

GUIDELINES FOR THE USE OF EURO NCAP'S VISUAL IDENTITY AND RATINGS



MAY 2007

FOREWORD

The European New Car Assessment Programme's (Euro NCAP) logo and ratings have been in common use since 1997 and have become internationally recognised as a reliable indicator of independent consumer information about car safety.

To help ensure that Euro NCAP's visual identity and ratings are used in an appropriate and consistent way the following guidelines have been produced. They are intended for use by journalists, manufacturers and advertising agencies. Adherence to these guidelines should avoid the improper and misleading use of the Euro NCAP logo and ratings, which could lead to loss of their credibility.

These guidelines are effective immediately and apply to the use of Euro NCAP's logo and ratings in all marketing material, advertisements, articles and information material made available in print (magazines, newspapers), on the internet, via television or radio, press releases and any other consumer-directed marketing communication.

We wish you a safe journey !

The Euro NCAP team

PLEASE NOTE

Upon request, graphics for display of the logo and ratings can be supplied in small and large sizes, in colour, black/white, negative and for use on the internet and television.

Euro NCAP kindly requests that manufacturers and advertising agencies submit their final layouts to the Euro NCAP Secretariat, for approval, prior to publication.

GENERAL RULES

PLEASE REMEMBER

Euro NCAP's visual identity may only be used on information material that is directly related to the work, protocols, tests, results and ratings of the Euro NCAP programme.

There should be no suggestion that any other tests carried out on behalf of manufacturers or other organisations, however similar to Euro NCAP tests, indicate the performance or rating that would be achieved in an official Euro NCAP test. The Euro NCAP visual identity should not be associated with any such tests, which should not display the Euro NCAP logo, stars or other ratings.

The Euro NCAP visual identity, logo and ratings should not be associated with any product, service or equipment that has not been directly assessed by Euro NCAP.

Euro NCAP's visual identity, logo or rating should not be displayed in any way that could mislead the reader into thinking that it might relate to any aspect or feature that is not part of Euro NCAP's assessment.

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A. LOGO > 1. RULES

1. RULES

1. All information that relates to the Euro NCAP programme or mentions Euro NCAP tests or assessments, without necessarily being specific as to results, should display Euro NCAP's logo that includes the base line 'For safer cars' and Euro NCAP's website address: www.euroncap.com.
2. Euro NCAP does not allow the use of its logo for any other product or service that is unrelated to its testing programme or vehicles assessed by Euro NCAP.
3. The Euro NCAP logo cannot be displayed in relation to the safety of other products or safety features that are not part of the Euro NCAP programme and which have not been tested by Euro NCAP.
4. Any other tests carried out by manufacturers or other organisations however similar to Euro NCAP tests, must not display the Euro NCAP logo.

A. LOGO > 2. PRESENTATION

2. PRESENTATION

1. Preferred use

Euro NCAP's visual identity is represented by one logo, two colours and a specific typography.

Given that the former logo has been associated for the past ten years with Euro NCAP and is recognised by consumers, we have chosen to conserve its principal elements. We have slightly adapted our visual identity to ensure it remains modern and suitable for its increased use. The principal symbol of our logo has become stronger and the new typography renders the visual identity more readable.

The graphic files are available on CD ROM in eps, jpeg and tif.



EUROPEAN NEW CAR
ASSESSMENT PROGRAMME

A. LOGO > 2. PRESENTATION

2. PRESENTATION

2. Alternative monochrome versions

When it is impossible to use the logo in two colours, we recommend the use of the following monochrome versions.

- Logo in black and white
- Logo in levels of grey
- Logo in negative version

Please use the monochrome version in black and white as the format for fax transmission.

If the logo is to be placed on a dark background, the negative logo must be used.

- Negative version in colour
- Negative version in monochrome

The graphic files are available on CD ROM in eps, jpeg and tif.



A. LOGO > 2. PRESENTATION

2. PRESENTATION

3. Logo in 3D and its use on screen

3D enriched logos are available in normal and negative formats. These logos can only be used in the following specific circumstances:

- PowerPoint presentations
- Websites
- Television



The files are available on CD ROM in psd.

A. LOGO > 2. PRESENTATION

2. PRESENTATION

4. The logo colours

The black and yellow colour of the logo ensure Euro NCAP is easily recognisable. These are the only colours in which the logo should be re-produced, apart from the case of the monochrome versions.

