



**ANCAP**  
SAFETY

# Brand Guidelines

# ANCAP SAFETY is Australia and New Zealand's independent voice on vehicle safety.

Over the last 30 years ANCAP has published independent safety ratings for thousands of new passenger vehicle makes, models and variants.

These independent safety ratings are used to compare the relative safety between vehicles of similar size and have become a critical factor in vehicle selection for private consumers and fleet buyers.

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# WHO SHOULD USE THIS GUIDE?

The ANCAP Brand Guidelines set out requirements regarding application and use of ANCAP logos, fonts, corporate colours and other design and brand elements.

This guide is intended to be used by anyone involved with developing materials that carry or make reference to the ANCAP brand. This includes vehicle manufacturers, advertising agencies, graphic and digital designers, the media, new vehicle information outlets/sources, ANCAP member organisations, ANCAP staff and other relevant parties.

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## WHEN SHOULD YOU USE THIS GUIDE?

Whenever questions arise about the use or position of the ANCAP logo, landmarks, symbols or corporate image elements. It contains details on relevant and appropriate use as well as precise layout specifications for usage with the exact colours, fonts, space requirements, and logo placement details.

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## HOW SHOULD YOU USE THIS GUIDE?

This guide should be your first point of reference when creating marketing material, advertisements, signage, digital content, or any other communication that carries or references the ANCAP brand. A copy of this guide should be provided to anyone producing such material.

# OUR ROLE

ANCAP plays a vital role not only informing consumers of the differences in safety performance of new vehicles entering the Australian and New Zealand vehicle markets, it also advocates for improved vehicle safety design and specification through public education campaigns, advocacy activities and engagement with governments, corporate fleets, the media and consumers.

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## OUR VISION

Zero deaths and serious injuries on Australian and New Zealand roads.

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## OUR MISSION

To protect road users in Australia and New Zealand by improving new vehicle safety.

# OUR BRAND

For over 30 years, ANCAP has established a trusted, respected and highly-valued brand and brand reputation.

It is therefore essential that visual and verbal communication of the ANCAP brand is upheld by ANCAP, vehicle manufacturers, the media, member organisations, and all other stakeholders authorised to use the ANCAP brand.

# DESIGN ELEMENTS

ANCAP's visual identity consists of five key design elements - brand logos, colour, typography, photography and graphic devices. The following pages explain their use, and show examples of how these elements combine to create compelling and inspiring designs.

## 1 — BRAND LOGOS

The ANCAP logos are the ultimate expression of our brand and our organisation. They have many jobs — to uniquely identify us to our audiences and stakeholders, and differentiate us from our competitors. They symbolise all that we stand for and are our stamp of quality in all that we do.



## 2 — COLOUR

ANCAP use specific colours and colour tints to effectively and consistently communicate our brand.



## 3 — TYPOGRAPHY

We rely on three typeface families, Product Sans, Helvetica, and Inter. Product Sans is our main brand font. Each of these typeface families are available in a variety of languages, which allows us consistent communications around the world.

