

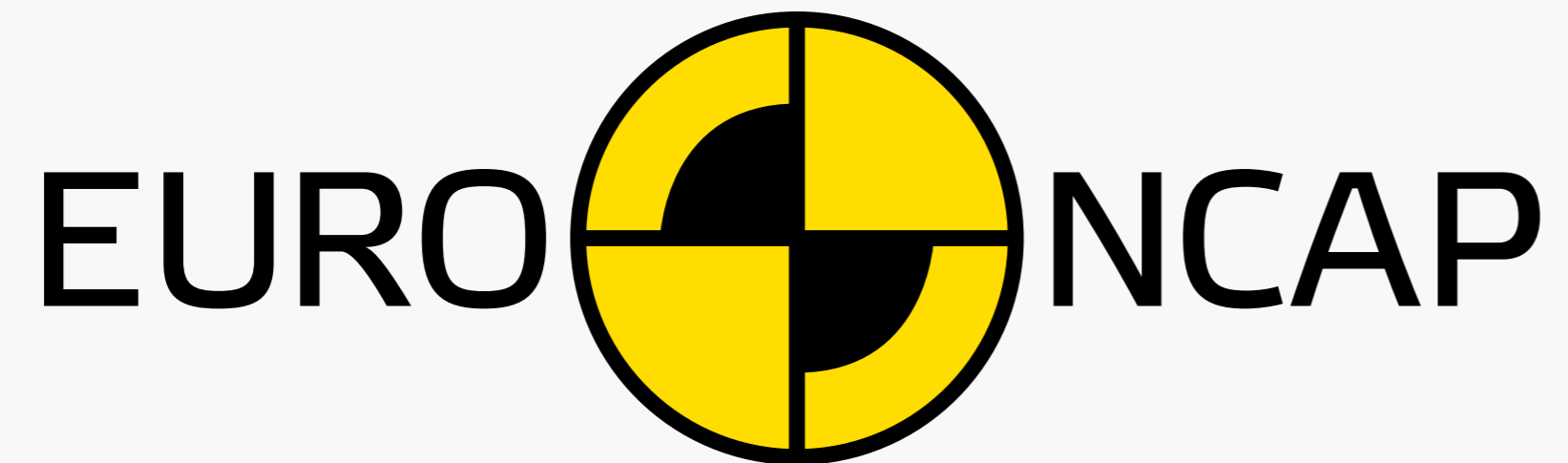


Euro NCAP's VISUAL IDENTITY GUIDELINES

VERSION 2 | FEBRUARY 2025

Euro NCAP

Logo '24 - '25

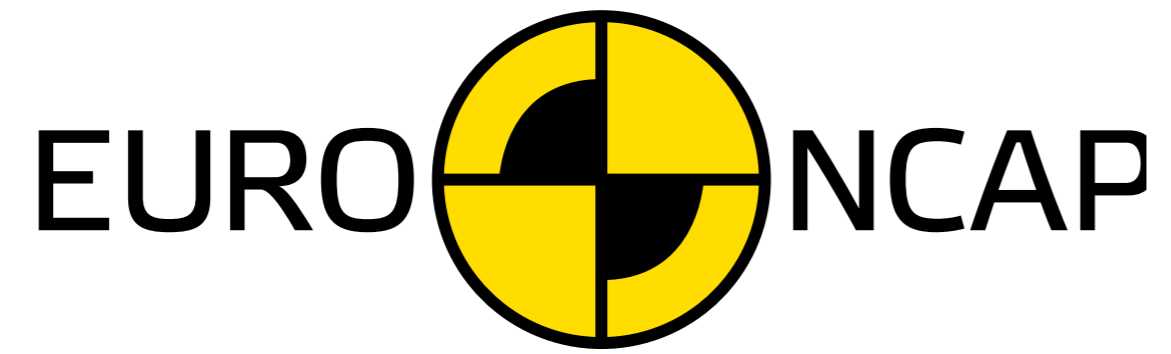


› Euro NCAP Logo

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



2



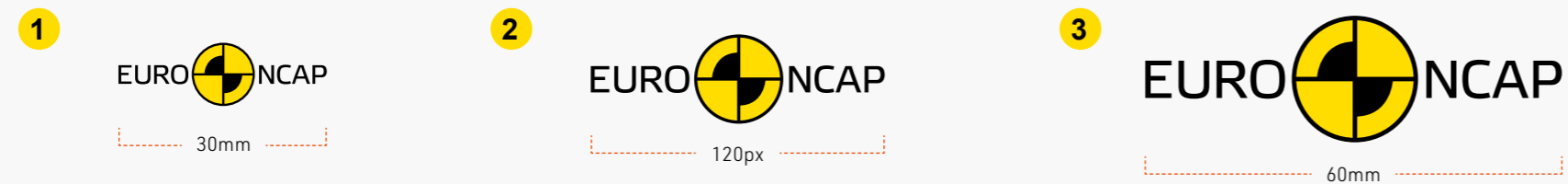
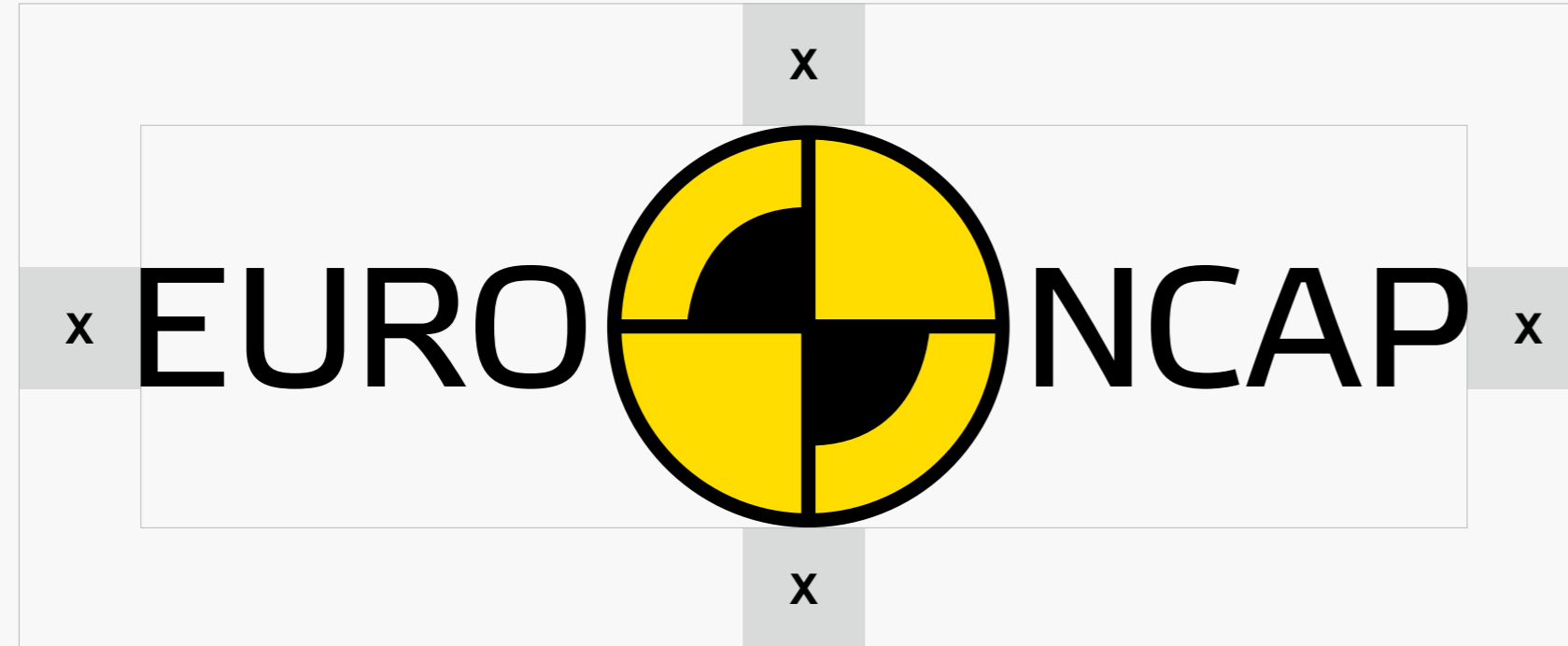
3