NOTE

The colours might change depending on the quality of the paper, the technique or the medium used. We would ask you to verify with the printers or graphic studios that you work with to ensure that the proofs match the specified colours.

5. The font of the logo

Etelka



CMYK 0 10 98 0

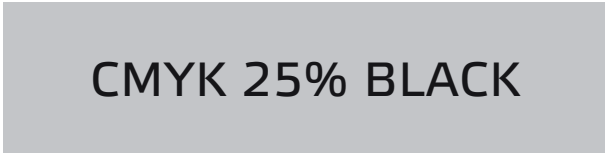
RGB 255 213 0
HTML # FFCC00
Ral yellow 1018
Avery graphics 800 premium cast Primrose yellow 807

For printing in Pantone, Yellow U must be used.



CMYK 100% BLACK

RGB 0 0 0
HTML # 000000
Ral black 9005
Avery graphics 800 premium cast Black 801



CMYK 25% BLACK

RGB 209 209 209
HTML # D1D1D1

ETELKA TEXT PRO REGULAR
ETELKA TEXT PRO BOLD

A. LOGO > 2. PRESENTATION

2. PRESENTATION

6. Minimum clear space

The logo must always be surrounded by clear space, free of text, illustrations or other logos, except for a coloured background. In such cases, the negative version should be used.

The clear space is defined by the height x of the logo.



Preferred logo size for printing

The minimum width of the logo is 20 mm.



A. LOGO > 2. PRESENTATION

2. PRESENTATION

7. Forbidden use

Never alter or redraw the logo in any way and always reproduce the elements in the correct size and with the specified colours and typography.



Do not change the typography



Do not change the place of EURO NCAP



Do not change the size of typography



Do not change the symbol



Do not use the logo on an inappropriate background



Do not use the logo on a yellow background



Do not change the colour of the logo



Do not change the colour of the logo



Do not change the colour of the logo



Do not change the thickness of the lines of the logo

B. RATINGS > 1. RULES

1. RULES

1. When Euro NCAP crash test results are to be mentioned with a specific result (i.e. with a number of stars) then the rating for which they refer to MUST be displayed.
2. Euro NCAP has no 'overall rating' and any allusion to an overall rating is misleading for consumers. The current ratings are Adult Occupant Protection, Child Occupant Protection and Pedestrian Protection.
3. Manufacturers, advertisers and journalists can publish the results from one, two or all three ratings depending on their consumer interest. However, the ratings must be used with the appropriate star colour and text to explain which rating applies (Adult Occupant Rating, Child Occupant Rating or Pedestrian Protection Rating) and/or with the appropriate pictogram.
4. The star rating or points awarded for each individual rating must not be added together. There must be no possibility that the reader might be misled regarding the meaning of any rating.
5. It is essential that neither media nor manufacturers try to compare the Adult Occupant Ratings of vehicles in different size categories.
6. The Euro NCAP ratings can only be used where generic reference is made to the vehicle model that has been assessed by Euro NCAP or to the particular variant tested by Euro NCAP. It is unacceptable for reference to be made to Euro NCAP or its rating in promotions for other variants of the assessed vehicle model.
7. Manufacturers that are interested in promoting 'best in class' for a particular rating of vehicle must ensure that the date of the assessment is also published. Once no longer applicable, all reference in advertising to this statement should be removed.

B. RATINGS > 2. PRESENTATION

2. PRESENTATION

1. The pictograms in colour

Euro NCAP has introduced pictograms to accompany its individual ratings to help clarify the information supplied to consumers. These pictograms with their simple illustration should be easily understood.

The different colours used: yellow, blue and green highlight the differences between the ratings.



ADULT OCCUPANT PROTECTION



CHILD OCCUPANT PROTECTION



PEDESTRIAN PROTECTION

B. RATINGS > 2. PRESENTATION

2. PRESENTATION

2. The pictograms in monochrome

Monochrome versions are available in the case of using the ratings in newspapers.



ADULT OCCUPANT PROTECTION



CHILD OCCUPANT PROTECTION



PEDESTRIAN PROTECTION

B. RATINGS > 2. PRESENTATION

2. PRESENTATION

3. The stars

Euro NCAP uses stars to represent the level of safety provided by the vehicle. Each individual rating has a particular star colour.