Aa Bb

## 4 — PHOTOGRAPHY

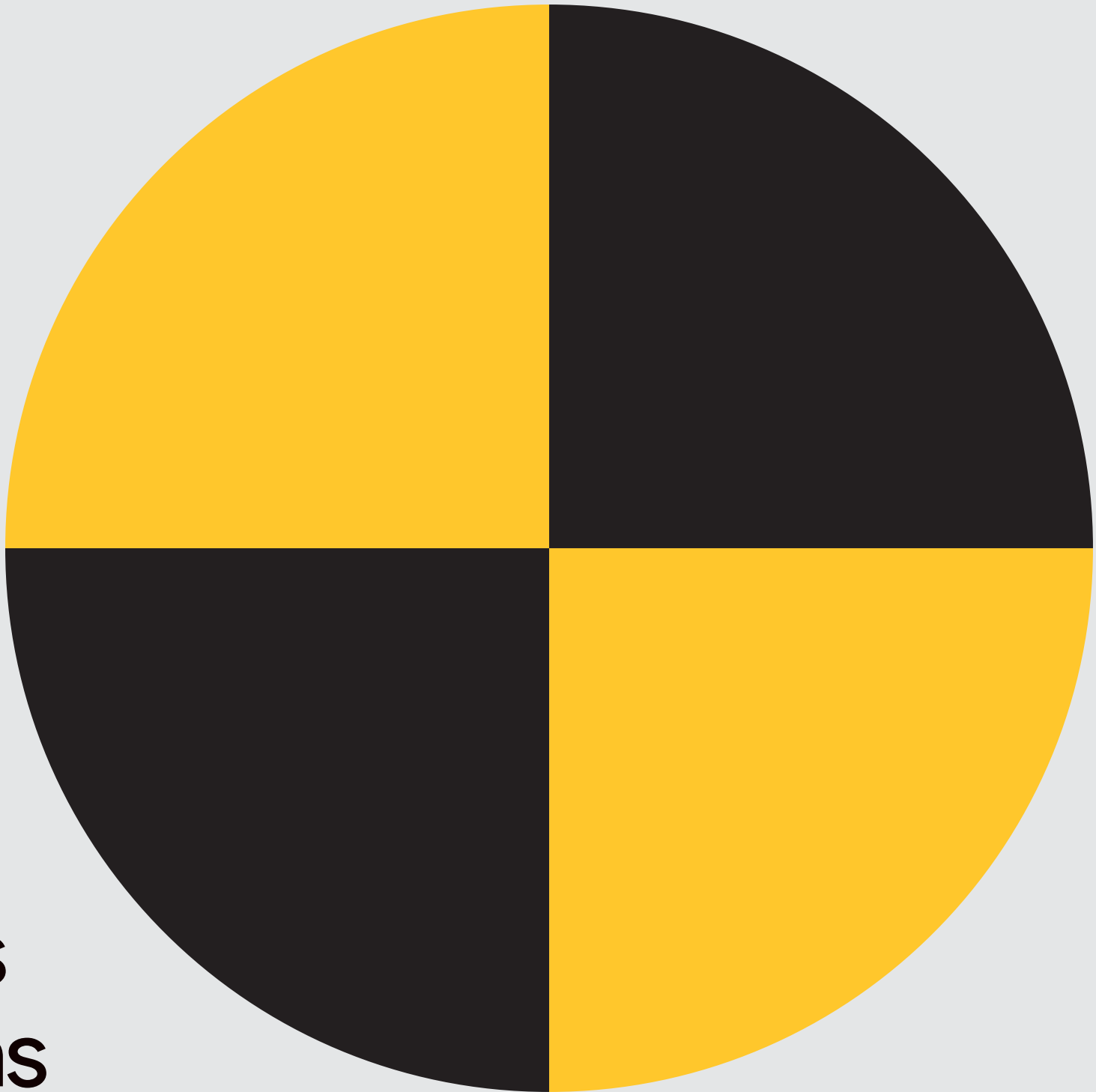
A key asset to any communication design is photography. We have photographic themes which come together to express the many aspects of our brand with strength, distinction, flexibility, and unique content.



## 5 — PILLAR ICONS

The ANCAP pillar icons represent the four key areas, or pillars, of ANCAP safety rating assessments.





Logos  
& icons



# ANCAP LOGOS

The ANCAP brand mark is the principal element of ANCAP's brand identity. It is used throughout a series of logo lockups which are in effect the ANCAP 'signature', communicating ANCAP's corporate image to consumers, and used widely by vehicle manufacturers and the automotive industry in promoting safer vehicles.

ANCAP encourages wide use of its brand and associated ratings to support strong brand awareness, and as a consequence, broad use of, reference to, and understanding of ANCAP safety ratings.

The ANCAP logos must never be re-drawn or altered in any way. The typesetting of the words should always remain in exactly the same relationship to each other, and to the brand mark itself. All logo typesetting must remain in the exact sizes, position and fonts specified. Placement of ANCAP logos must always conform to minimum size and clear space requirements.

The colours used in ANCAP logos ensure the ANCAP brand is easily recognisable. These are the only colours in which the logo should be reproduced, apart from the black and white versions (available on request).

**The full range of ANCAP logos are available from ANCAP in .eps, .ai, .jpg, and .png formats. Logo requests must be sent to [ancap@ancap.com.au](mailto:ancap@ancap.com.au) and outline the:**

- Requesting organisation
- Proposed placement (context and medium)
- Vehicle make/model the logo(s) will be used against

## ANCAP LOGOS ARE PRODUCED IN TWO KEY FORMS:

### 1 — RATINGS LOGO

For use with consumer-facing materials. Rating logos are specific to individual vehicle models and model variants tested/rated by ANCAP and contain star icons depicting safety performance and the year tested.\*



### 2 — CORPORATE LOGO

For use on all corporate materials. Star icons do not appear within the corporate logo.



