



Euro NCAP's VISUAL IDENTITY GUIDELINES

VERSION 1 | DECEMBER 2024

Logo '24

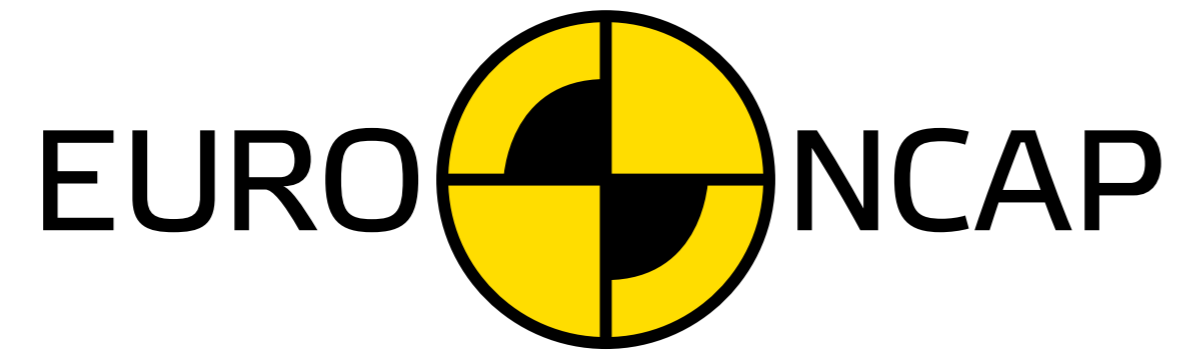


› Euro NCAP Logo

The Euro NCAP logo is used in all our communications.

Its consistent, legible application provides authenticity, helping to convey our safety credentials. Several versions of the Euro NCAP logo are available for use, depending upon the media and audience. The following pages will help you use the correct version in any application.