> 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



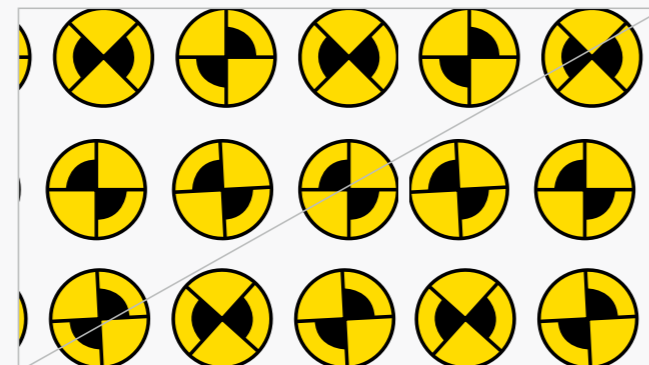
DON'T CHANGE THE SPELLING OF EURO NCAP



DON'T INVERT THE COLOURS OF THE LOGO.



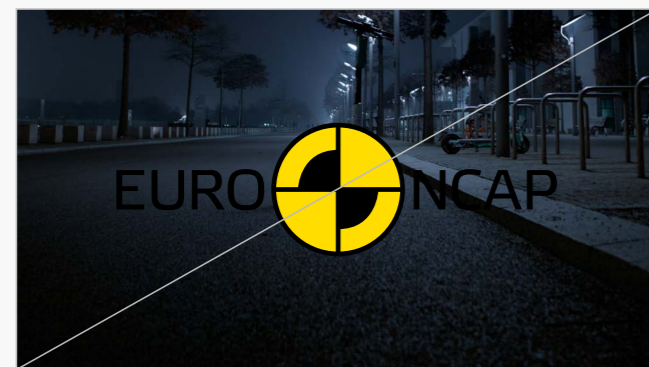
DON'T REPRESENT THE LOGO IN OPACITY.



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

Safety Pillar Icons

1 SAFETY PILLARS - CARS



ADULT OCCUPANT



CHILD OCCUPANT



PEDESTRIAN SAFETY



SAFETY ASSIST

2 STAGES OF SAFETY - TRUCKS



SAFE DRIVING



CRASH AVOIDANCE



POST CRASH SAFETY

> Safety Pillar Icons '24 - '25

1. Cars

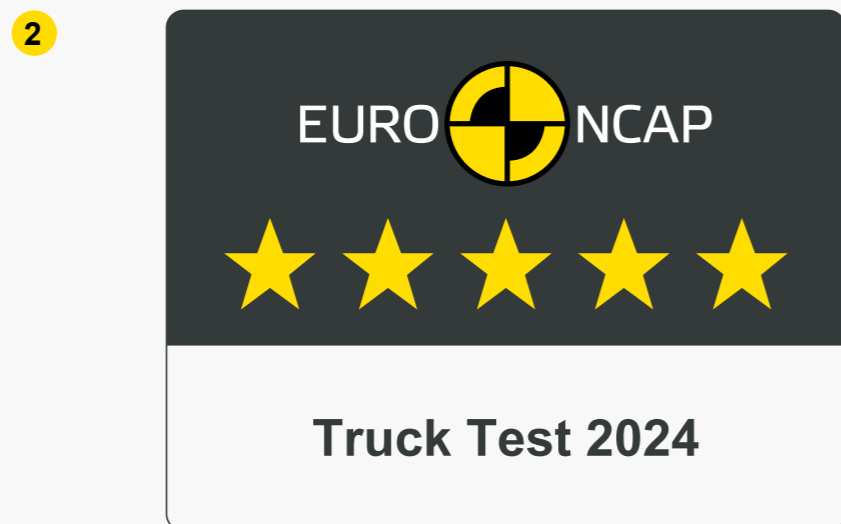
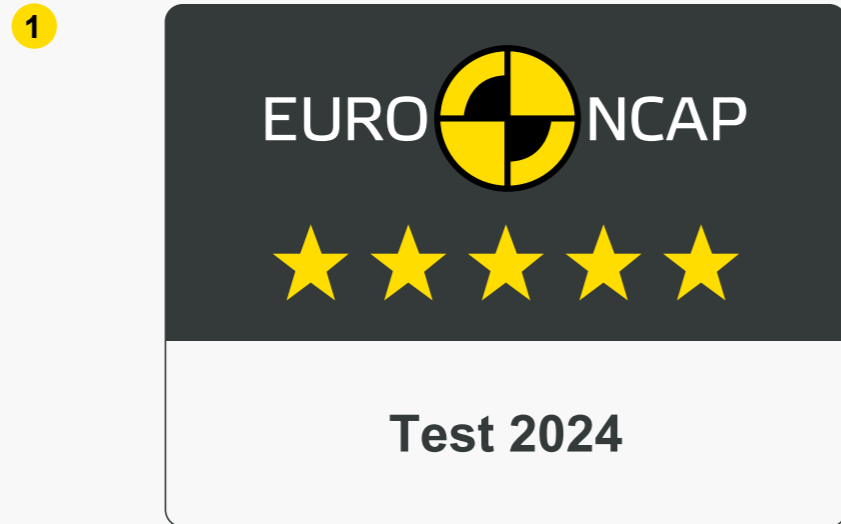
Euro NCAP uses four recognisable icons to refer to its four main areas of assessment - Adult Occupant, Child Occupant, Pedestrian Protection and Safety Assist.