# ANCAP RATING LOGO

ANCAP rating logos are for use within consumer-facing materials. They are specific to individual vehicle models and model variants tested/rated by ANCAP. They contain star icons depicting safety performance, and the year tested.

Each rating logo contains two key elements in addition to the 'ANCAP SAFETY' landmark:

- Star icons
- 'TESTED' year (the datestamp).

Rating logo variants are available depicting each year (1999<sup>2</sup> to present) and each star rating (0 to 5 stars). An UNRATED rating logo variant is also available.

Rating logos are available in positive and negative (reversed) styles. The positive logo is to be used when applied to a white or light coloured background. The negative logo is to be used when applied to a black or dark coloured background.

## 1 — RATING LOGO VARIATIONS



Positive (yellow, zero-5 stars)



Positive (black, zero-5 stars)



Negative (zero-5 stars)

## 2 — EXCLUSION ZONE



## 3 — MINIMUM SIZE



Minimum print size = 19mm height



Minimum digital size = 50px height

<sup>2</sup> Ratings published prior to 1999 were given an overall rating of Good, Acceptable, Marginal, or Poor.

## WHICH RATING LOGO SHOULD BE USED?

The 'TESTED' year (datestamp) featured within each rating logo represents the year that vehicle model was tested, and the test criteria applied.


Manufacturers are supplied with the rating logos applicable to each specific model at the time the ANCAP safety rating for that model is first published.

To determine the relevant rating logo for a vehicle model, visit [ancap.com.au/safety-ratings](https://ancap.com.au/safety-ratings) and search for the make/model in question. The relevant rating logo will be displayed alongside the selected vehicle model. This information can also be found:

- within the ANCAP Technical Report published for each vehicle rated by ANCAP on the ANCAP website; and
- by viewing the 'ANCAP Safety Rating' and 'Rating Year/Datestamp' fields within the safety rating information webpage for the selected vehicle model.

NOTE: The 'TESTED' year (datestamp) featured within each rating logo represents the year that vehicle model was tested, which determines the test requirements. It is also referred to as the 'Rating Year' or 'datestamp'. This is an important element of each rating logo as ANCAP rating criteria increases in stringency every few years. Inclusion of the 'TESTED' year allows consumers to better compare safety performance across vehicle models.


### KIA EV9



APPLIES TO	BUILT FROM	RATING CRITERIA
All variants	August 2023	2023-2025

VEHICLE TYPE	ON SALE FROM	RATING EXPIRES
Large SUV	NZ: October 2023 AUS: November 2023	December 2029

ENGINE / MOTOR TYPES	MODEL SERIES	AIRBAGS
Battery Electric	N/A	Dual frontal, side chest, side head, centre



**TESTED 2023** ★★★★★

The Kia EV9 was introduced in New Zealand in October 2023 and Australia in November 2023. This ANCAP safety rating applies to all variants.

Dual frontal, side chest-protecting (first and second rows) and side head-protecting (first, second, and third row) airbags are standard. A centre airbag which provides added protection to front seat occupants in side impact crashes is also standard.

Autonomous emergency braking (Car-to-Car, Vulnerable Road User, Junction & Crossing and Head-On) as well as a lane support system with lane keep assist (LKA), lane departure warning (LDW) and emergency lane keeping (ELK), and an advanced speed assistance system (SAS) are standard equipment.

#### ASSESSMENT SCORES

Adult Occupant Protection	Child Occupant Protection	Vulnerable Road User Protection	Safety Assist
<b>84%</b> 33.65 out of 40	<b>87%</b> 42.65 out of 49	<b>76%</b> 48.42 out of 63	<b>85%</b> 15.43 out of 18

#### RATING APPLICABILITY\*

VARIANT	BODY TYPE	ENGINE / POWERTRAIN	DRIVETRAIN	AUS	NZ
Kia EV9 Air	5 door SUV	160kW Single Motor	2WD	✓	–
Kia EV9 Light	5 door SUV	160kW Single Motor	2WD	–	✓
Kia EV9 Earth	5 door SUV	282.8kW Dual Motor	4WD	✓	✓
Kia EV9 GT-Line	5 door SUV	282.8kW Dual Motor	4WD	✓	✓

\* Correct at time of publication. Subject to change. Check with manufacturer.