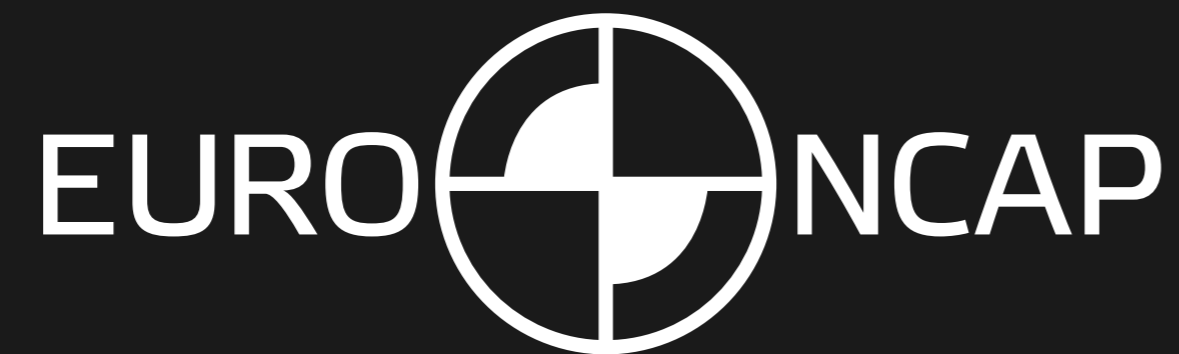
1



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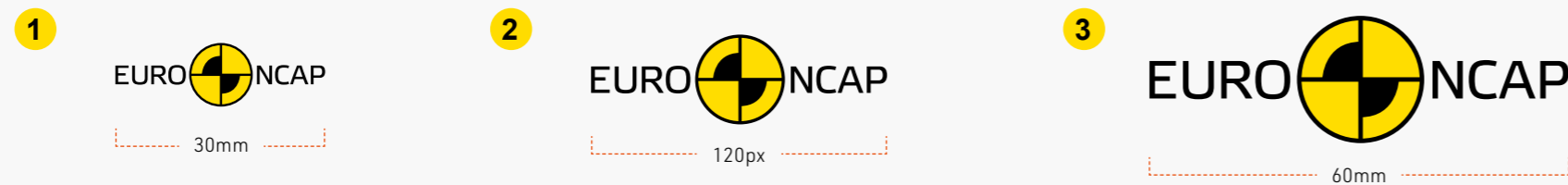
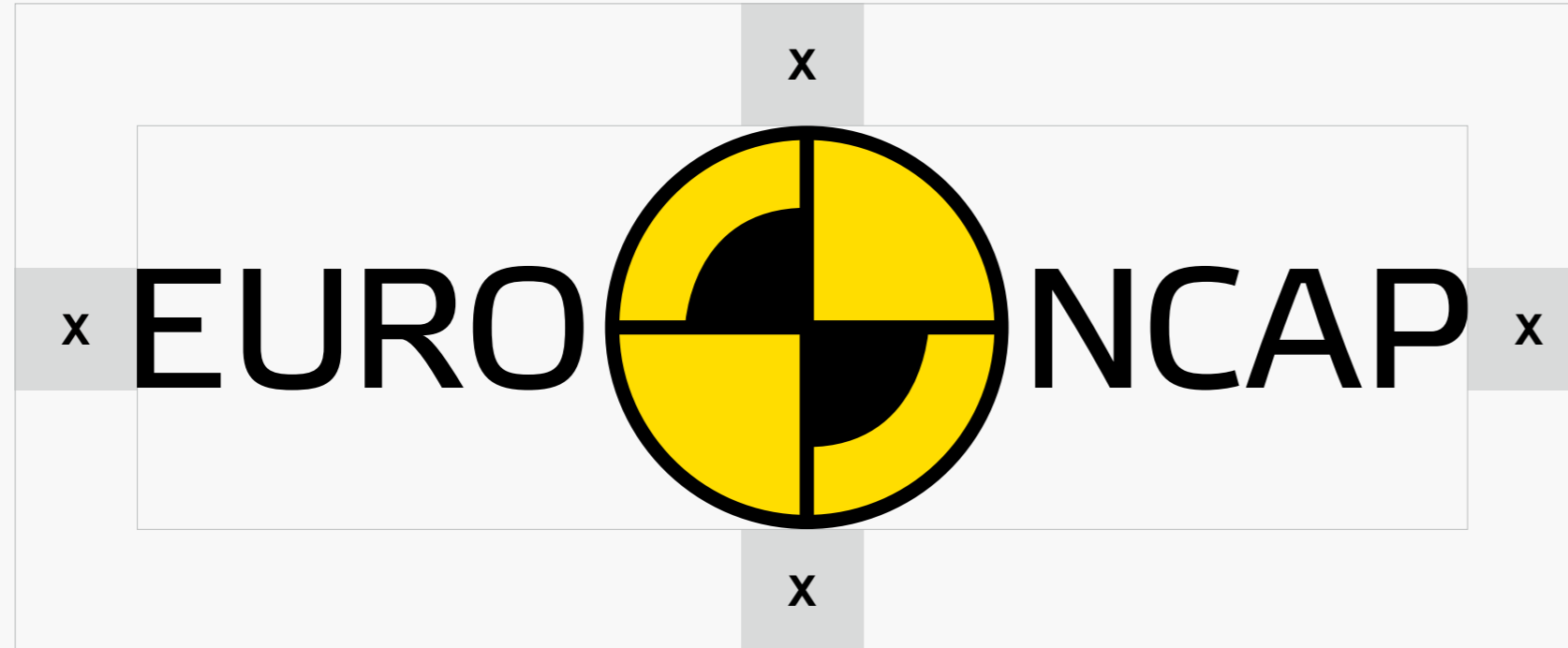
3



> Euro NCAP Logo Colour ways

The Euro NCAP logo is available in three colour ways. Whenever possible use a version of the logo which shows the black and yellow Euro NCAP emblem. A white-only version is also possible where options 1 and 2 shown are not appropriate.

1. Black and yellow emblem with black Euro NCAP text
2. Black and yellow emblem with white Euro NCAP text
3. Negative-colour emblem with white Euro NCAP text



› Euro NCAP Logo Clear Space

To ensure that the Euro NCAP logo remains distinct wherever it is applied, it is important to include a clear space where no other visual element or text encroaches. This clear space is defined opposite, using the caps heights from the Euro NCAP wordmark.

Minimum Size

The Euro NCAP logo should always be scaled while maintaining its original proportions. For clarity across digital and print applications, the logo should never be reproduced at any size below the guidance shown.

1. Minimum logo size for print: 30mm
2. Minimum logo size for web: 120px
3. Minimum logo size for television: 60mm



DON'T REPOSITION ELEMENTS OF THE LOGO



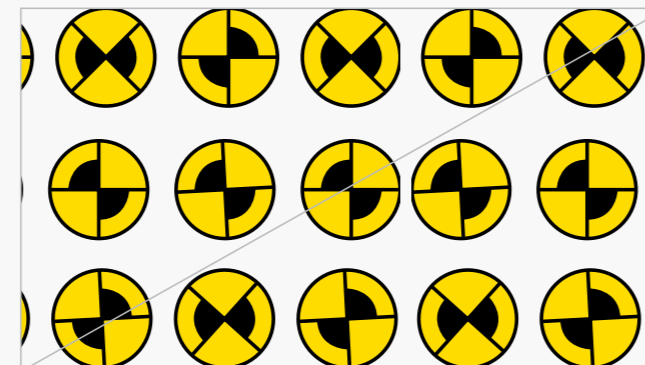
DON'T CHANGE THE SPELLING OF EURO NCAP



DON'T INVERT THE COLOURS OF THE LOGO.



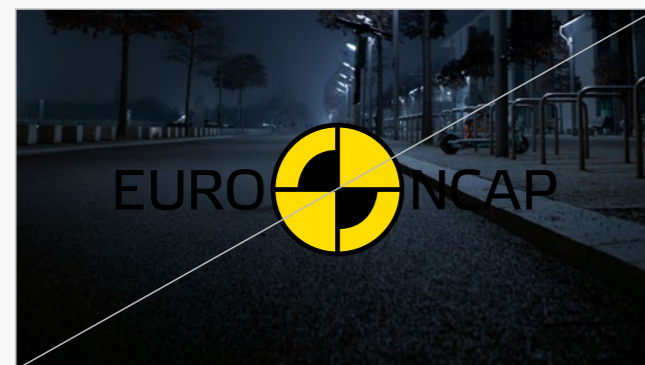
DON'T REPRESENT THE LOGO IN OPACITY.



