



BHARAT NEW CAR ASSESSMENT PROGRAM

(Bharat NCAP)

**BHARAT NCAP LOGO AND SAFETY RATINGS USAGE GUIDELINES
FOR VEHICLE MANUFACTURERS**

Version: 1.0

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GENERAL INFORMATION

These guidelines are mainly directed at car manufacturers who intend to use/display 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 (other than the Vehicle Manufacturers) wishing to publish/make use of the 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.

1. Introduction

Bharat New Car Assessment Programme (Bharat NCAP) provides safety ratings for vehicles based on rigorous crash testing and evaluation criteria. To ensure accurate and ethical communication of these ratings to consumers, vehicle manufacturers and their associated entities shall adhere to the following guidelines. These guidelines standardize the use of Bharat NCAP's logo, safety rating stars, and associated representations across print, digital, physical media, or any other consumer-directed communications.

2. General Rules for Usage

- The Bharat NCAP logo and safety ratings shall **only** be used for vehicles and their variants that are covered under the ratings published by Bharat NCAP.
- Misrepresentation of ratings, including use of Bharat NCAP branding for unrated vehicles or unrated variants, is strictly prohibited.
- Any deviation from these guidelines may result in appropriate action in consultation with the relevant authorities.
- These guidelines should be read in conjunction with the **Logo Usage and Labelling Guidelines** already published on the Bharat NCAP website.

3. Bharat NCAP Logo Usage

3.1 Authorized Usage

- The Bharat NCAP logo may be used in official communication by vehicle manufacturers only for models tested and rated by Bharat NCAP.
- The logo should always be accompanied by the specific safety rating assigned to the vehicle for both AOP & COP ratings.
- The logo must maintain its original proportions and colours without distortion or modification & should be scaled as required without affecting the visibility/readability.
- 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.

- Typical colour scheme or the high-definition logo files including the icons for AOP-COP & the stars can be shared upon request to the BNCAP Secretariat.

3.2 Unauthorized Usage

- Using the logo for models that have not been rated by Bharat NCAP. (For example, using logo & ratings in combination for a vehicle model with multiple powertrains whose specific powertrain models & its variants are only safety rated.)
- Altering the logo’s design, colour scheme, or typography.
- Placing the logo in a misleading context that implies endorsement by Bharat NCAP for unrated vehicles.

3.3 Logo Misuse Typical Examples

To ensure clarity, manufacturers shall strictly avoid the following **improper usages** of the Bharat NCAP logo:













Misuse Type	Example	Reason
Colour Alteration	Changing the colour scheme to any other colours	Dilutes brand identity and creates inconsistencies
Distortion	Stretching or compressing the logo out of proportion	Reduces legibility and weakens brand impact
Opacity Changes	Using a transparent or semi-transparent version of the logo	Reduces visibility and weakens brand identity
Background Clashes	Placing the logo on visually complex or clashing backgrounds	Compromises readability and professionalism
Unaccompanied Use	Using the logo without a corresponding official rating	May mislead consumers into assuming an unrated vehicle is endorsed

Manufacturers shall ensure that any promotional material using the Bharat NCAP logo follows these principles to maintain brand integrity and avoid misleading representations.

4. Safety Rating Representation

4.1 Star Rating System

The safety rating stars along with the respective official icons for AOP & COP must be presented in appropriate format and in full including the AOP & COP Rating. The empty star for less than five-star rating shall be used to clearly communicate the awarded safety rating. Below is the typical table for representing typical ratings (*note the empty stars*):

Star Rating	Adult Occupant Protection (AOP) Representation	Child Occupant Protection (COP) Representation
5 Stars		
4 Stars		
3 Stars		
2 Stars		
1 Star		
0 Star		

It is required to showcase both AOP & COP Safety Star rating awarded to the vehicle model & its variants in all the marketing materials.

4.2 Placement Guidelines

- The safety rating shall be clearly visible and positioned alongside the vehicle model (or vehicle models name) in all marketing materials.
- Digital advertisements shall include a direct reference or link to the official Bharat NCAP Fact Sheet.
- Physical displays (dealership banners, showroom boards) shall not modify or misrepresent the rating or customer shall not misinterpret the ratings for unrated vehicle models.

5. Requirements for different Media for Safety Rating Display

5.1 Print Media

- Brochures, newspapers, and magazines must display the Bharat NCAP rating in an accurate format.
- The font, colour, and size shall be consistent with Bharat NCAP's official guidelines (refer to the Logo Usage and Labelling Guidelines already published on the Bharat NCAP website).

5.2 Digital Media

- Manufacturer websites, social media, and digital ads must include accurate safety ratings with clear visibility.
- Misleading animations or alterations of the star rating visuals are strictly prohibited.

5.3 Physical Media

- Showroom banners, promotional boards and display stickers shall accurately represent the official rating.
- The safety rating display sticker (if opted) may be used at the dealerships for promotional activities on the vehicles or near the vehicle display area. The control of the sticker shall be strictly exercised by the vehicle manufacturer to avoid any kind of misuse or miscommunication.
- Vehicles displayed in showrooms shall not carry Bharat NCAP branding if they are unrated.

6. Copyright Considerations

- The Bharat NCAP logo is the copyright of Bharat NCAP. Unauthorized reproduction, alteration, or use of the logo for misleading marketing is prohibited.
- Misusing the Bharat NCAP logo or safety rating representation may attract corrective action.

7. Disclaimer

The use of the Bharat NCAP name, abbreviation, and ratings is subject to strict guidelines to ensure accurate and transparent communication:

- The term "Bharat NCAP" should be used as the primary reference in all communications, with the abbreviation "BNCAP" permitted for subsequent mentions. The abbreviation "BNCAP" shall always be presented in capital letters.
- Phrases such as "Bharat NCAP tested" or "Bharat NCAP rated" or such similar shall only be used for vehicles that have officially undergone Bharat NCAP testing.
- The use of terms like "Bharat NCAP compliant", "Bharat NCAP approved", or any similar language implying endorsement or certification is strictly prohibited.
- Safety ratings shall not be combined with non-Bharat NCAP ratings or safety claims in a way that could mislead consumers.
- Any use of Bharat NCAP branding to suggest superiority over other vehicles is prohibited unless explicitly supported by the official rating system.
- Bharat NCAP reserves the right to take appropriate action against any misuse or misrepresentation of its name, logo, or ratings.

8. Additional Information

These guidelines should be read in conjunction with the **Logo Usage and Labelling Guidelines** available on the Bharat NCAP website to ensure correct and accurate representation of safety ratings.

Website: www.bncap.in

For logo files and icons, email request may be given to secretariat@bncap.in. After reviewing the request and its intended purpose, the necessary files can be shared accordingly.
