FOR SAFER CARS

EURO NCAP

**Renault Clio**

⭐ ⭐ ⭐ ⭐ ⭐

**BEST IN CLASS 2019**

Supermini

Visual identity guidelines

# Foreword

If Euro NCAP has tested enough cars in the previous year, Euro NCAP publishes a list of those cars that have performed best in their respective categories. Euro NCAP Best in Class aims to provide consumers a reliable, concise, easily-understood indicator of the safest cars tested in a specific category in a specific year.

The Best in Class award is adapted every year according to the year of the test, make & model and category.

**The Euro NCAP team**

# Contents

# General presentation

In all texts Euro NCAP Best in Class should be written:

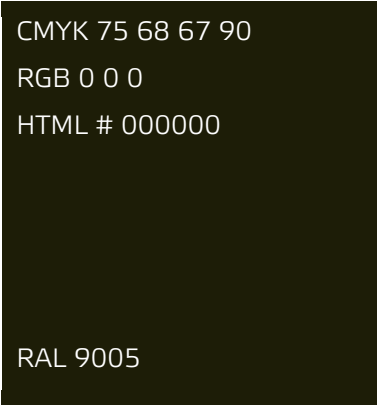## Euro NCAP Best in Class

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NOT      EuroNCAP Best in Class

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NOT      euro ncap best in class
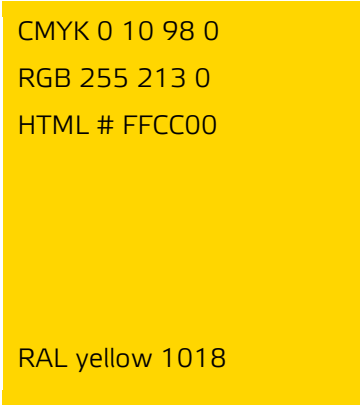
# Visual Identity Guidelines

## 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 75 68 67 90<br>RGB 0 0 0<br>HTML # 000000<br><br>RAL 9005 | CMYK 0 10 98 0<br>RGB 255 213 0<br>HTML # FFCC00<br><br>RAL yellow 1018 |

## TYPOGRAPHY

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

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

Etelka Text Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

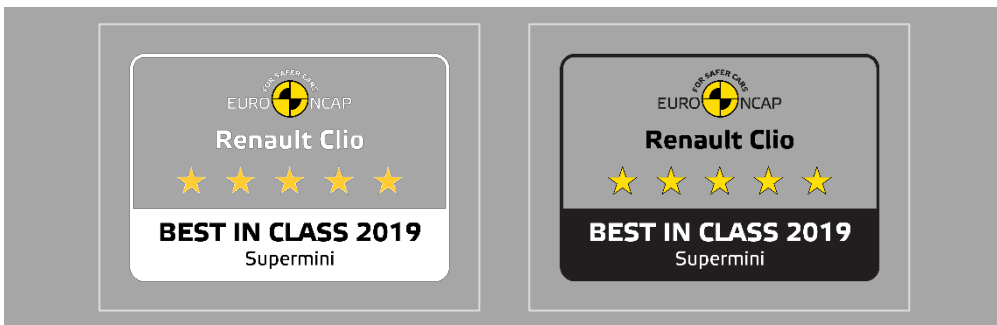abcdefghijklmnopqrstuvwxyz

Etelka Light Pro

## SAFE AREA

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



## ALTERNATIVE VERSIONS

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

35 mm for print or 120 px for internet
(50 mm or 142 px including safe area)



35 mm

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

## FORBIDDEN USE

The Euro NCAP Best in Class 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

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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