



BHARAT NEW CAR ASSESSMENT PROGRAM
(Bharat NCAP)

LOGO USAGE AND LABELLING GUIDELINES

Version: 1.0

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GENERAL INFORMATION

These guidelines are mainly directed at car manufacturers who intend to use Bharat NCAP's ratings in marketing campaigns, either in print (magazines, newspapers, etc.), online (on websites and social media) and any other consumer-directed communications.

Any third-party organization wishing to publish Bharat NCAP's ratings should receive approval from the designated Agency (CIRT, Pune) before using Bharat NCAP's visual identity.

The technical relevance of the safety star rating shall be considered & maintained by the marketing & publicity departments while using the ratings in the promotional or communication activities.

TRADEMARKS, DESIGNS AND TEXT

'BNCAP' stands for 'Bharat New Car Assessment Programme'. The logo with the name 'Bharat New Car Assessment Programme' and 'BHARAT NCAP' in it is a registered trademark and subject to copyright.

TEXT

In all texts, Bharat NCAP should be written: BNCAP or Bharat NCAP (note the space). All other references are incorrect, except for Twitter, where it can be written: #BNCAP or #BharatNCAP.



The font used by BNCAP is: Poppins Black

Bharat NCAP LOGO

The official Bharat NCAP logo consists of yellow-black crash test target placed at centre and surrounded by 02 concentric rings. Ring-01 representing yellow-black crash test target and ring-2 consisting of text 'BHARAT NCAP' and 'BHARAT NEW CAR ASSESSMENT PROGRAMME' with specific font type, font size and background color and graphic symbols inserted.



The Bharat NCAP logo should never be altered, cropped or redrawn and should always reproduce the elements in the correct size and with the specified colors and typography. The visibility and integrity of the logo should not be compromised.



Minimum logo size for printing in mm	Minimum logo size for internet and digital media in pixels
 <p style="text-align: center;">30 mm</p>	 <p style="text-align: center;">120 pixels</p>

BNCAP SAFETY ASSESSMENT ICONS

Following are the icons used under the Bharat NCAP program for Adult Occupant Rating & Child Occupant Rating:

	
Adult Occupant Protection (AOP) Rating	Child Occupant Protection (COP) Rating

No other icons than above shall be used while stating the safety rating of the intended vehicle model assessed under Bharat NCAP in any media formats for communications & promotions. These are the official icons of Bharat NCAP & shall be used in the same way for representation purposes.

BNCAP LABEL/STICKER

- Bharat NCAP Star Rating System proposes to issue Label / Sticker to a vehicle model / variant tested and assessed for Bharat NCAP.
- Bharat NCAP will issue the Bharat NCAP label / sticker to the manufacturer in the form of soft copy within fourteen (14) working days from the date of release of Star Rating Certificate. Nevertheless, there will be certain cases in which Bharat NCAP might require longer duration to process the application. In relation to this matter, Bharat NCAP will notify the manufacturer in advance.
- The content of the label includes detailed information on the vehicle make-model, safety ratings for Adult Occupant Protection (AOP) & Child Occupant Protection (COP) and a QR code. Sample of the label/ sticker is illustrated in **Appendix A**.

- The label/ sticker will have the QR code embedded in it. When scanned by a smartphone or any QR code scanner, this will redirect the user to the web page of the vehicle rating for the additional information of the vehicle rating available on the official website.
- Bharat NCAP will issue the label in a soft copy format to the vehicle manufacturer & specify the printing size to the vehicle manufacturer.

Use of Bharat NCAP Label

- The manufacturer at his choice may print and affix the Bharat NCAP label to the side window and/or windshield of the vehicle model assessed that is available in the showrooms or any promoting premises.
- Manufacturer at his responsibility, may paste the label on the windshield of the serially produced vehicle's variants to which the ratings are applicable. It is recommended that the vehicle model if pasted with the label of ratings achieved shall be controlled by the vehicle manufacturer at the production line only. This will allow the controlled & accurate use of the label on the appropriate variant. It is required to avoid the distribution of the label to the dealerships.
- Any misled/ mismatch of information (through the label) to the end consumer will be the responsibility of the vehicle manufacturer opting to showcase the label of rating on each vehicle model sold or is intended to be sold.
- It shall be the responsibility of the manufacturer to avoid the mismatch of the label to the variant to which the specified rating is not applicable.
- The appropriate label (sticker) will be handed to the vehicle manufacturer by Bharat NCAP after which the sole responsibility of the use of label in the appropriate intended way will be of the vehicle manufacturer.
- The manufacturer will have to submit an undertaking to the Bharat NCAP office regarding the appropriate & controlled use of the issued Label/ Sticker adhering to the requirements set forth by Bharat NCAP. The end consumer in any way and at any point of time should not be misled with the information conveyed by the manufacturer regarding the rating of the vehicle model and the variants which are covered by the safety rating. The typical format for the undertaking will be shared to the manufacturer on request.

RESPONSIBILITY MATRIX

Generation and Issuance of Official Logo	CIRT
Use of Logo – Media, Third-party	With formal permission/ intimation to CIRT
Use of Logo – OEMs for print and digital advertisement	With formal permission/ intimation to CIRT
Generation and Issuance of Official Label	CIRT
Generation of QR Code used in Label	
Controlled use of Label/Sticker by OEMs	<ul style="list-style-type: none">• Upon official issuance of label/sticker by CIRT.• To be used on approved vehicle model/variants only.• To be used strictly from date of issuance and after submitting an undertaking to CIRT.
Use of Label/Sticker by Third Party	Strictly Prohibited / Unauthorized

Appendix – A
Typical illustration of the Label/ Sticker



Image for representation only.