PAGE 1 OF 10    ✓ COVERED BY THIS RATING    ✗ NOT COVERED BY THIS RATING    ♦ TESTED VARIANT    – NOT APPLICABLE

Use of 'Rating' logo within ANCAP Technical Report.

## WHAT DO THE ANCAP RATING LOGOS LOOK LIKE?

### ZERO STARS



### 1 STAR



### 2 STARS



### 3 STARS



### 4 STARS



### 5 STARS



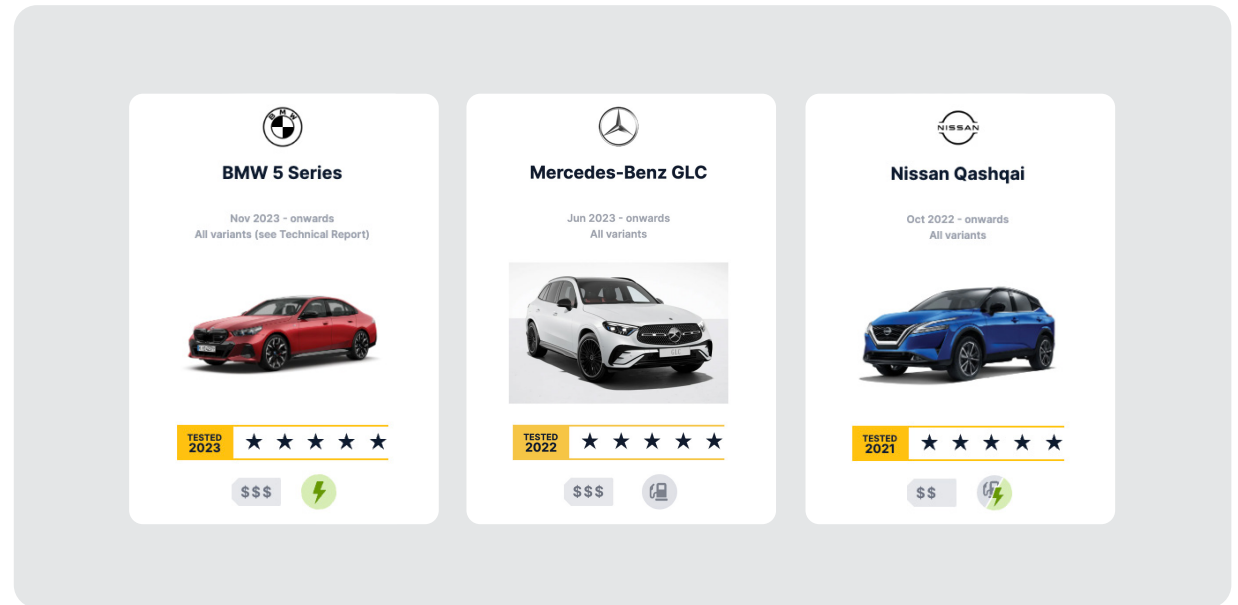
### UNRATED



# WHAT IS THE 'STRIP' LOGO?

A cropped version of the ANCAP ratings logo, known as the 'strip' logo, is available for use in content with minimal space so long as the contextual environment it is being used within is owned by ANCAP or relates specifically to ANCAP safety ratings.

Use of the 'strip' logo must be specifically approved by ANCAP.



Use of 'Strip' logo on ANCAP website pictured.

## 1 – POSITIVE



## 2 – NEGATIVE



## WHAT SHOULD USERS BE AWARE OF?

Care must be taken to ensure the ANCAP logos - in particular rating logos - are applied to materials correctly, and only against vehicle models and model variants that have been tested and awarded an ANCAP safety rating.

References to ANCAP safety ratings and use of ANCAP logos cannot be made by external parties until ANCAP has officially published the respective rating. An UNRATED version of the rating logo is available when advertising vehicle models/variants that have not been rated.

For ANCAP safety ratings of four stars or less, the greyed-out star(s) which make up the total of five stars must be retained. The greyed-out stars cannot be removed nor spacing increased between the stars. To avoid confusion, a text-based logo applies to zero (0) star safety ratings.

