



EURO NCAP advanced

Visual Identity Guidelines

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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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~~

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.



For printing with  
Pantone® colour process  
use **Pantone Process  
Black EC**



For printing with  
Pantone® colour process  
use **Pantone 109 C**



For printing with  
Pantone® colour process  
use **Pantone  
Cool Grey 4C**

TYPOGRAPHY

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

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Etelka Text  
Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Etelka Text  
Pro Regular

**SAFE AREA**

The Euro NCAP Advanced logo must be surrounded by an area of white space. This safe area is determined by the height of the Euro NCAP 'E'.

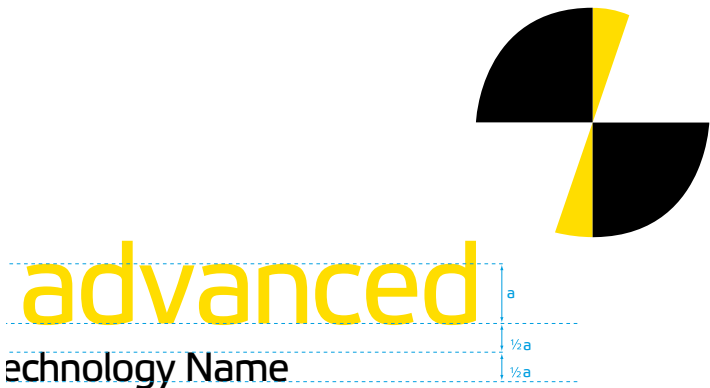


When supplementary text is included, the safe area will respect this.



TYPE SIZE

The height of the technology title and its placement is derived from the x-height of the 'advanced' text.



### ALTERNATIVE MONOCHROME VERSIONS

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





### BEVEL LOGO

A bevelled version of the logo is also available for online application.



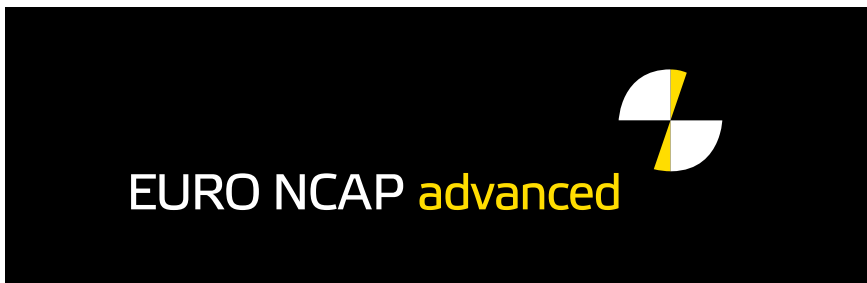
### LOGO AND BACKGROUND

When used over a coloured or image background, the Euro NCAP Advanced logo must feature a white background panel. The size of this is determined by the safe area. This is the preferred use.



### EXCEPTION

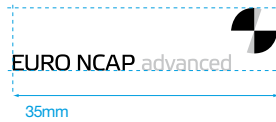
In exceptional cases, and with the consent of Euro NCAP, the Euro NCAP Advanced logo can appear in a negative form as illustrated.



### MINIMUM LOGO SIZE

To ensure legibility, the monochrome version of the logo should be used at a minimum width of 35mm.

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



# Euro NCAP Advanced Visual Identity Guidelines

## FORBIDDEN USE

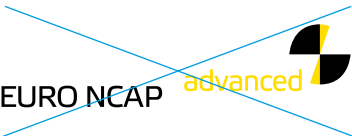
The Euro NCAP Advanced logo should never be altered or redrawn.



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



Type colour should not be changed



The quadrant device should not be amended



The quadrant device should not be rotated

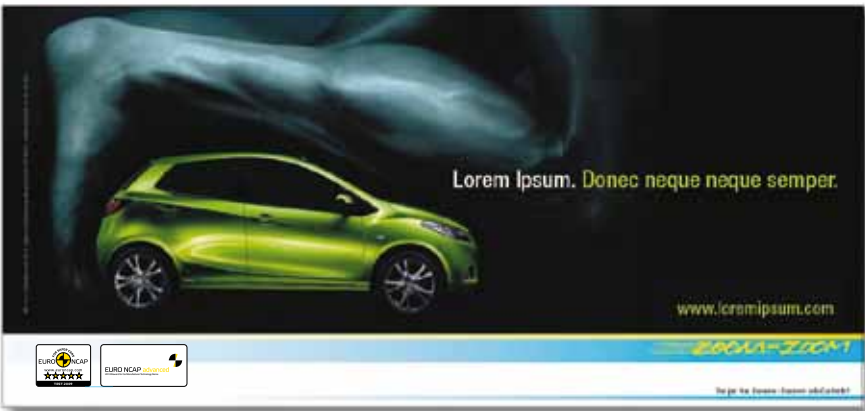
**RELATION TO Euro NCAP LOGO**

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.



APPLICATION

The white area allows the Euro NCAP Advanced logo to appear unchanged over any background or photograph.



### EXCEPTIONAL APPLICATION

Reference to page 7 of these guidelines, the negative form of the Euro NCAP Advanced logo, when used in above-the-line print advertising, for example, is illustrated below.



## Euro NCAP Advanced Visual Identity Guidelines

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Euro NCAP kindly requests manufacturers, advertisers and journalists to provide final layouts to the Euro NCAP team for approval in advance of publication.

### **Further information is available from:**

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Master Adobe Illustrator™ artwork files of the Euro NCAP Advanced logo are available on request from Euro NCAP.

Adobe™ and Illustrator™ is a registered trademark of Adobe System Incorporated.

Pantone® is property of Pantone Inc.