ADULT OCCUPANT PROTECTION



CHILD OCCUPANT PROTECTION



PEDESTRIAN PROTECTION

B. RATINGS > 2. PRESENTATION

2. PRESENTATION

4. The ratings

Euro NCAP has introduced pictograms for each of the individual ratings to accompany the stars used to represent the level of safety. Both are presented together in a white "box" for each rating.

Each element must remain in the same size and same position.

In some cases, it might be relevant to show the stars that have not been achieved.



The different versions of the ratings (number of stars) are available on CD ROM in eps, jpeg and tif.

B. RATINGS > 2. PRESENTATION

2. PRESENTATION

5. The rating colours

The three different colours of the ratings (yellow, blue and green) highlight the difference between them.

NOTE

The colours might change depending on the quality of the paper, the technique or the medium used. We would ask you to verify with the printers or graphic studios that you work with to ensure that the proofs match the specified colours. In order to convert the colours into RGB, we advise you to adapt the conversion depending on the format of the screens and projectors.



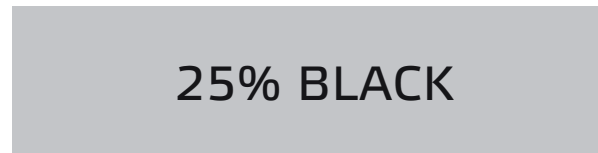
CMYK 0 0 100 0
RGB 255 236 0
HTML # FFEC00



CMYK 0 0 0 100
RGB 0 150 233
HTML # 0096E9



CMYK 85 0 100 0
RGB 58 156 50
HTML # 3A9C32



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

B. RATINGS > 2. PRESENTATION

2. PRESENTATION

6. Minimum clear space

The ratings must always be surrounded by clear space, free of text, illustrations or other logos, except in the case of a coloured background.

The clear space is defined by the height and the width of the star.

Preferred rating size

The minimum width of the rating is 25 mm.



C. MARKETING MATERIAL AND MEDIA > 1. RULES

1. RULES

1. The use of test results in published marketing information, advertising material and articles can only take place once Euro NCAP has officially published the test results.
2. If the results of Euro NCAP tests are to be used in an advertisement (print, web or TV) then the Euro NCAP logo and ratings should be placed in close proximity to the results so that it is clear that the logo relates to Euro NCAP and its testing programme and not to the contents of the entire advertisement.
3. The Euro NCAP logo, ratings and visual identity should not be displayed in close proximity to any kind of product information (safety related equipment not assessed by Euro NCAP, accessories, styling options, etc.) that might create a false understanding by the consumer that Euro NCAP has endorsed or supports that product in any way. The logo must be displayed on or next to the information related to Euro NCAP.
4. The use of commentary during TV advertising must be consistent with the display of the Euro NCAP rating in use on the screen.

C. MARKETING MATERIAL AND MEDIA > 2. PRESENTATION

2. PRESENTATION

1. Printing material

There are only two ways to place the logo and the ratings in an advertisement: horizontal and vertical.

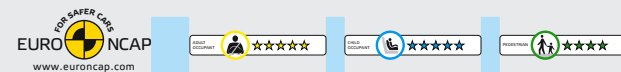
> Horizontal use:

- The logo has the same width as the rating
- The logo is always placed to the left of the rating(s)
- Distances between the different elements must be respected

Examples for one, two or three ratings



example
for horizontal advertisement



Example for A4 size printing material

C. MARKETING MATERIAL AND MEDIA > 2. PRESENTATION

2. PRESENTATION

> Vertical use:

- The logo has the same width as the rating
- The logo is always placed above the rating(s)
- Distances between the different elements must be respected

Examples for one, two or three ratings



example
for vertical advertisement

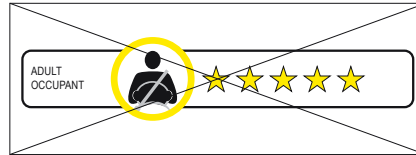
Example for A4 size printing material

C. MARKETING MATERIAL AND MEDIA > 2. PRESENTATION

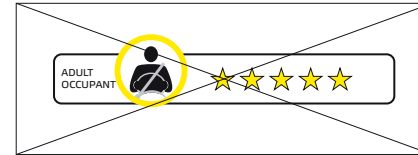
2. PRESENTATION

2. Ratings: forbidden use

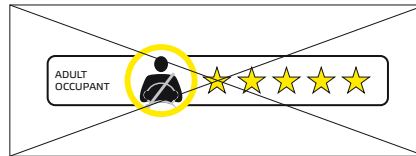
Never alter or redraw the logo, pictograms and ratings in any way, and always reproduce the elements in the correct size and with the specified colours and typography.