A generic 'TESTED' version of the logo (sans YEAR) is available but is not to be used unless ANCAP has given specific approval. It is generally used by ANCAP for illustrative purposes only – not to depict specific safety rating performance. The generic 'TESTED' logo is not to be used in manufacturer or media materials.

## WHAT SHOULD I USE IF THE RATING HAS 'EXPIRED'?

Vehicles rated by ANCAP are generally subject to a six year period of rating validity. This aligns with the general lifespan of passenger vehicles and ensures ratings between vehicle models can more easily be compared.

Where the rating has expired, and an ANCAP safety rating no longer applies to newly-built vehicles, the ANCAP rating logo is not to be used in promotion of the 'unrated' model and an UNRATED logo is to be used. Similarly, if the safety specification of the tested model has changed to the extent that it's rating no longer applies, the ANCAP rating logo is not to be used.

## NCAP BRAND USAGE PROTOCOL

To ensure accurate and relevant safety ratings are communicated to all consumers, an overarching NCAP Brand Usage Protocol has been agreed between the test programs (NCAPs) around the world. This Protocol states "the logo of the local NCAP only is to be used when advertising NCAP results."

For example, when advertising vehicles for sale in Australia and New Zealand, only ANCAP safety ratings and the associated ANCAP logos can be used. The safety ratings and associated logos published by other NCAPs cannot be used when advertising vehicle models sold in Australia and New Zealand. Similarly, ANCAP safety ratings apply only to vehicles sold as new into Australia and New Zealand and should not be used outside of these countries.

**The suite of ANCAP logos are available from ANCAP in .eps, .ai, .jpg, and .png formats. Requests for copies of the ANCAP logos, and any queries in relation to correct use or application of the logos, can be sent to [ancap@ancap.com.au](mailto:ancap@ancap.com.au).**

# ANCAP CORPORATE LOGO

The ANCAP corporate logo is for use primarily by ANCAP and its member organisations on corporate materials not limited to publications/submission, reports, letters, corporate stationery, uniforms, presentation slides, advertisements, website etc.

The corporate logo is available in positive and negative (reversed) styles. The positive logo is to be used when applied to a white or light coloured background. The negative logo is to be used when applied to a black or dark coloured background.

These two design treatments give users flexibility with regard to the best fit within the intended medium and in conjunction with their own brand requirements. Placement of the corporate logo should always conform to size and clear space requirements.

Black and white versions of the logo are available on request.

## 1 — CORPORATE LOGO VARIATIONS



## 2 — EXCLUSION ZONE



## 3 — STANDARD SIZES



A3 standard size = 17mm height



A4 standard size = 12mm height



Minimum size = 9mm height

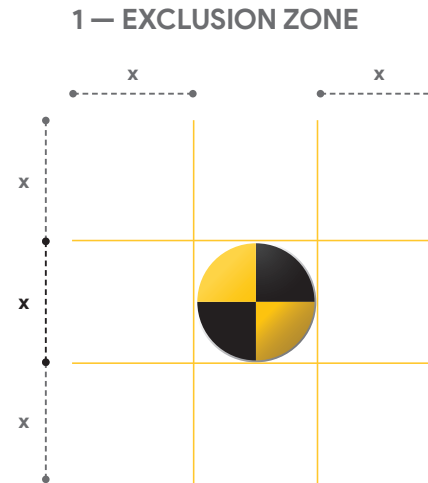


Minimum digital size = 20px height

# ANCAP ROUNDEL

A yellow and black roundel is featured in the ANCAP logo.

The roundel is not to be used by third parties in isolation to represent ANCAP or ANCAP safety ratings without written approval from ANCAP. With approval, the roundel may be used as a standalone graphic device or promotional element depending on the application (for example, as stickers).



## 2 — STANDARD SIZES



A3 standard size = 17mm height



A4 standard size = 12mm height



Minimum size = 9mm height



Minimum digital size = 20px height



# PILLAR ICONS

ANCAP uses four icons to represent the four key areas, or pillars, of ANCAP assessment. The pillar icons are not to be used to individually communicate separate pillar-based aspects of an overall ANCAP safety rating.

All vehicles rated by ANCAP have been assessed against all four pillars, and the test results/scores achieved within each of those pillars contributes – and in some cases limits – the overall star rating.