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



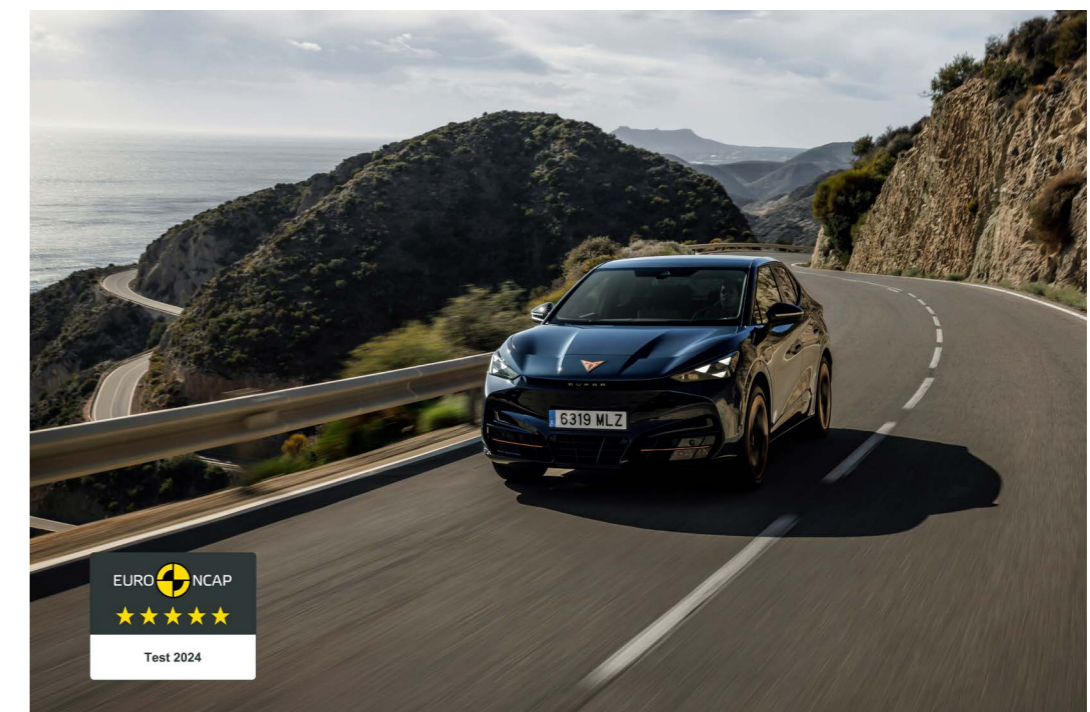
Vehicle Star Rating 2024

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

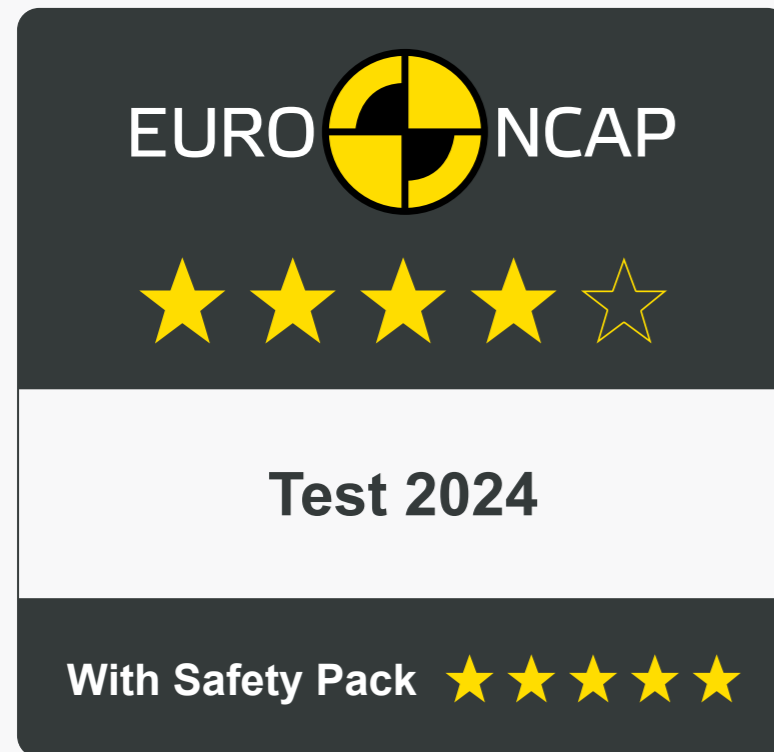
The star rating is adapted every year according to the year of the test and the date stamp must be shown as part of the logo. Different versions are available for Van Safety Ratings and Truck Safety Ratings and the correct category of medal is required for each type of vehicle.

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.



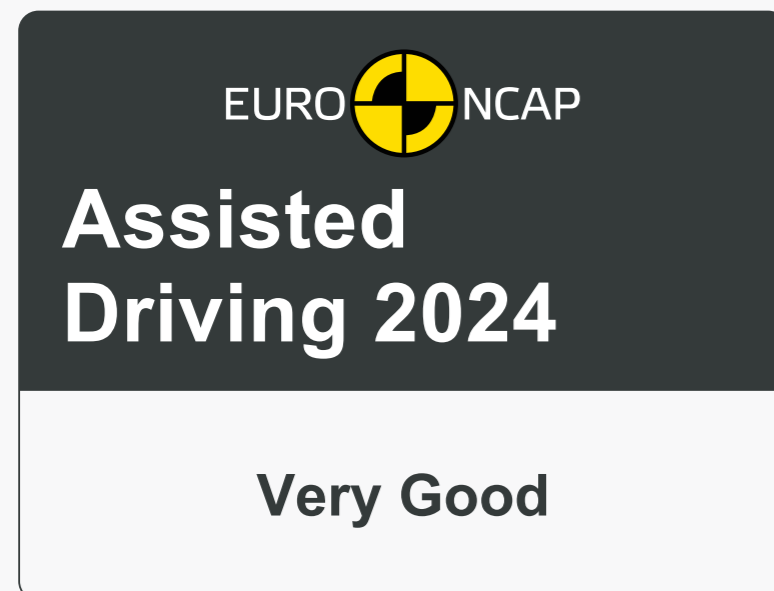
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EURO NCAP
ADVANCED



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.

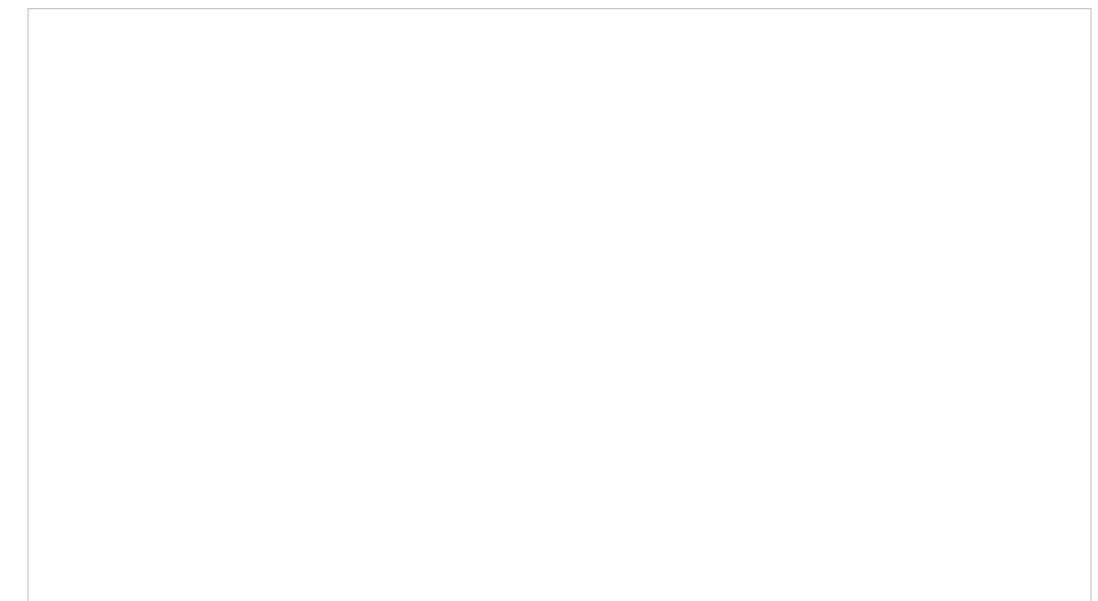


› Additional Accreditations Commercial Truck Ratings

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:

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.



