

ASEAN NCAP PROTOCOL



2021
2025

ASEAN NCAP: LOGO GUIDELINES

Version 1.0
October 2020

GENERAL INFORMATION

These guidelines are mainly directed at car manufacturers using ASEAN NCAP's ratings in marketing campaigns, either in print (magazines, newspapers, etc.), online (on websites and social media), television or radio and any other consumer-directed communication.

Publishing partners and Members of ASEAN NCAP, to whom different rules apply, are requested to contact the Secretariat prior to using ASEAN NCAP's logo and visual identity or making public announcements on behalf of ASEAN NCAP. Any third party organization wishing to publish ASEAN NCAP's ratings should receive approval from the Secretariat before using ASEAN NCAP's visual identity.

Marketing and publicity departments are urged to maintain in contact with their respective safety departments who normally are aware of the technical relevance of the star rating.

ASEAN NCAP's star rating applies to all marketing material, advertisements in print, digital, on internet, social media, tv and radio broadcasting targeting the Asian market.

TRADEMARKS, DESIGN AND TEXT

‘ASEAN NCAP’ stands for ‘New Car Assessment Program for Southeast Asian Countries’.

The name ‘New Car Assessment Program for Southeast Asian Countries’, the abbreviation ‘ASEAN NCAP’ and the organisation’s logo are all registered trademarks and subject to copyright.

TEXT

In all texts, ASEAN NCAP should be written: ASEAN NCAP (note space). All other references are incorrect, except for Twitter or Facebook, where it can be written: #ASEANCAP.

ASEAN NCAP	✓
Asean NCAP	✗
Asean Ncap	
asean ncap	
ASEANCAP	
ANCAP, AN-NCAP	
A NCAP, A-NCAP	

FONT TYPE

The font used in ASEAN NCAP’s logo is: Acens.

Acens Regular

ASEAN NCAP LOGO

The official ASEAN NCAP logo consists of black-white-and-yellow crash test target placed on the left side of the word “ASEAN NCAP”. The URL address for the official ASEAN NCAP website “www.aseancap.org” is displayed below the word “ASEAN NCAP”. The ASEAN NCAP logo should never be altered, cropped or redrawn and should always reproduce the elements in the correct size and with the specified colours and typography. The visibility and integrity of the logo should not be compromised.

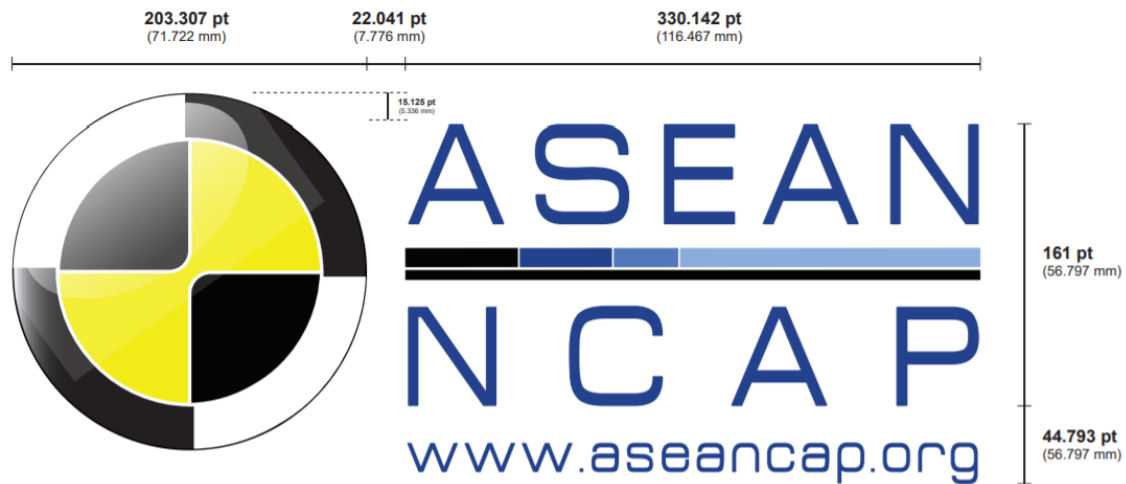
Logo Versions

The following versions of the logo are allowed:








Logo Spacing and Graphical Placement

Please respect the measurements for the height and width of the logo.



Colour Codes

The colour codes of ASEAN NCAP logos are the following:

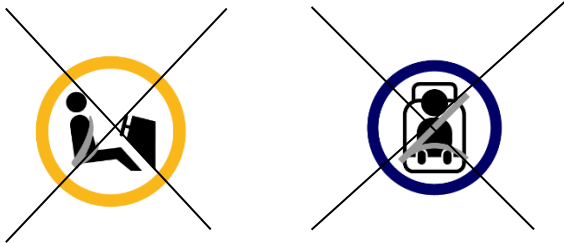
	Process K100 HTML # 000000
	Pantone 803C Process C6 Y96 HTML # F6EB13
	Pantone 661C Process C100 M88 Y11 K1 HTML # 21418C
	Pantone 660C Process C72 M52 HTML # 5376BA
	Pantone 7451C Process C44 M23 HTML # 8BADDB

The colours stipulated above are the only colours in which the logo should be reproduced.

SAFETY ASSESSMENT ICONS

ASEAN NCAP uses four recognizable icons to refer to its four main areas of assessment - Adult Occupant, Child Occupant, Safety Assist and Motorcyclist Safety.

The correct icons are illustrated here for information and have been re-styled in 2017 with an inclusion of the new Motorcyclist Safety icon. The use of 2012-2016 “old style” icons is not allowed.



PERMISSABLE USE OF ASEAN NCAP LOGOS, STAR RATINGS & ICONS

GENERAL TERMS AND CONDITIONS

Logos and/or star ratings shall not be used in connection with activities which are incompatible with the aims and principles of ASEAN NCAP.

ASEAN NCAP logos and/or star ratings shall not be used to imply endorsement or promotion of vehicles or any related products if they have not been tested by ASEAN NCAP. Even if products have been tested at one of ASEAN NCAP associated independent laboratories, use of ASEAN NCAP's logos and ratings is forbidden unless permission is received from ASEAN NCAP.

Consumers should in no way be misled about the vehicle safety rating or the organization's value and mission. This includes the use of ASEAN NCAP's logo only (without displaying a star rating) to advertise a vehicle, which is not permitted. Manufacturers intend to use the ASEAN NCAP's logo to advertise a vehicle, should request permission from ASEAN NCAP. Also, Safety Assessment Icons should not be used in isolation and can only be displayed alongside the overall star rating.

USE IN DIFFERENT MARKETS

By default, car manufacturers may only advertise ASEAN NCAP ratings in marketing and communication material targeting the Asian market, even when the model rated is available in other markets. The use of ASEAN NCAP ratings in other markets is not permitted, except if the following two conditions are met:

- The market is not covered by or included in any other NCAP programme.
- The local car specification and equipment is identical to that offered in the South East Asian market, provided that the car manufacturer must specify the model variant concerned.

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Special Acknowledgement:

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<https://youtube.com/> (Search: ASEAN NCAP)



<https://www.flickr.com/photos/aseanncap/>