Copies of the pillar icons are available from ANCAP on request to [ancap@ancap.com.au](mailto:ancap@ancap.com.au).

## ANCAP PILLAR ICON COLOURS

The ANCAP pillar icons are yellow, blue, green and red. These colours are not used in ANCAP branding, unless specific reference to the pillars is required (for example, the colours can be used to identify the respective protocol documents).

Yellow	Blue	Red	Green
PMS 123 C 0 M 25 Y 100 K 0 R 255 G 199 B 44 #FFC72C	PMS 285 C 90 M 66 Y 0 K 0 R 52 G 96 B 168 #3460A8	PMS 200 C 16 M 100 Y 86 K 7 R 170 G 41 B 19 #BA0C2F	PMS 2418 C 86 M 20 Y 96 K 6 R 0 G 135 B 62 #00873E

### ADULT OCCUPANT PROTECTION



### CHILD OCCUPANT PROTECTION

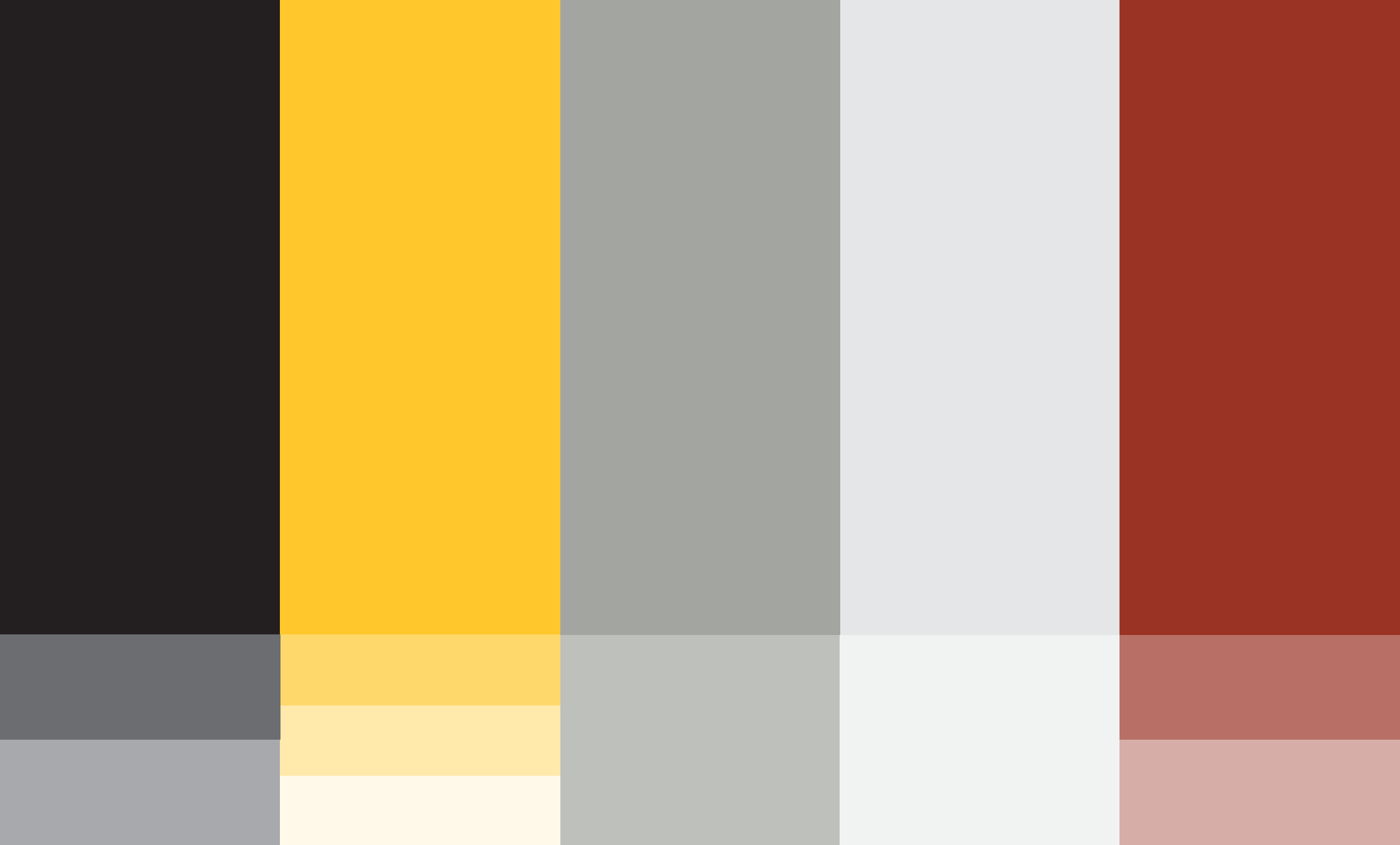


### VULNERABLE ROAD USER PROTECTION



### SAFETY ASSIST





Colour palette

# COLOUR PALETTE

ANCAP's primary corporate colours are yellow, black, and white. These reflect the colours used in ANCAP's range of logos and are used extensively throughout ANCAP publications and communication materials.

Exact colour references are shown on this page. It is important that these colours are used correctly and consistently across all applications.

## EMPHASIS

We are predominantly a yellow, black, and white brand, although the holistic use of brand colour utilises a softer approach through applications of grey tones to modulate and achieve function and balance within layouts and infographics.

## PILLAR ICON COLOURS

See page 17.



## Primary

White	Black	Yellow
PMS N/A	PMS Black	PMS 123
CMYK C 00 M 00 Y 00 K 00	CMYK C 0 M 0 Y 0 K 100	CMYK C 0 M 25 Y 100 K 0
RGB R 255 G 255 B 255	RGB R 0 G 0 B 0	RGB R 255 G 199 B 44
HEX #ffffff	HEX #000000	HEX #FFC72C
	70%	70%
		40%
	40%	10%

## Secondary

Mid grey	Pale grey	Copper
PMS Cool Grey 7	PMS Cool Grey 2	PMS 484
CMYK C 20 M 14 Y 12 K 40	CMYK C 5 M 3 Y 5 K 11	CMYK C 8 M 92 Y 100 K 33
RGB R 162 G 165 B 160	RGB R 228 G 230 B 231	RGB R 151 G 51 B 36
HEX #A2A5A0	HEX #E4E6E7	HEX #9A3324
70%	50%	40%

Aa

Typography

# BRAND TYPEFACE (PRINT)

## Product Sans

The primary typeface used by ANCAP in external facing publications and communications is Product Sans.