DON'T CREATE LOGO PATTERNS.



DON'T MODIFY OR DISTORT THE LOGO.



DON'T USE COMPLICATED IMAGES/PHOTOS WHERE THE LOGO MAY BLEND INTO THE BACKGROUND.



DON'T ROTATE THE LOGO.

> Euro NCAP Logo Misuse

It is very important that the Euro NCAP logo is used only in the correct forms set out in this document. The examples opposite highlight the common mistakes to avoid.

Correct Spelling:

Euro NCAP

› Euro NCAP Spelling

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

In all texts, Euro NCAP should be written: Euro NCAP (note space).

All other references are incorrect, except for X, where it can be written: #EuroNCAP.

Incorrect Spelling:

EuroNCAP

Euro ncap

Euroncap

E-NCAP

E NCAP

Eu-NCAP

YELLOW

C0 M10 Y100 K0
R255 G220 B0
#FFDC00

BLACK

C0 M0 Y0 K100
R0 G0 B0
#000000

PANTONE 447C

C70 M55 Y55 K60
R55 G58 B54
#373A36

GREY

C17 M12 Y13 K0
R186 G188 B188
#BABCBC

WHITE

C0 M0 Y0 K0
R255 G255 B255
#ffffff

Colour Palette
Euro NCAP

The Euro NCAP colour palette is comprised of five core colours.

Safety Pillar Icons

ADULT OCCUPANT



CHILD OCCUPANT



PEDESTRIAN SAFETY



SAFETY ASSIST



› Safety Pillar Icons (2024)

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

1 STAGES OF SAFETY - CARS



SAFE DRIVING



CRASH AVOIDANCE



CRASH PROTECTION



POST CRASH SAFETY

2 STAGES OF SAFETY - TRUCKS



SAFE DRIVING



CRASH AVOIDANCE



POST CRASH SAFETY

**> Safety Pillar Icons (2026)
Stages of Safety**

1. Cars

Euro NCAP uses recognisable icons to refer to its four safety pillars when assessing cars: Safe Driving, Crash Avoidance, Crash Protection, and Post Crash Safety.

These icons should be displayed in colours that are within the Euro NCAP colour palette with enough contrast for maximum legibility.

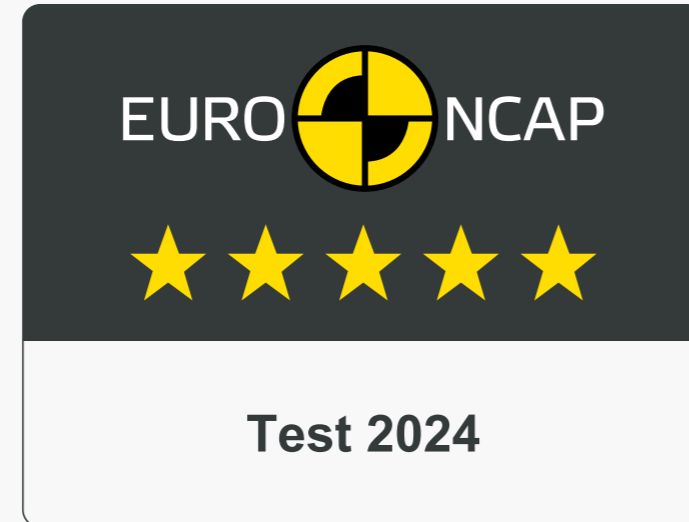
2. Trucks

Euro NCAP uses recognisable icons to refer to its three safety pillars when assessing trucks: Safe Driving, Crash Avoidance, and Post Crash Safety.

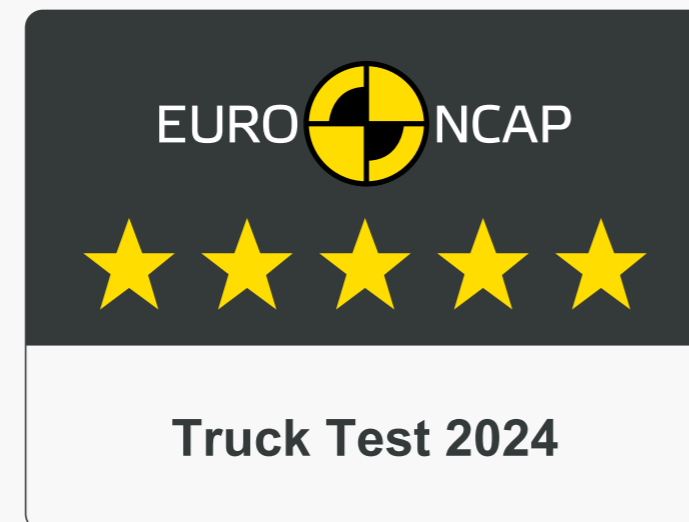
These icons should be displayed in colours that are within the Euro NCAP colour palette with enough contrast for maximum legibility.