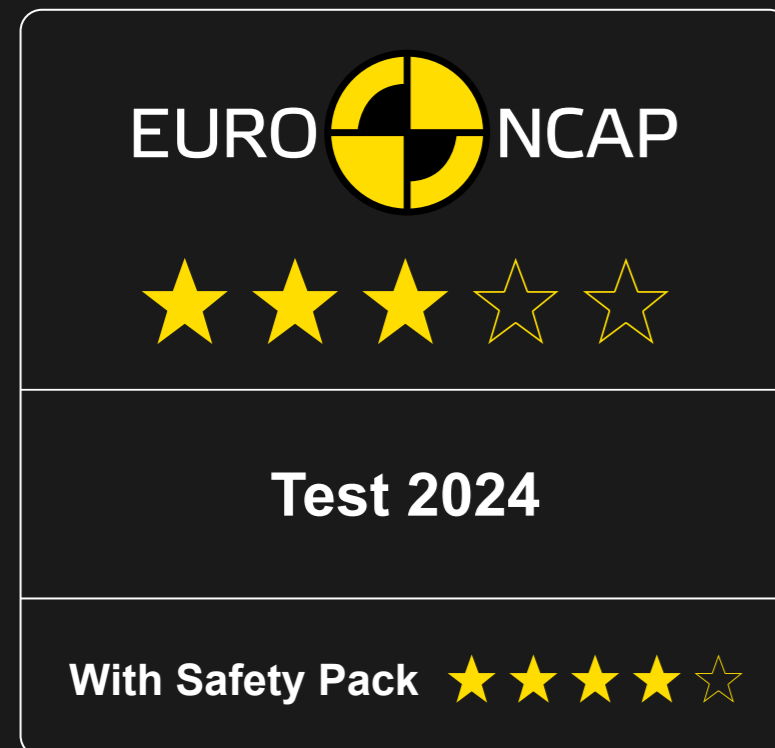
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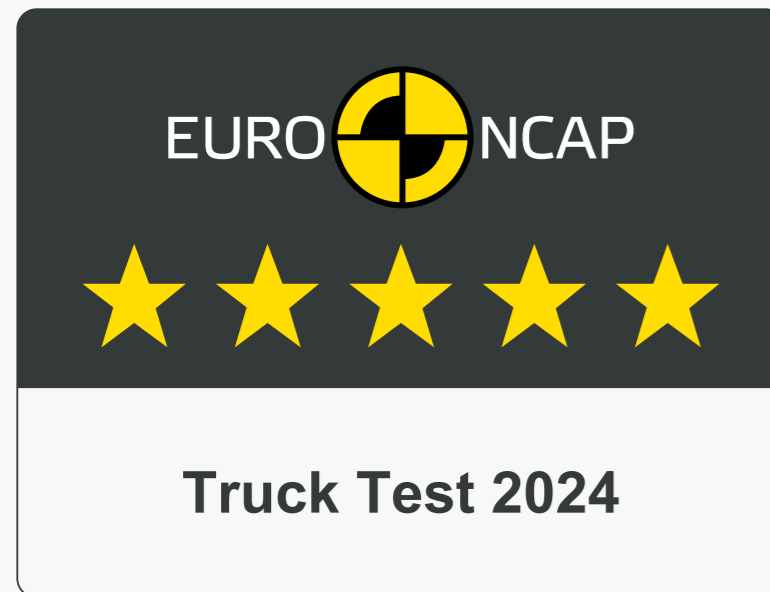
Vehicle Star Rating & Additional Accreditations

Colour ways: Cars

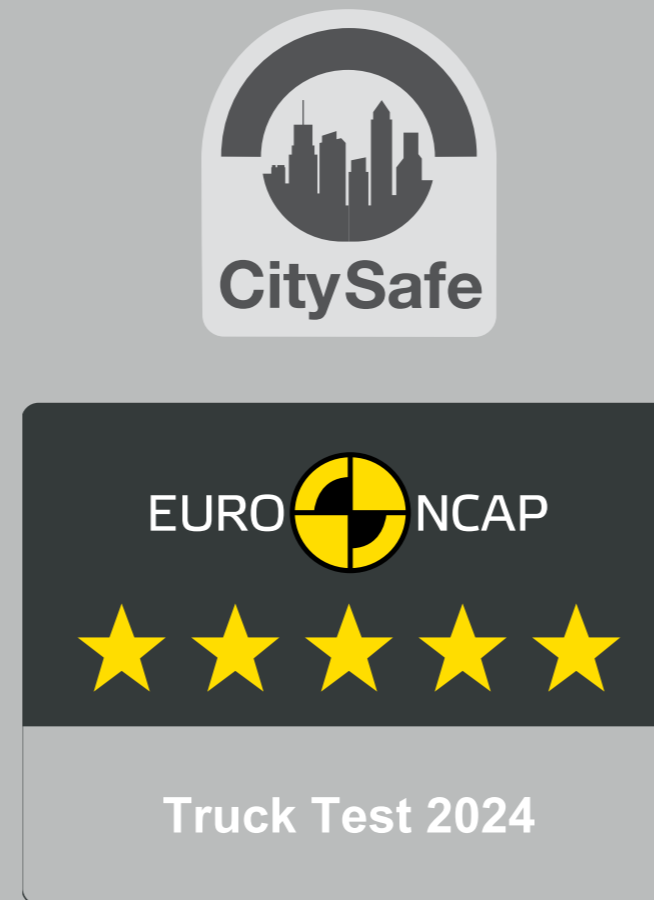
When the full colour version cannot be used, we recommend the use of a negative version of the logo to maximise legibility. The Euro NCAP Car Safety Rating logos and Additional Accreditations share the same colour palettes when altered from positive to negative versions. The full extent of the colour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



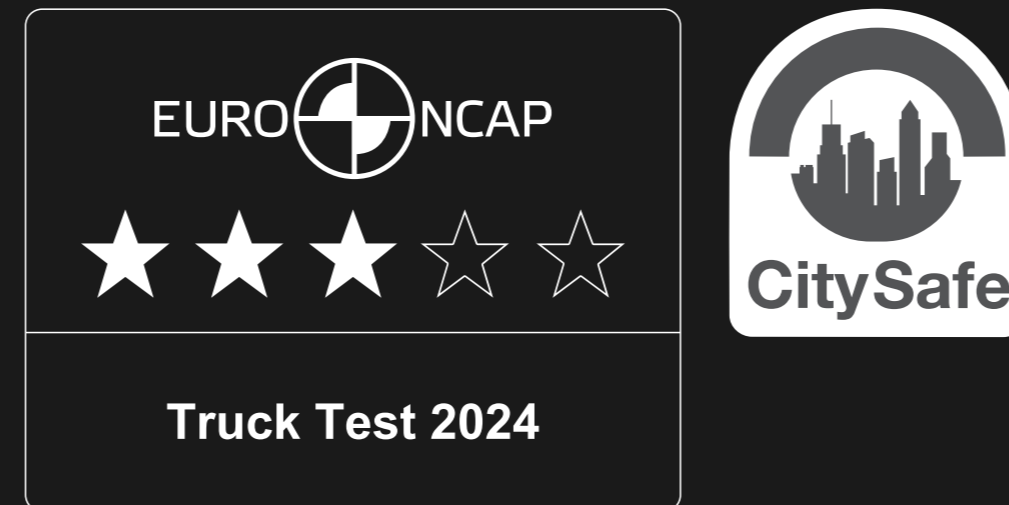
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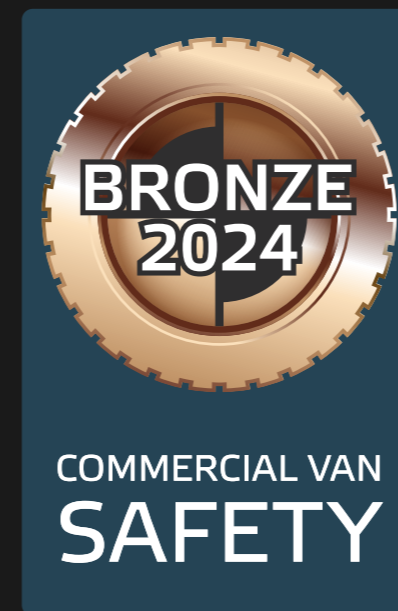


Vehicle Star Rating & Additional Accreditations

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.

