.

Typography should not be changed

Colours should not be inverted

The layout of elements should not be altered

Colours should not be replaced

Elements should not be resized independently

A background colour should not be used (other than the visual in the background)

Type colour should not be changed

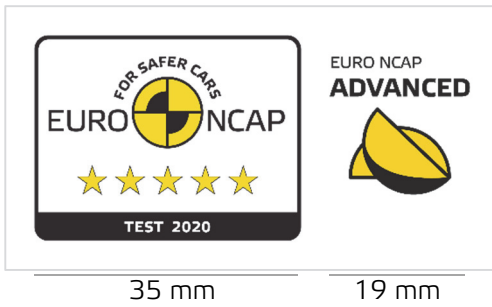
The award icon should not be rotated

The award icon should not be amended

RELATION TO EURO NCAP LOGO

When featured together, the Euro NCAP star rating logo dictates the size of the Euro NCAP Advanced background element. Euro NCAP Advanced should always appear to the right, emphasising progression and advancement. The example below includes the area of white space that needs to be respected as well as the minimum width for both logos.

Euro NCAP can supply the combined artwork as shown below, with dimensions:
69.5 mm for print or 197 px for internet
78.5 mm for print or 223 px for internet (including safe area)



Master artwork files of the Euro NCAP Advanced logo 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.



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