Star Ratings '24

1



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3



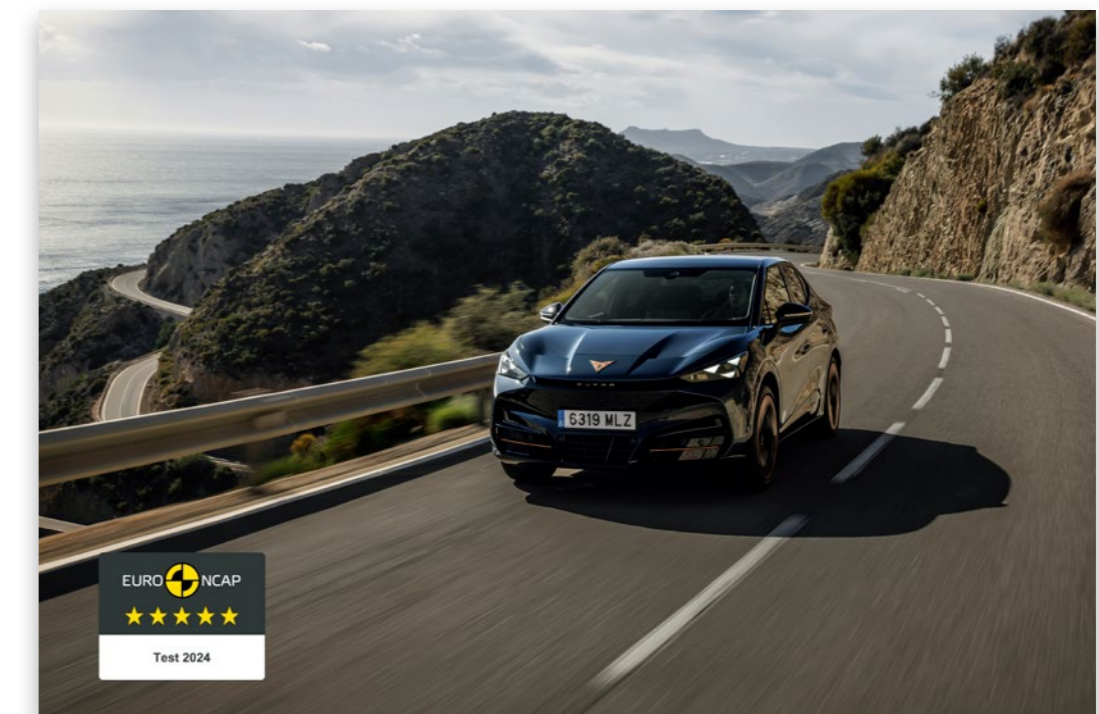
> Vehicle Star Rating (2024)

For vehicles tested up to and including 2024, car manufacturers must use only the approved Euro NCAP star rating when advertising the safety ratings.

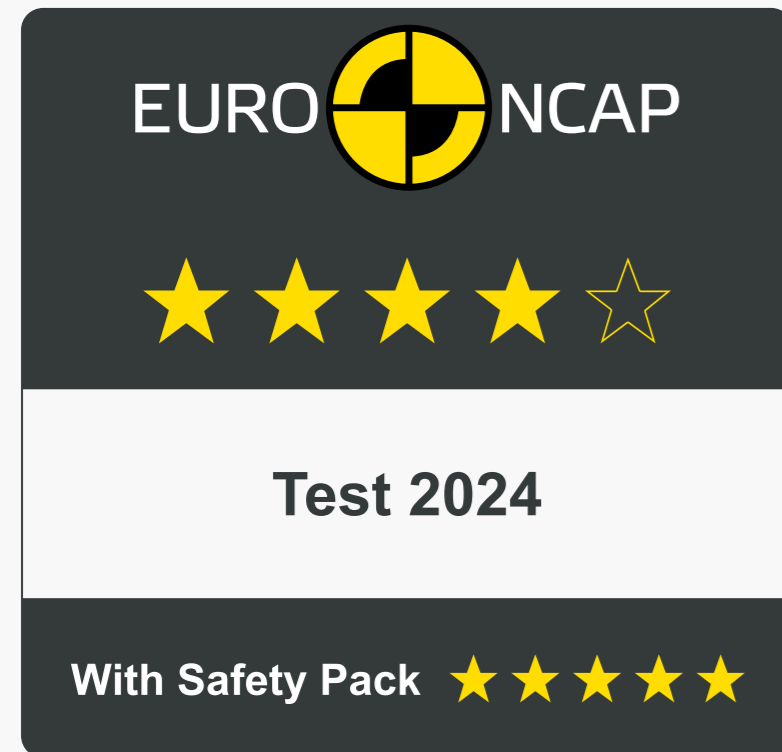
The star rating is adapted every year according to the year of the test and the date stamp must be shown as part of the logo. Different versions are available for Van Safety Ratings and Truck Safety Ratings and the correct category of medal is required for each type of vehicle.