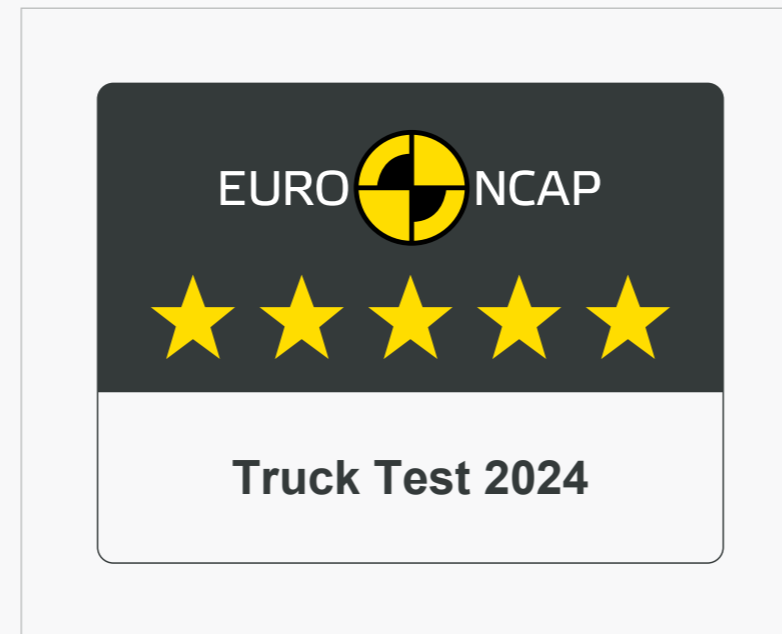
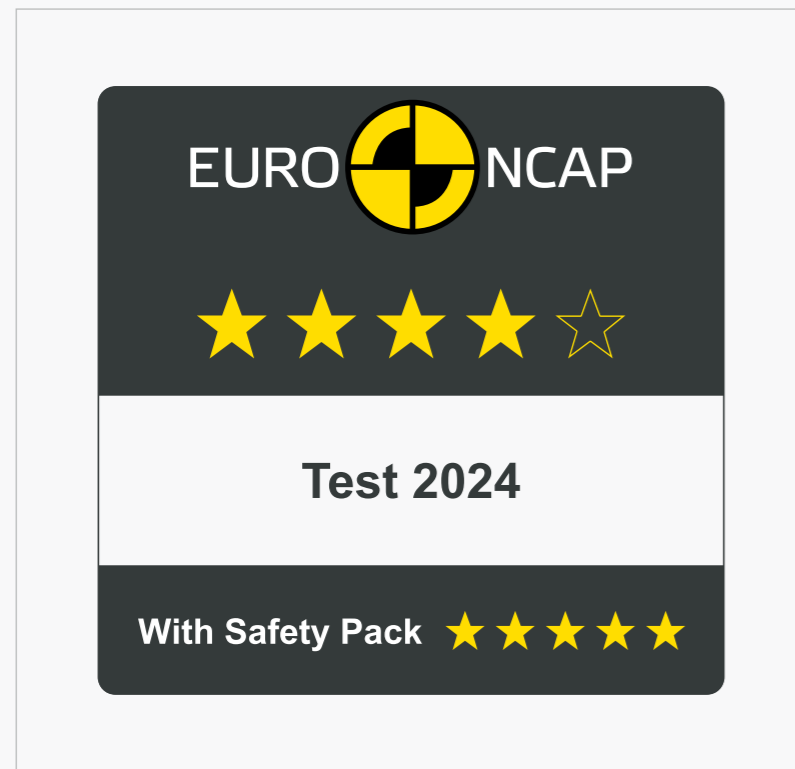


› Vehicle Star Rating Colour ways: Vans

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.

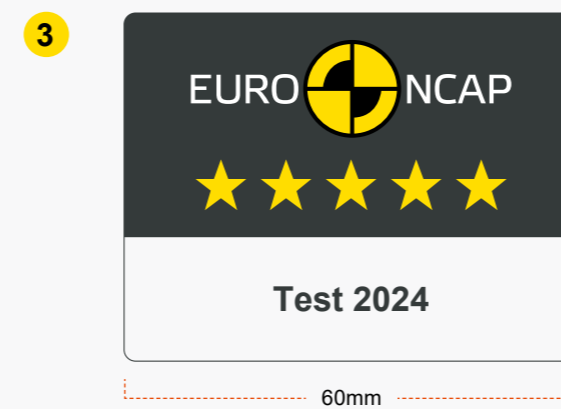
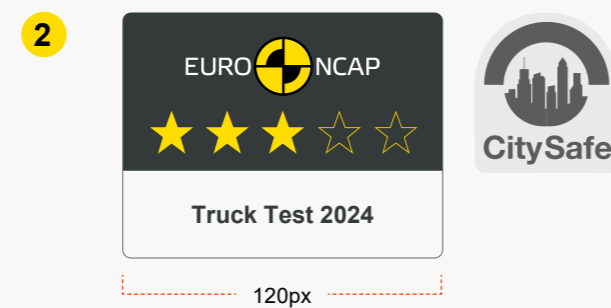
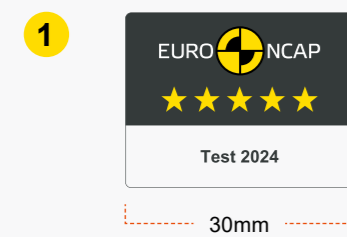


Car manufacturers may only advertise Euro NCAP ratings in marketing and communication material targeting the European market, even when the model rated is available in other markets.



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.