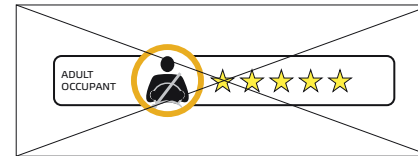
Do not change the typography



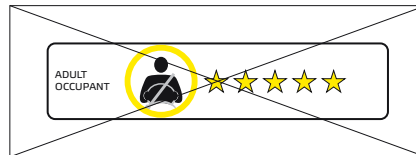
Do not change the place of the pictogram



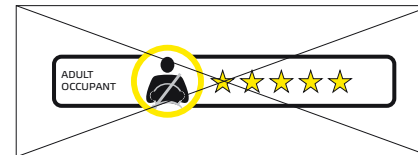
Do not change the size of the stars



Do not change the colours



Do not change the size of the box



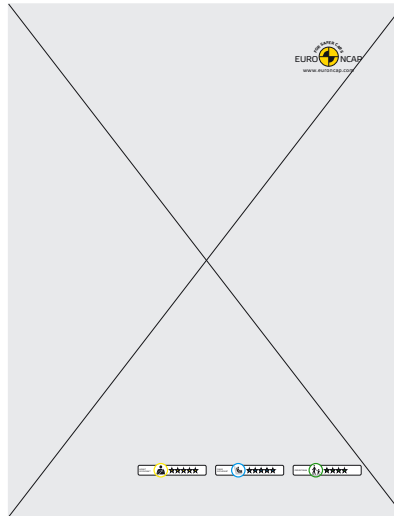
Do not change the thickness of box's line

C. MARKETING MATERIAL AND MEDIA > 2. PRESENTATION

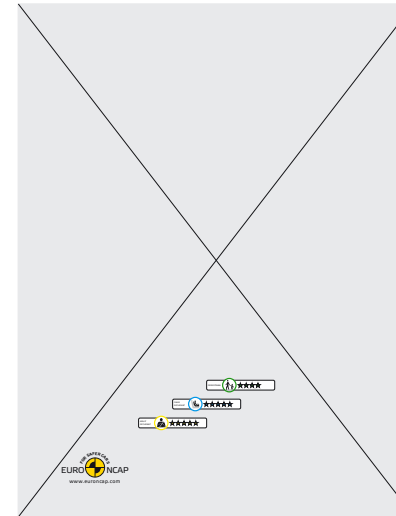
2. PRESENTATION

3. Ratings : forbidden use by media

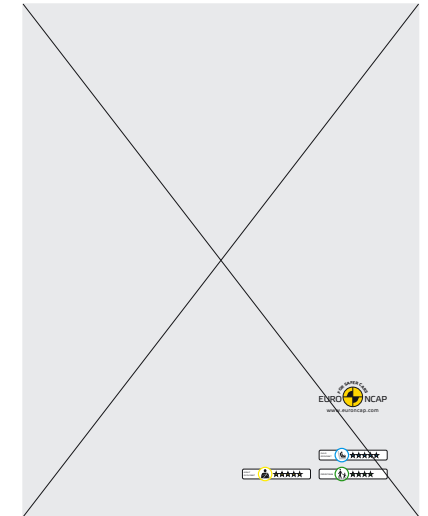
Never alter or change the uses of the logo and the ratings in any way, and always reproduce the elements in the correct size and the correct position (see uses for more details).