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.

1. Car Safety Ratings.
2. Truck Safety Ratings.
3. Van Safety Ratings.



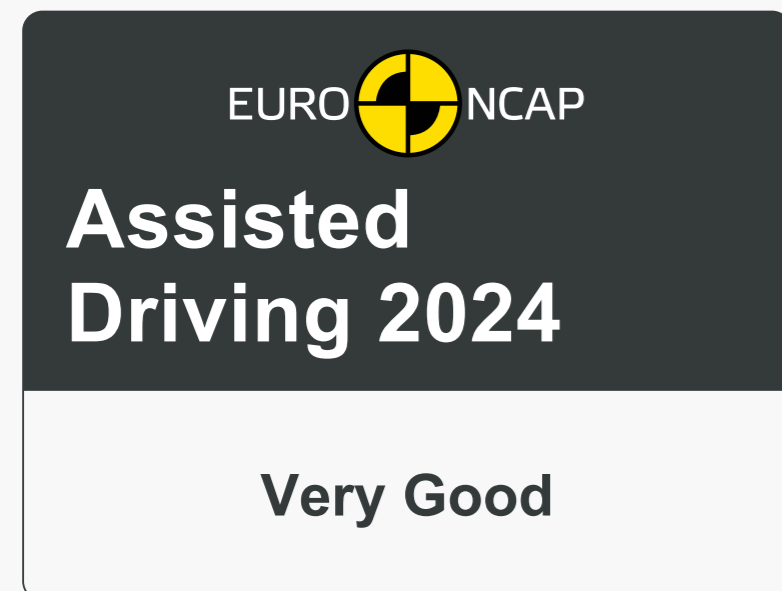
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Additional Accreditations Car Safety Ratings

Some vehicles are able to show additional accreditations in advertising material on top of the Euro NCAP Vehicle Star Rating. Some options are shown opposite:

1. Dual Rating

From 2016, Euro NCAP allows two star ratings for a car: a default (base) rating which indicates the safety of the car fitted only with safety equipment which is standard on the model range throughout EU28; and, if the manufacturer wishes, a second, 'dual' rating for the car fitted with a 'safety pack' which may be offered as optional. This is added to the bottom of the applicable rating logo.

2. Best in Class

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.

3. Assisted Driving Capabilities

This is a rating of a vehicle's Highway Assist systems.

4. Advanced Reward

This reward system complements Euro NCAP's existing star rating scheme, recognising and rewarding manufacturers who promote new safety technologies which have a scientifically proven safety benefit. When shown next to a Safety Rating logo, Euro NCAP Advanced should always appear to the right, emphasising progression and advancement.

1



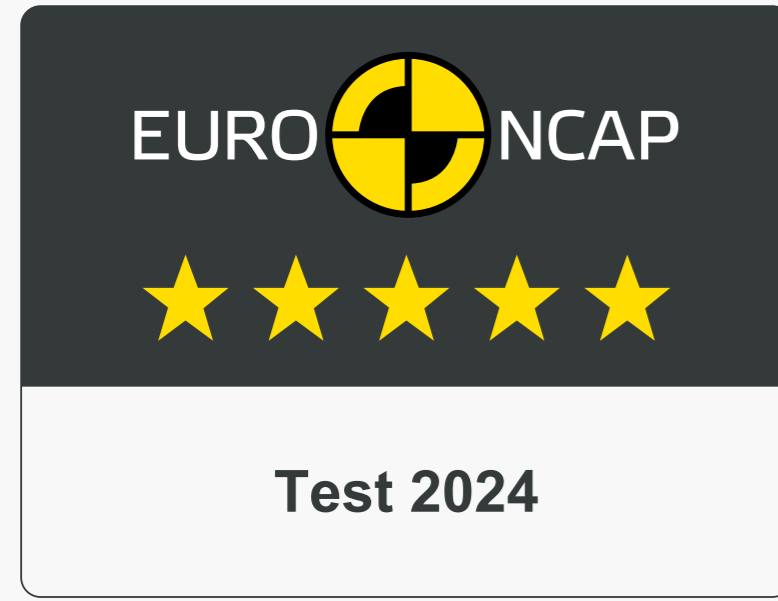
› Additional Accreditations Commercial Truck Ratings

Some vehicles are able to show additional accreditations in advertising material on top of the Euro NCAP Vehicle Star Rating. Some options are shown opposite:

1. **CitySafe award**

The CitySafe award recognises high performance across the key elements that serve to protect vulnerable road users in urban areas, namely direct and indirect vision and AEB which reacts to pedestrians and cyclists in the road ahead and cyclists in near side turns. Manufacturers must score a minimum of 3 stars to earn the CitySafe award.