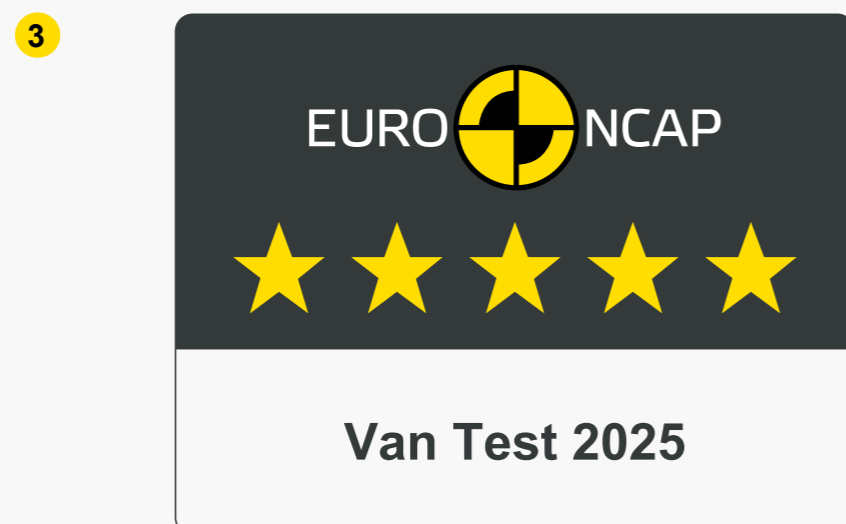
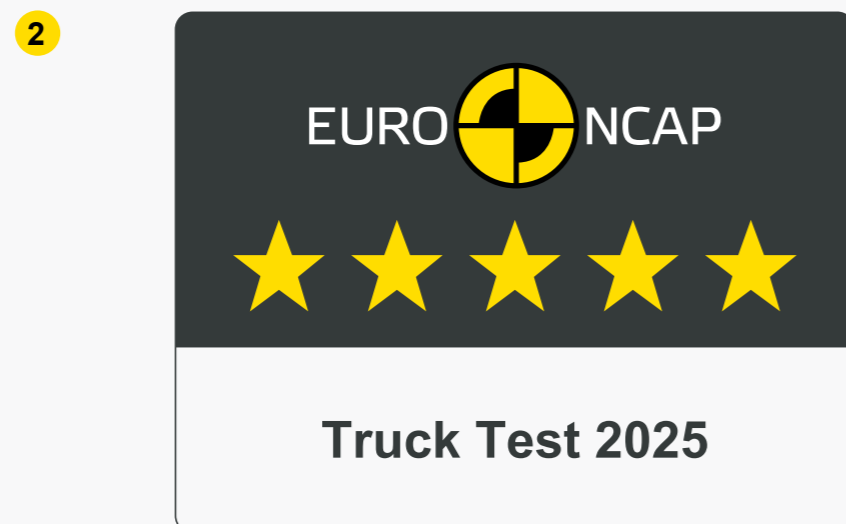
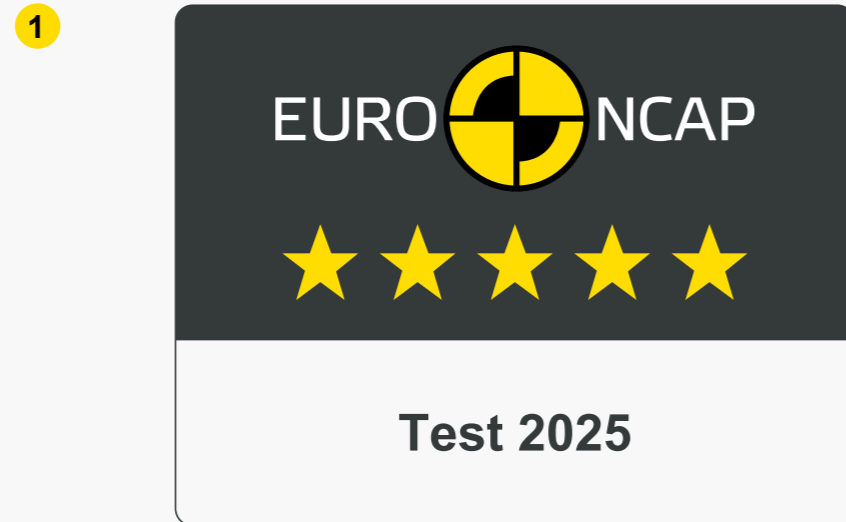


Minimum Size

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

Star Ratings '25



Vehicle Star Rating 2025

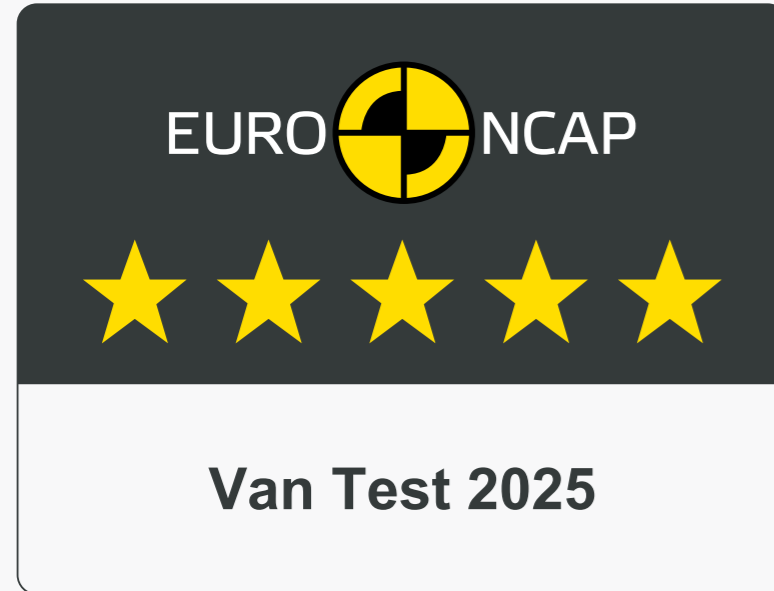
For vehicles tested up to and including 2025, car manufacturers must use only the approved Euro NCAP star rating when advertising the safety ratings.

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 Commercial Van & Truck 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. Commercial Truck Ratings.
3. Commercial Van Ratings.

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Vehicle Star Rating

Colour ways: Vans

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

Green NCAP

Logo '24 - '25



› Green NCAP Logo

The Green NCAP logo is used in all our communications.

Its consistent, legible application provides authenticity, helping to convey our sustainable and green credentials. Several versions of the Green 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



2



3



4



Green NCAP Logo Colour ways

The Green NCAP logo is available in four colour ways. Whenever possible use a version of the first logo. A white-only version is also possible where options 1, 2 and 3 shown are not appropriate.

1. Light and dark green logo
2. Light green and white logo
3. White and light green logo
4. Negative-colour logo



Green NCAP Logo Clear Space

For the Green 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

The Green 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 GREEN NCAP



DON'T INVERT THE COLOURS OF THE LOGO.



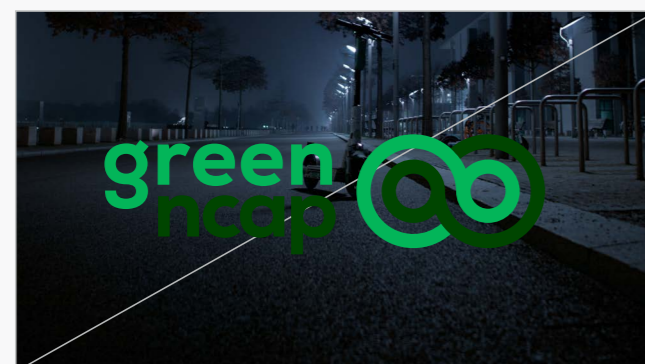
DON'T REPRESENT THE LOGO IN OPACITY.



DON'T CREATE LOGO PATTERNS.



DON'T MODIFY OR DISTORT THE LOGO.



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



DON'T ROTATE THE LOGO.

» Green NCAP Logo Misuse

It is very important that the Green 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:

Green NCAP

› Green NCAP Spelling

In all texts, Green NCAP should be written: Green NCAP (note space).
All other references are incorrect, except for X, where it can be written: #GreenNCAP.

Incorrect Spelling:

GreenNCAP

Green ncap

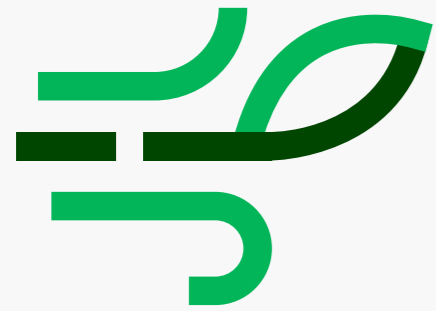
Greenncap

G-NCAP

G NCAP

Index Icons

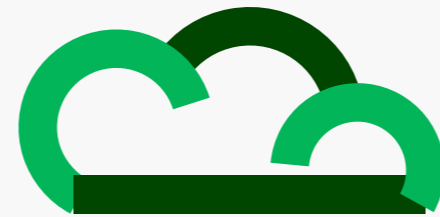
CLEAN AIR INDEX



ENERGY EFFICIENCY INDEX



GREENHOUSE GAS INDEX



› Index Icons

Green NCAP uses three recognisable icons to refer to its three main areas of assessment: Clean Air Index, Energy Efficiency Index and Greenhouse Gas Index.

