

**Ministry of Transportation and  
Communications**

**Taiwan New Car Assessment Program  
(TNCAP)**

**Second Version**

**1.6 Visual Logo Guidelines for Graphic  
Designers**

V2.1  
Apr 2025

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### 1.6.1 Text and Font Type

“TNCAP” stands for “Taiwan New Car Assessment”.

#### 1.6.1.1 Text

In all texts TNCAP shall be written: TNCAP (no space).All other references are incorrect.

Table 1 : TNCAP texts

TNCAP	√
T-NCAP	×
T NCAP	
T TNCAP	
TWNCAP	
Tncap	
tNCAP	

#### 1.6.1.2 Font Type

**Publica Slab Regular**

**Publica Slab Bold**

### 1.6.2 Logo Versions

#### 1.6.2.1 Positive Logo



Figure 1 : Positive Logo

#### 1.6.2.2 Negative Logo



Figure 2 : Negative Logo

### 1.6.3 Logo Spacing and Graphical Placement

1.6.3.1 Please respect clear space, defined by height x of the logo.



Figure 3 : Definition of logo specifications

#### 1.6.3.2 Minimum logo size for printing



30·mm

Figure 4 : Minimum logo size for printing

#### 1.6.3.3 Minimum logo size for television



60·mm

Figure 5 : Minimum logo size for television

#### 1.6.3.4 Minimum logo size for internet



120·pixels

Figure 6 : Minimum logo size for internet

#### 1.6.4 Color Codes

Only colors specified in the logo versions can be reused.



Main color

Standard yellow

C=0 M=17 Y=86 K=0

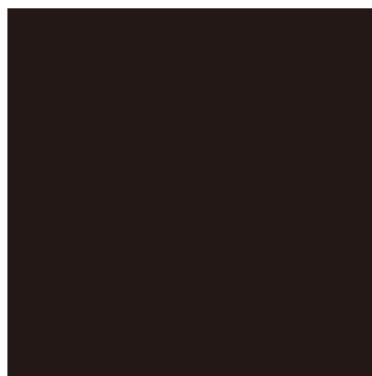
R=254 G=215 B=37

#fed725

Pantone Solid Coated 120C

Pantone Solid Uncoated 120U

Figure 7 : Color Code - Yellow



Main color

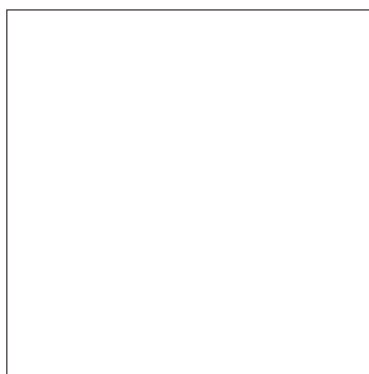
Standard black

C=0 M=0 Y=0 K=0

R=0 G=0 B=0

#000000

Figure 8 : Color Code - Black



Main color  
Standard white  
C=0 M=0 Y=0 K=0  
R=255 G=255 B=255  
#ffffff

Figure 9 : Color Code - White

### 1.6.5 Four Safety Areas Icons

TNCAP uses four recognizable icons to represent its four main areas : Adult Occupant Protection, Child Occupant Protection, Pedestrian Protection and Safety Assist.



Figure 10 : Four Safety Areas Icons

### 1.6.6 Overall Star Rating

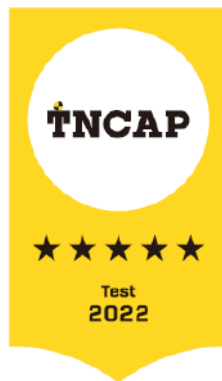
The overall star rating labels are adjusted based on the assessment year and shall include the assessment year, the TNCAP logo, and star rating information.

For star ratings assigned to vehicles equipped with basic safety equipment, as well as to those equipped with non-basic safety equipment for which manufacturers have applied and paid at their own expense, the overall star rating logo and the TNCAP logo style shall comply with the following requirements.



**TNCAP**

Figure 11 : Overall Star Rating Logo



30 mm

Figure 12 : Minimum logo size for printing



60 mm

Figure 13 : Minimum logo size for television



Figure 14 : Minimum logo size for internet

### 1.6.7 Information

1.7.8.1 To request permission for the use of TNCAP logo and receive the logo files, please write to : [tncap@vscc.org.tw](mailto:tncap@vscc.org.tw)

1.7.8.2 Before using the TNCAP rating results and the overall star rating logo, an application must be submitted to the TNCAP executive agency. The format, printing, placement, and publication of the star rating logo must comply with the provisions of these requirements. The final design layout must be submitted and approved by the TNCAP executive agency before use. Users are not permitted to alter the contents of the star rating logo or render it unidentifiable through concealment, damage, or any other means.

Contact information :

TNCAP executive agency

+886 4 7812180

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