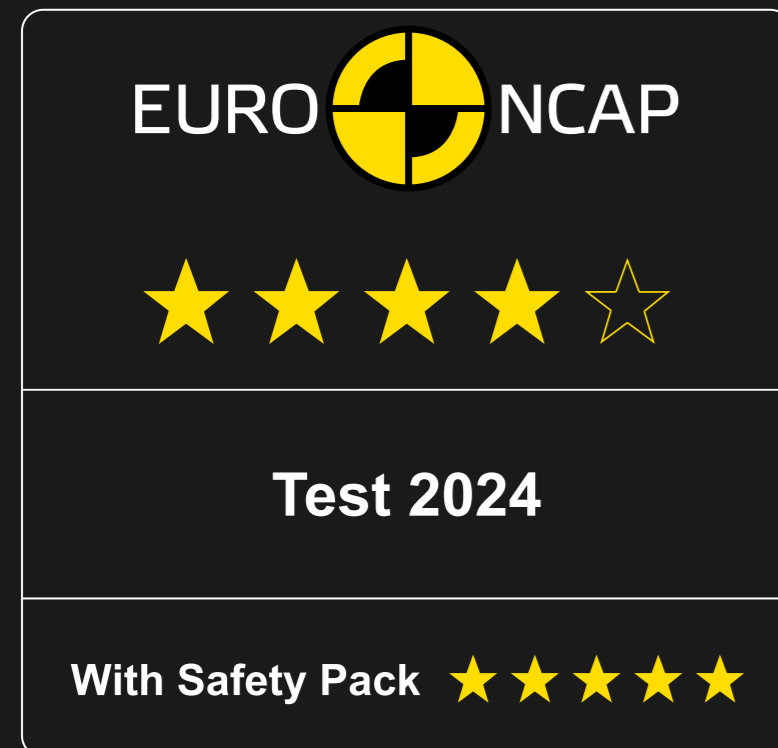
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4



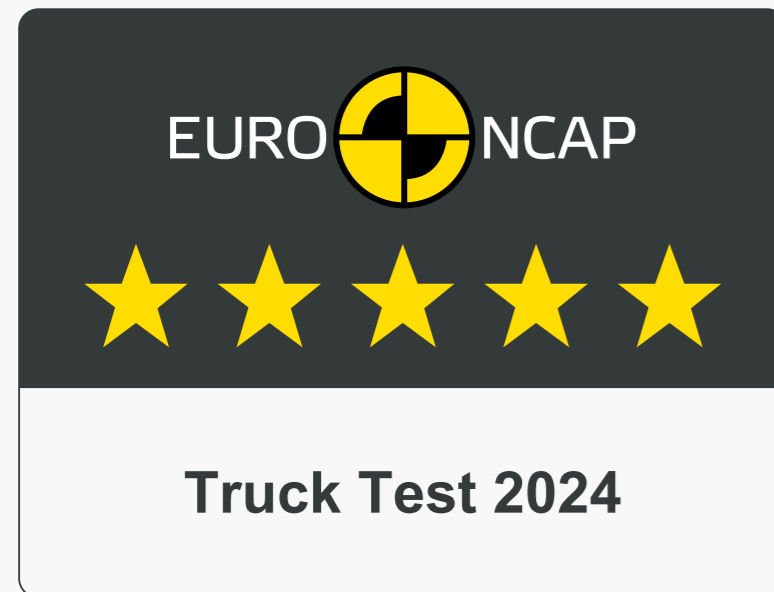
Vehicle Star Rating

Colour ways: Cars & Additional Accreditations

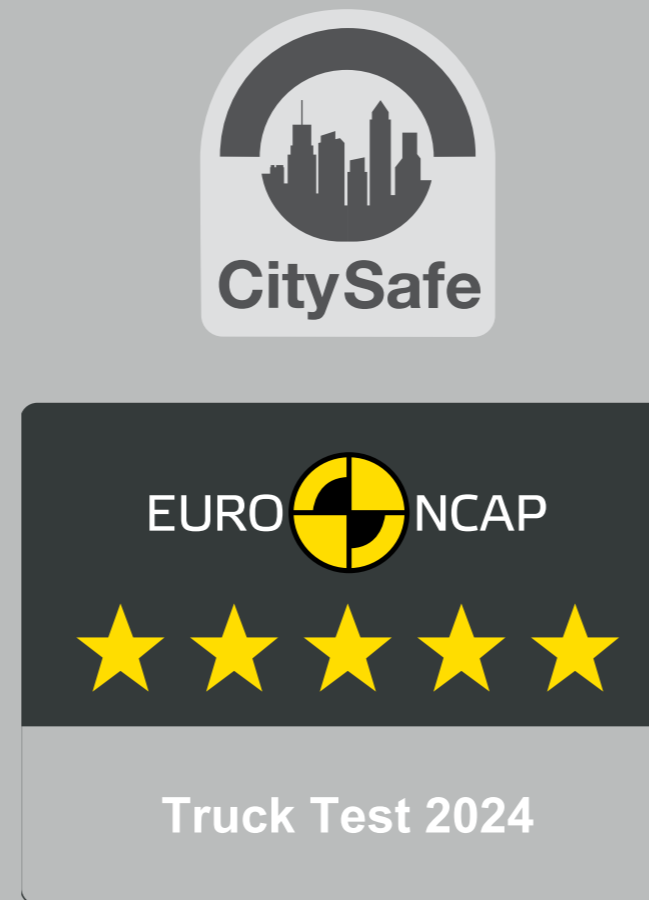
When the full colour version cannot be used, we recommend the use of a negative version of the logo to maximise legibility. The Euro NCAP Car Safety Rating logos and Additional Accreditations share the same colour palettes when altered from positive to negative versions. The full extent of the colour options are shown opposite:

1. Positive Safety Rating logo with full colour Euro NCAP Logo, yellow stars, and black text.
2. Negative Safety Rating logo with full colour Euro NCAP Logo, yellow stars, and white text.
3. Negative Safety Rating logo with full colour Euro NCAP Logo, yellow stars, and white text.
4. Negative Safety Rating logo with white Euro NCAP Logo, white stars, and white text.

1



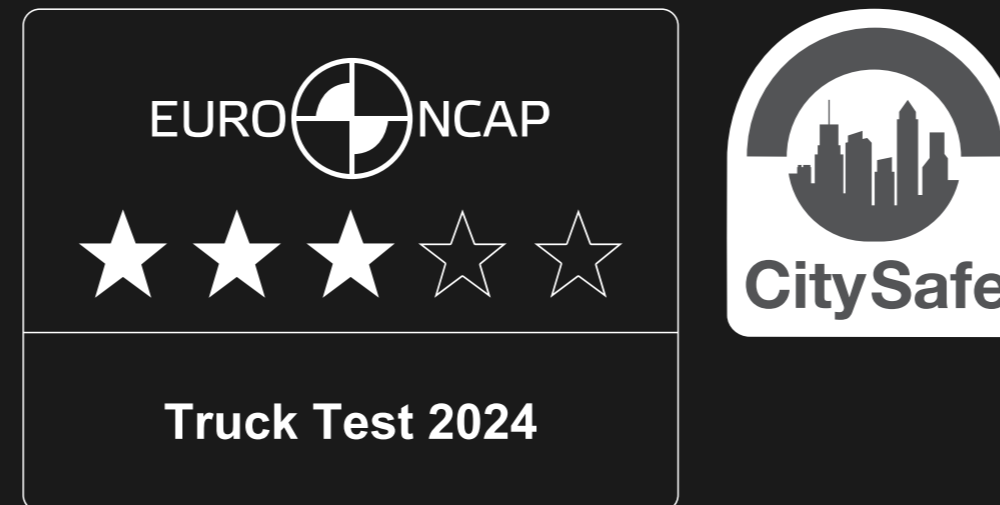
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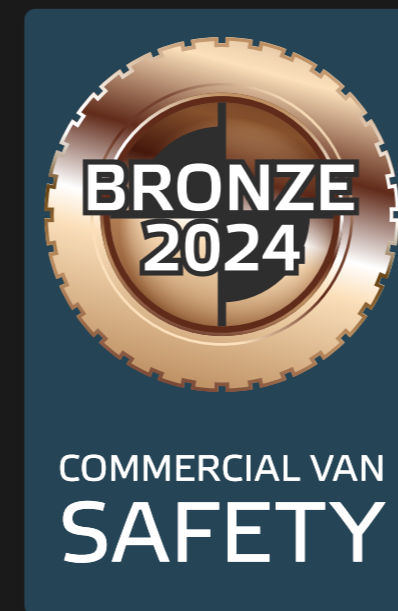
Vehicle Star Rating Colour ways: Trucks

When the full colour version cannot be used, we recommend the use of a negative version of the logo to maximise legibility. The full extent of the colour options are shown opposite:

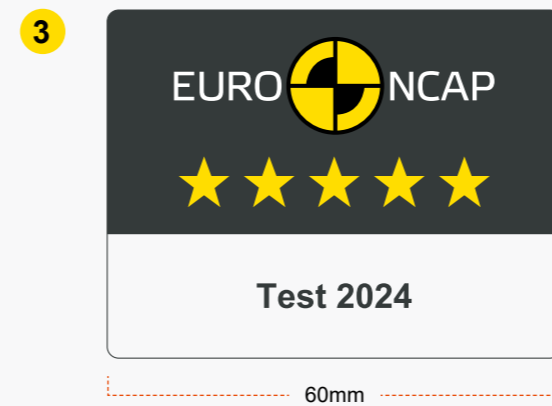
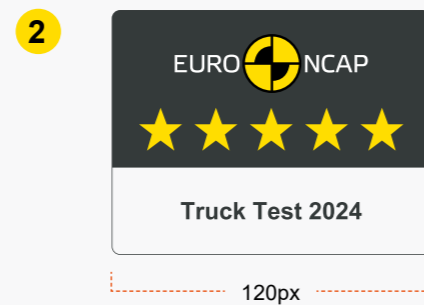
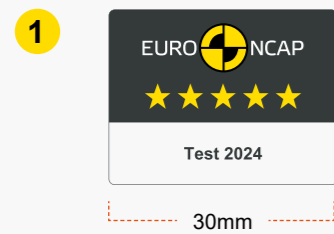
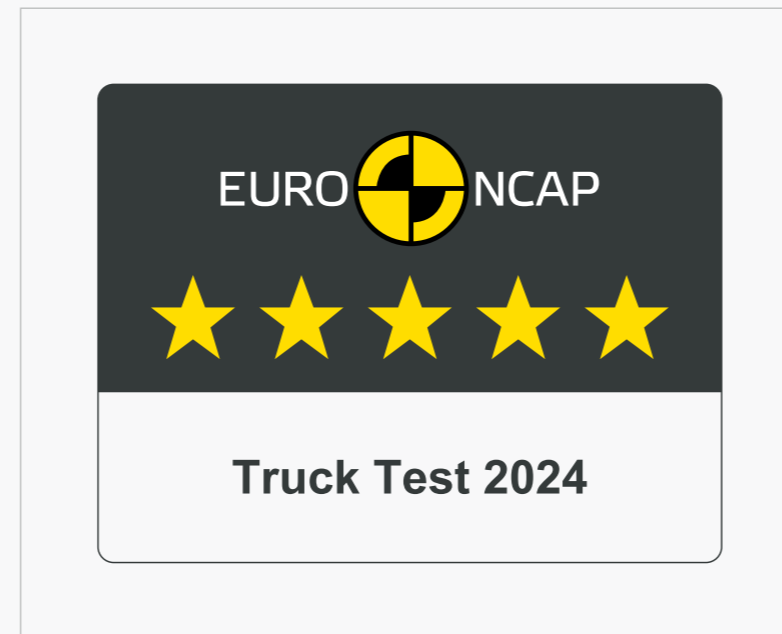
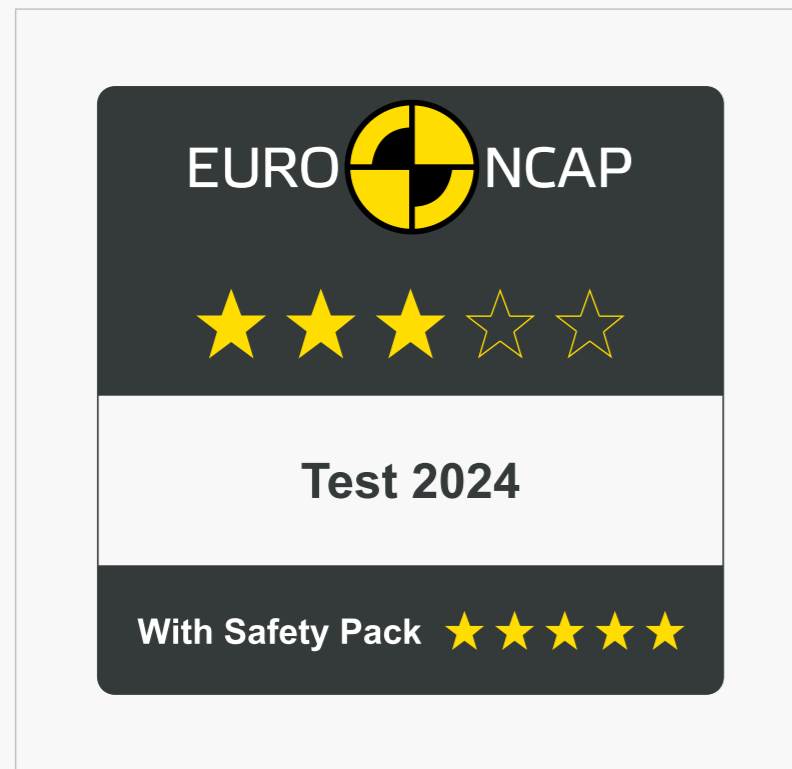
1. Positive Safety Rating logo with a negative Euro NCAP Logo, yellow stars, black stroke, and black text.
2. Negative Safety Rating logo with a negative colour Euro NCAP Logo, yellow stars, black stroke, and white text.
3. Negative Safety Rating logo with a negative colour Euro NCAP Logo, yellow stars, black stroke, and white text.
4. Negative Safety Rating logo with a white Euro NCAP Logo, white stars, white stroke, and white text.

› Vehicle Star Rating Colour ways: Vans

Euro NCAP Commercial Van Safety medals, come in a positive colour way only due to the blue background providing sufficient contrast for the logo to stand out on a variety of backgrounds.



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.



Vehicle Star Rating Clear Space

For the Euro NCAP vehicle rating logo to remain distinct wherever it is applied, a clear space where no other visual element or text encroaches is needed. This clear space is defined opposite, and is supplied with the award artwork file.

Minimum Size

Euro NCAP vehicle safety rating logos share minimum sizes requirements across the different vehicle categories. Minimum logo sizes are shown to the left.

1. Minimum logo size for print: 30mm
2. Minimum logo size for web: 120px
3. Minimum logo size for television: 60mm

Master artwork files of the Euro NCAP logos 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.

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.

Euro NCAP media assets are free for editorial broadcast, print, online and radio use. Use for other purposes is restricted.

Further information can be obtained from:

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media@euroncap.com