Star Ratings '24

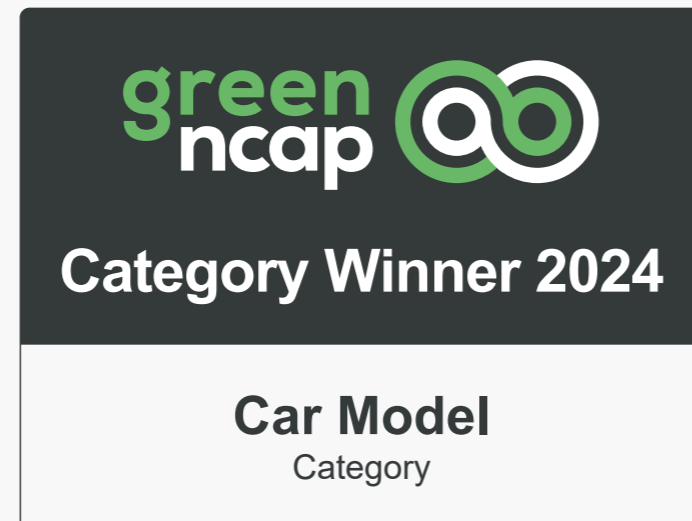
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› Vehicle Star Rating 2024

Car manufacturers must use only the approved Green NCAP star rating when advertising the environmental performance of a vehicle. 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.

› Additional Accreditation

1. Greener Choice LCA Award

Next to the star rating, vehicles with total Life Cycle Greenhouse Gas emissions equal to or less than a fleet based threshold (which evolves over time) can be eligible for the Greener Choice LCA award.

2. Category Winner

If Green NCAP has tested enough cars in the previous year, Green NCAP publishes a list of those cars that have performed best in their respective categories.

Car manufacturers may only advertise Green NCAP ratings in marketing and communication materials targeting the European market, even when the model rated is available in other markets.

1. Green NCAP Star Rating.
2. Greener Choice LCA Award.
3. Green NCAP Category Winner logo.

1



2



› Vehicle Star Rating & Additional Accreditations Colour ways

Car manufacturers must use only the approved Green NCAP star rating when advertising the environmental performance of a vehicle. 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.

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 vehicle rating logo with negative Green NCAP logo, green stars, black stroke and black text.
2. Positive category winner logo with negative Green NCAP logo, black stroke and white text
3. Negative vehicle rating logo with negative Green NCAP logo, green stars, white stroke and white text, combined with a negative Greener Choice LCA logo.
4. White category winner logo with negative Green NCAP logo, white stroke and white text.

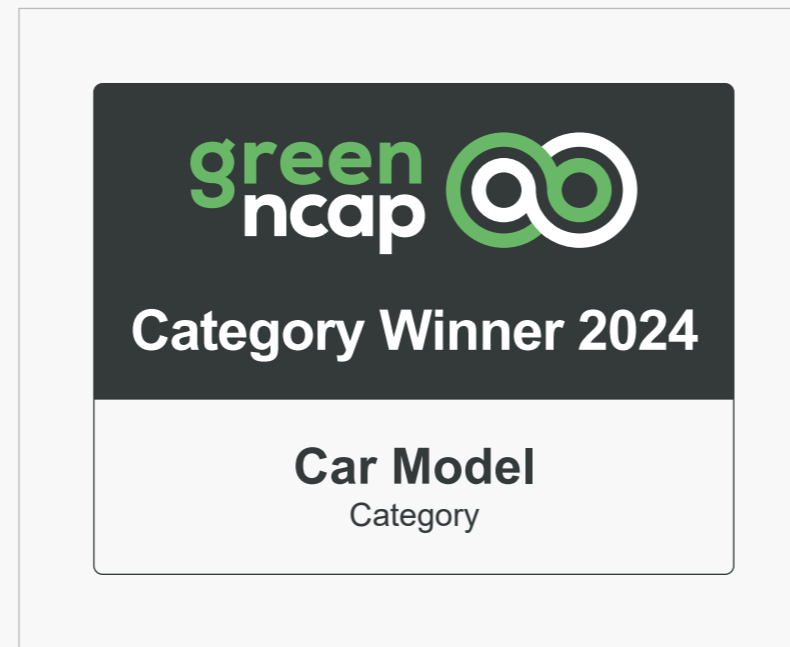
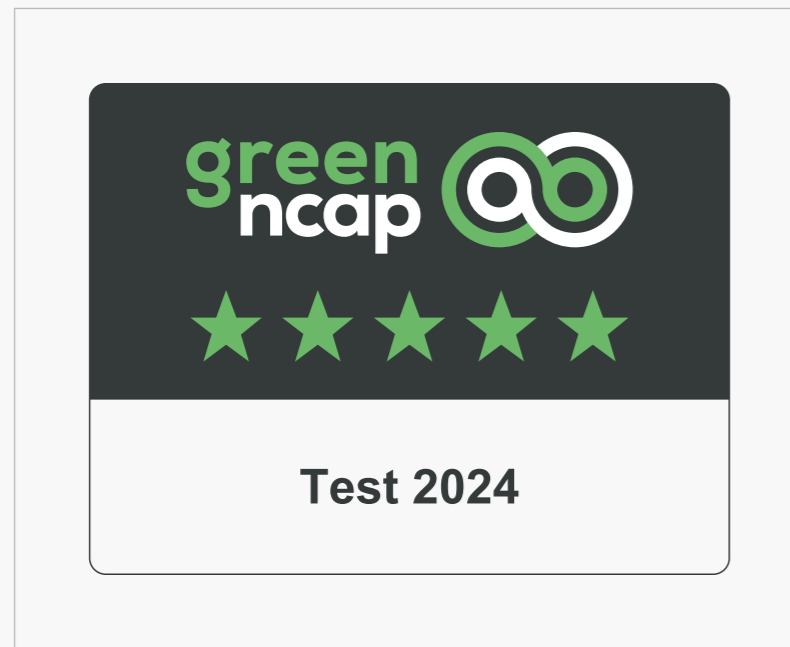
3



4



Car manufacturers may only advertise Green NCAP ratings in marketing and communication material targeting the European market, even when the model rated is available in other markets. The use of Green NCAP ratings in other markets is not permitted, except if the local car specification and equipment is identical to that offered on the European market (provided that the car manufacturer specifies the model variant concerned).



