



Visual identity guidelines

Foreword

Green NCAP Guidelines are intended to ensure that the organisation's visual identity and star ratings are used in an appropriate and consistent way. These guidelines are mainly directed at car manufacturers that use Green NCAP information and vehicle ratings in marketing campaigns on the European market.

Requests for logo files and other questions relating to the visual identity should be addressed to Green NCAP.

Contents

General presentation	1
Visual Identity Guidelines	2
Colour Choice	2
Typography	2
Star Rating Logo	3
Region.....	3
Approval.....	3
Safe area.....	3
Alternative versions.....	4
Minimum logo size	5
Forbidden use	5

General presentation

In all texts Green NCAP should be written:

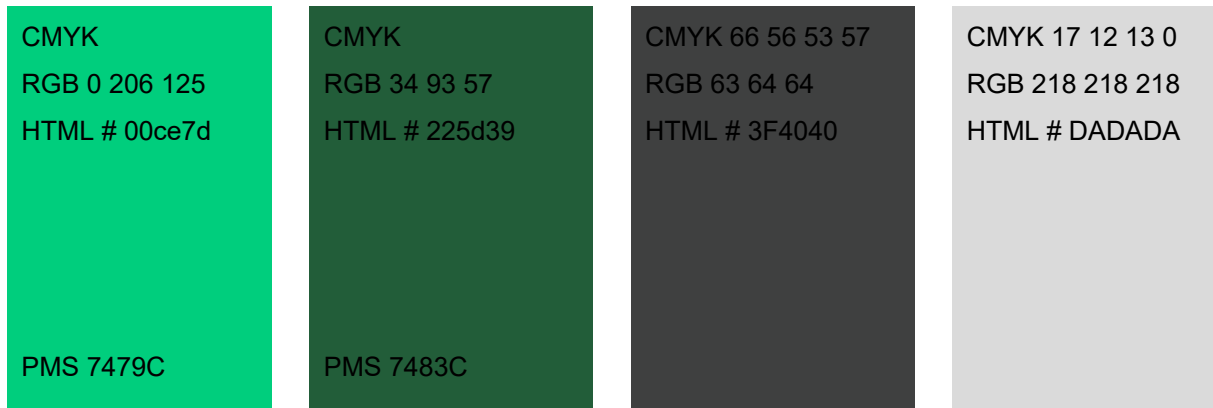
Green NCAP

NOT	GREEN NCAP
NOT	Green ncap
NOT	green ncap
NOT	GreenNCAP
NOT	GREENNCAP
NOT	Greenncap
NOT	greenncap

Visual Identity Guidelines

COLOUR CHOICE

The green and (in the case of monochrome versions) grey colours are derived from, and ensure recognition and harmony with, the Green NCAP logo.



TYPOGRAPHY

The font used by Green NCAP Advanced is Nexa.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Nexa Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Nexa

Star Rating Logo

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.

REGION

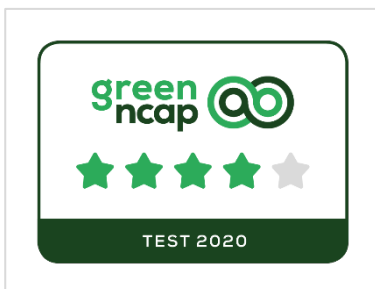
By default, car manufacturers may only advertise Green NCAP ratings in marketing and communication material targeting the European market, even when the model rated is available in other markets. The use of Euro NCAP ratings in other markets is not permitted, except if the local car specification and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

APPROVAL

Green NCAP kindly requests manufacturers and advertisers to present their information and final layouts to the Green NCAP team for approval in advance of publication.

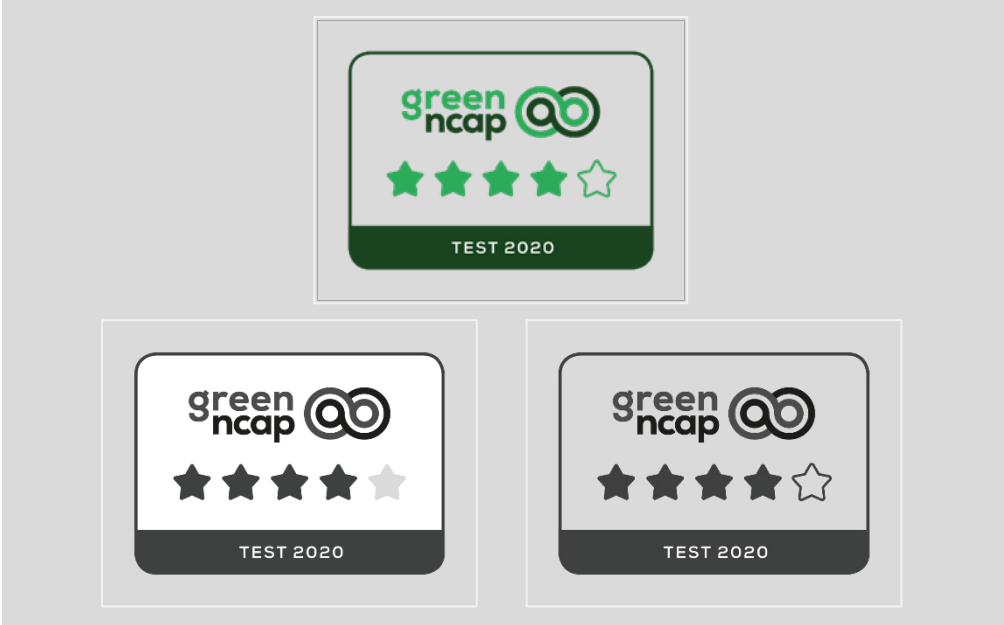
SAFE AREA

The Green NCAP Star Rating logo must be surrounded by an area of white space. The area 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 an alternative positive version or negative versions 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 Green NCAP 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 Green NCAP Star Rating logo are available on request.

Green NCAP kindly requests manufacturers, advertisers and journalists to present their information and final layouts to the Green NCAP team for approval in advance of publication.

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Visual identity guidelines

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