### PRODUCT SANS

A contemporary typeface which is flexible for use throughout external ANCAP materials. Where Product Sans is used in headings and sub-headings it may be used in uppercase.

Or suitable for use in:

- Digital and social media
- Externally-facing publications
- Major headings
- Subheadings

### STYLES AND WEIGHTS

Regular  
*Regular Italic*  
 Bold  
*Bold Italic*

#### REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
 Tt Uu Vv Ww Xx Yy Zz  
 0123456789

#### BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq Rr  
 Ss Tt Uu Vv Ww Xx Yy Zz  
 0123456789

# BRAND TYPEFACE (PRINT)

## Helvetica

A popular and contemporary typeface to compliment Product Sans in external facing publications. Minor headings and body text are to be written in sentence case.

Or suitable for use in:

- Digital and social media
- Externally-facing publication titles
- Major headings
- Subheadings

### STYLES AND WEIGHTS

Light  
Regular  
**Bold**

#### LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

#### REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

#### BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789**

# BRAND TYPEFACE (DIGITAL/WEB)

## Inter

A typeface designed for computer screens which is used across the ANCAP website.

In circumstances where the Product Sans, Helvetica, or Inter fonts are not available, e.g. for internal documents, desktop publications, emails and online, the font to be used is Arial.

### STYLES AND WEIGHTS

Extralight  
Light  
Regular  
Medium

Semibold  
Bold

#### REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

#### SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

#### BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789





Images & video assets



# IMAGES & VIDEO ASSETS

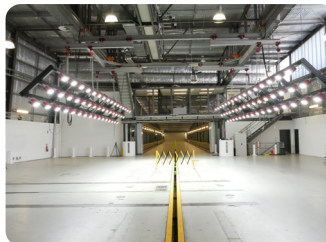
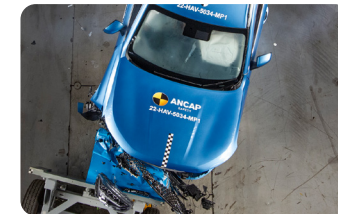
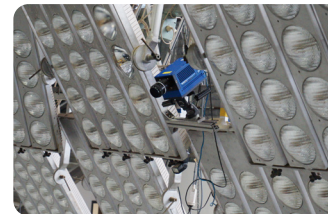
A comprehensive library of high resolution images and video footage is available for use in promoting the ANCAP safety rating process and the safety ratings achieved by each vehicle rated by ANCAP.