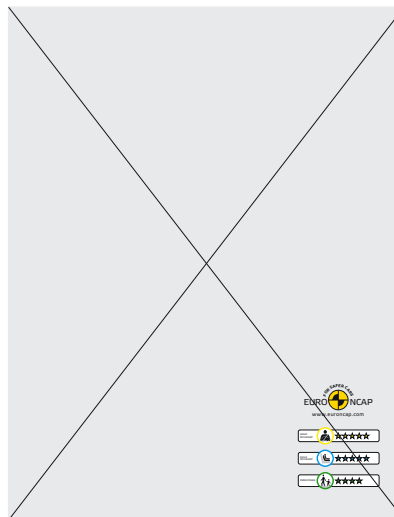
Do not change the place of the logo



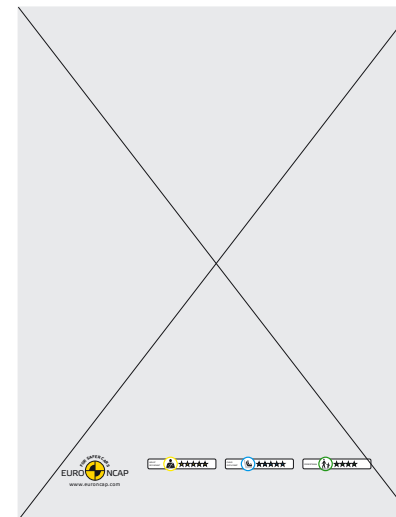
Do not change the place of the ratings



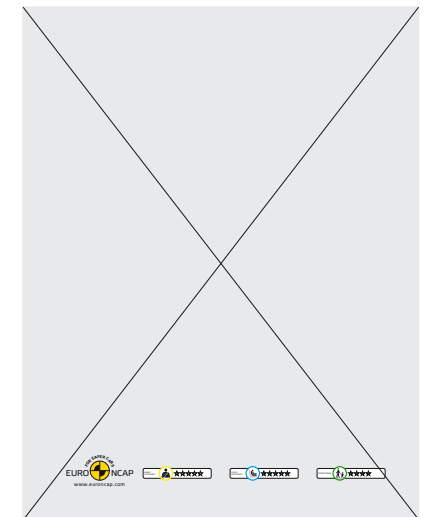
Do not change the place of the ratings between them



Do not change the width of the ratings



Do not change the alignment of the ratings



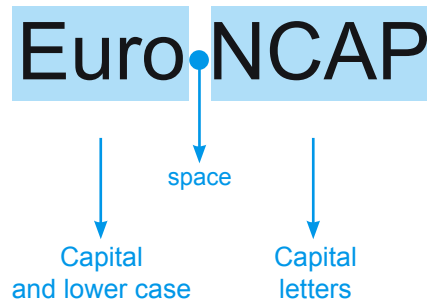
Do not change the space between the ratings

2. PRESENTATION

4. Spelling

Euro NCAP stands for European New Car Assessment Programme.

In all texts Euro NCAP should be written:



not

~~EuroNCAP~~

~~euroncap~~

not

~~Euroncap~~

~~euro ncap~~

5. Fonts

The fonts used by Euro NCAP are :

- Etelka for the logo
- Arial regular in normal text

ETELKA TEXT PRO REGULAR

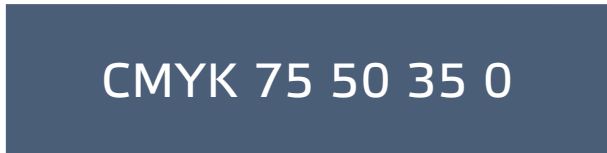
ETELKA TEXT PRO BOLD

ARIAL REGULAR

ARIAL BOLD

6. Background colour

A blue grey is used by Euro NCAP as a background colour.



D. USE IN EXTERNAL WEBSITES > 1. RULES

1. RULES

1. If Euro NCAP information is to be displayed on a website, then the Euro NCAP logo should be clearly indicated next to the information, with a clickable link to the Euro NCAP website www.euroncap.com. Where possible, the following background text should be displayed:

'Established in 1997, Euro NCAP provides motoring consumers, with an independent assessment of the safety performance of some of the most popular cars sold in Europe. Through its stringent vehicle crash testing, Euro NCAP has rapidly become a catalyst for encouraging significant safety improvements to new car design. Euro NCAP is backed by five European governments, the European Commission as well as motoring and consumer organisations in every EU country.'

2. For websites, the 3D logo should be used.
3. Please use the minimum clear space and the same rules as for the standard logo.
4. For use of the 3D logo with ratings, please see the same rules as for printing material.

Further information can be obtained from:

Cordelia Wilson

Communications Manager

Euro NCAP

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Belgium

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E-mail : Cordelia_Wilson@euroncap.com