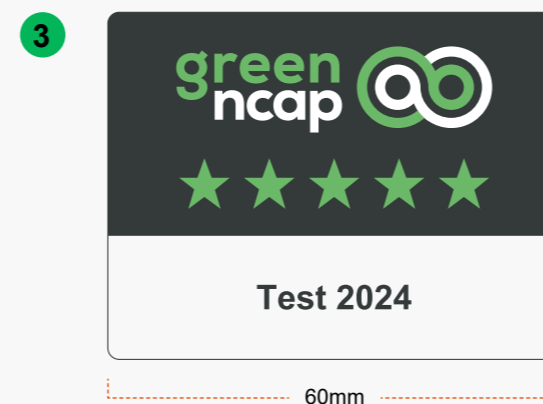
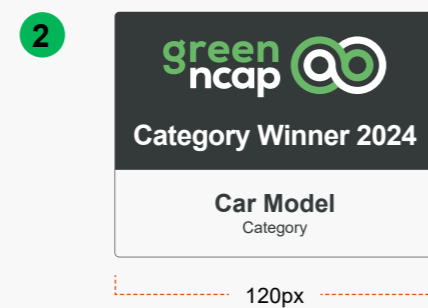
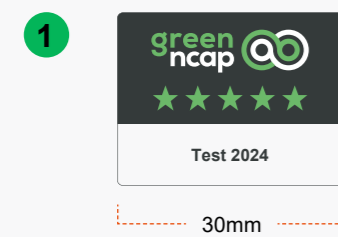
› Vehicle Star Rating & Additional Accreditations Clear Space

For the Green 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

Green NCAP star ratings should 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



Star Ratings '25

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› Vehicle Star Rating 2025 & Additional Accreditations

Car manufacturers must use only the approved Green NCAP star rating when advertising the environmental performance of a vehicle. 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.

› Additional Accreditation

Category Winner

If Green NCAP has tested enough cars in the previous year, Green NCAP publishes a list of those cars that have performed best in their respective categories.

Car manufacturers may only advertise Green NCAP ratings in marketing and communication materials targeting the European market, even when the model rated is available in other markets.

1. Green NCAP Star Rating.
2. Green NCAP Category Winner logo.

1



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› Vehicle Star Rating & Additional Accreditations Colour ways

Car manufacturers must use only the approved Green NCAP star rating when advertising the environmental performance of a vehicle. 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.

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 vehicle rating logo with negative Green NCAP logo, green stars, black stroke and black text.
2. Positive category winner logo with negative Green NCAP logo, black stroke and white text.
3. Negative vehicle rating logo with negative Green NCAP logo, green stars, white stroke and white text.
4. White category winner logo with white Green NCAP logo, white stars, white stroke and white text.

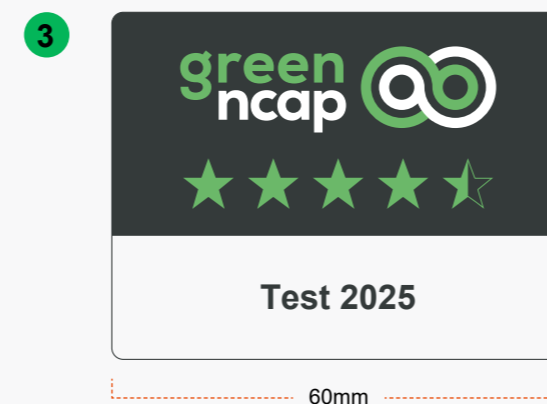
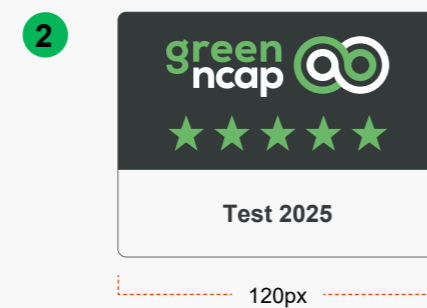
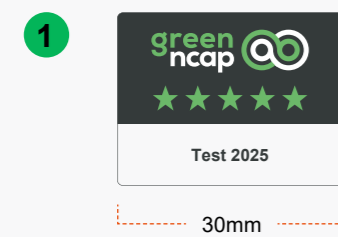
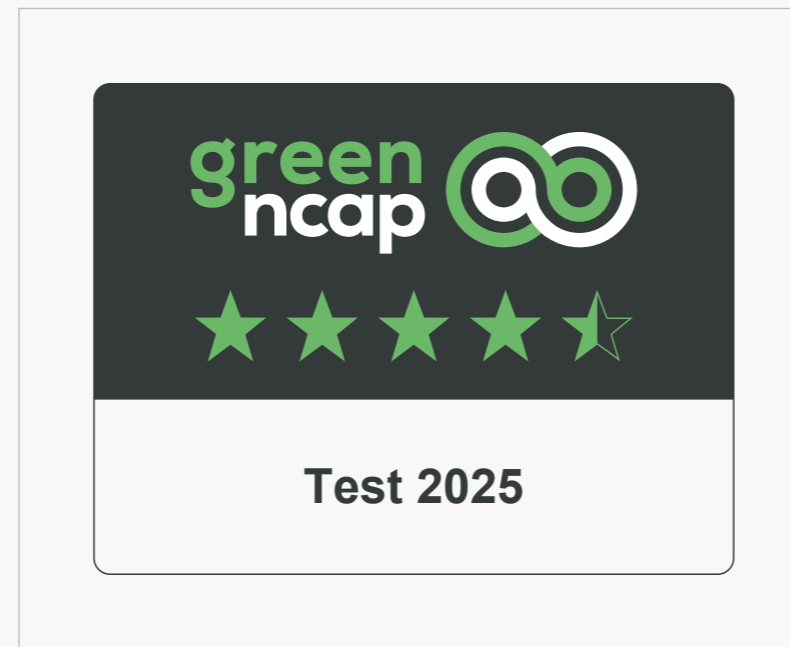
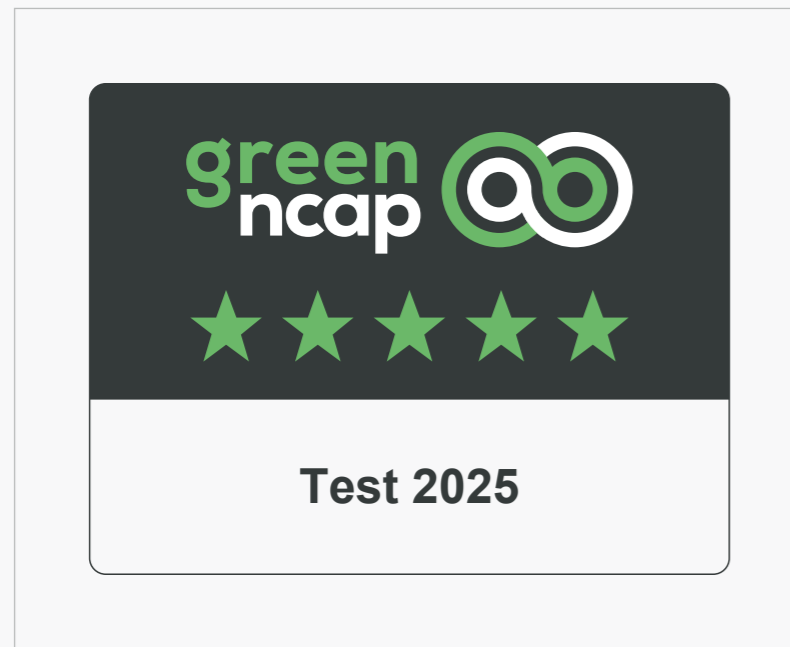
3



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Car manufacturers may only advertise Green NCAP ratings in marketing and communication material targeting the European market, even when the model rated is available in other markets. The use of Green NCAP ratings in other markets is not permitted, except if the local car specification and equipment is identical to that offered on the European market (provided that the car manufacturer specifies the model variant concerned).



› Vehicle Star Rating & Additional Accreditations Clear Space

For the Green 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

Green NCAP star ratings should 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

Master artwork files of the Euro NCAP and Green 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 and Green NCAP ratings in marketing and communication material targeting the European market, even when the model rated is available in other markets.

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

Further information can be obtained from:

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