Imagery is available for download from the ANCAP website ([www.ancap.com.au/media-and-gallery/gallery](http://www.ancap.com.au/media-and-gallery/gallery)) and via ANCAP's social media channels.

Manufacturers and their agencies can request additional crash test imagery and B-roll footage directly from ANCAP. Manufacturers are also supplied with test imagery applicable to specific vehicle models at the time the safety rating for that model is first published.

All external users of ANCAP images and video footage are to attribute **'ANCAP SAFETY: [www.ancap.com.au](http://www.ancap.com.au)'** as the source.

Testing imagery and video footage is available from ANCAP. Requests to obtain ANCAP imagery can be sent to [ancap@ancap.com.au](mailto:ancap@ancap.com.au).





# Terminology & usage restrictions

# TERMINOLOGY & USAGE RESTRICTIONS

- ! The acronym **ANCAP** is an abbreviation of **Australasian New Car Assessment Program**.
- ! The preferred 'common name' to be used is **ANCAP SAFETY**.
- ! When preparing written communication, **ANCAP SAFETY** should be used in the first instance. Thereafter, **ANCAP SAFETY**, or the further abbreviation, **ANCAP**, can be used. **ANCAP** should always be presented in capital letters.
- ! To ensure clarity around **ANCAP's** brand identity and brand language, when referring to the safety ratings produced by **ANCAP**, the term **ANCAP safety rating(s)** should be used in written and verbal references. In written materials, "safety rating" should always appear in lower case.
- ! The number of stars awarded in a safety rating should be spelled out, not written as a numeral.
- ✗ **ANCAP's** corporate design elements and brand identity may only be used on material that is related to the work, protocols, tests and ratings of **ANCAP**.
- ✗ The **ANCAP** brand should not be linked to any other tests carried out by, or on behalf of manufacturers or other organisations, however similar to **ANCAP** tests.
- ✗ The **ANCAP** brand should not be associated with any product or service that has not been directly assessed by **ANCAP**.
- ✗ The **ANCAP** brand should not be represented in any way that could mislead or relate to any aspect that is not part of official **ANCAP** assessment.
- ✗ **ANCAP** reserves the right to refuse or limit access to its imagery and other brand elements.

## ANCAP SAFETY AND ANCAP USE EXAMPLES

- *ANCAP SAFETY, Australia and New Zealand's independent voice on vehicle safety, has today awarded a five-star ANCAP safety rating to the new Mercedes-Benz EQE. The EQE is just the second battery electric model in the Large Car segment to be rated by ANCAP.*
- *Independent vehicle safety advocate, ANCAP SAFETY, has today welcomed the Australian Government's release...*
- *"This is a milestone day for vehicle safety," said ANCAP Chief Executive, Carla Hoorweg.*

## ANCAP SAFETY RATING USE EXAMPLES

- *"The Ford Ranger has been awarded a five-star ANCAP safety rating."*
- *"The Lexus RX is another of our top performers – achieving high scores across all key areas of assessment resulting in a five-star ANCAP safety rating," Ms Hoorweg said.*
- *The five-star ANCAP safety rating for the GWM Haval Jolion currently only applies to petrol variants.*

## EXAMPLES OF IMPROPER USE INCLUDE:

- *The Ford Ranger has been awarded an ANCAP 5 star rating.*
- *The Ford Ranger has been awarded a 5 star safety rating.*
- *The overall combined score is then translated into a star rating of 0 to 5 stars.*

# CONTACT

ANCAP logos, brand elements, publications, promotional materials and crash test imagery are available for public use, where authorised.

It is a requirement that those utilising ANCAP logos and other brand elements provide contextual design layouts to ANCAP for review and approval in advance of publication.

Requests for guidance on the use of the ANCAP brand and assets are encouraged.

To request ANCAP logos, brand materials or imagery, or for more information, please contact ANCAP SAFETY: [ancap@ancap.com.au](mailto:ancap@ancap.com.au).

