EUDA
EUROPEAN UNION DRUGS AGENCY

Corporate identity manual

www.euda.eu

What is the EUDA?

The European Union Drugs Agency (EUDA) is the source of drug-related expertise in Europe. Formerly known as the European Monitoring Centre for Drugs and Drug Addiction (EMCDDA), the Lisbon-based agency contributes to EU preparedness on drugs.

The EUDA's work is organised around four service categories: anticipate, alert, respond and learn. The agency anticipates future drug-related challenges and their consequences; alerts in real-time on new drug risks and threats to health and security; helps the EU and its Member States strengthen their responses to the drug phenomenon; and facilitates EU-wide knowledge exchange and learning for evidence-based policies and interventions.

Why this manual?

This guidance offers an introduction to the EUDA corporate identity, launched in July 2024, and sets out the agency's basic visual communication style and rules.

The manual:
- clarifies the thinking behind the visual identity and what it conveys;
- sets the tone for how the agency communicates;
- establishes guidelines and basic principles to be applied to the existing range of EUDA products and services (or adapted to additional products not listed in the manual); and
- offers practical advice on how to project a clear and consistent brand image.

Successful recognition of the EUDA identity will depend on users' careful observance of the style guidelines contained in the pages that follow.
The manual is intended for use by EUDA staff and by organisations and partners working in close collaboration with the agency. A coherent EUDA corporate identity is a key component of the agency's communication strategy.
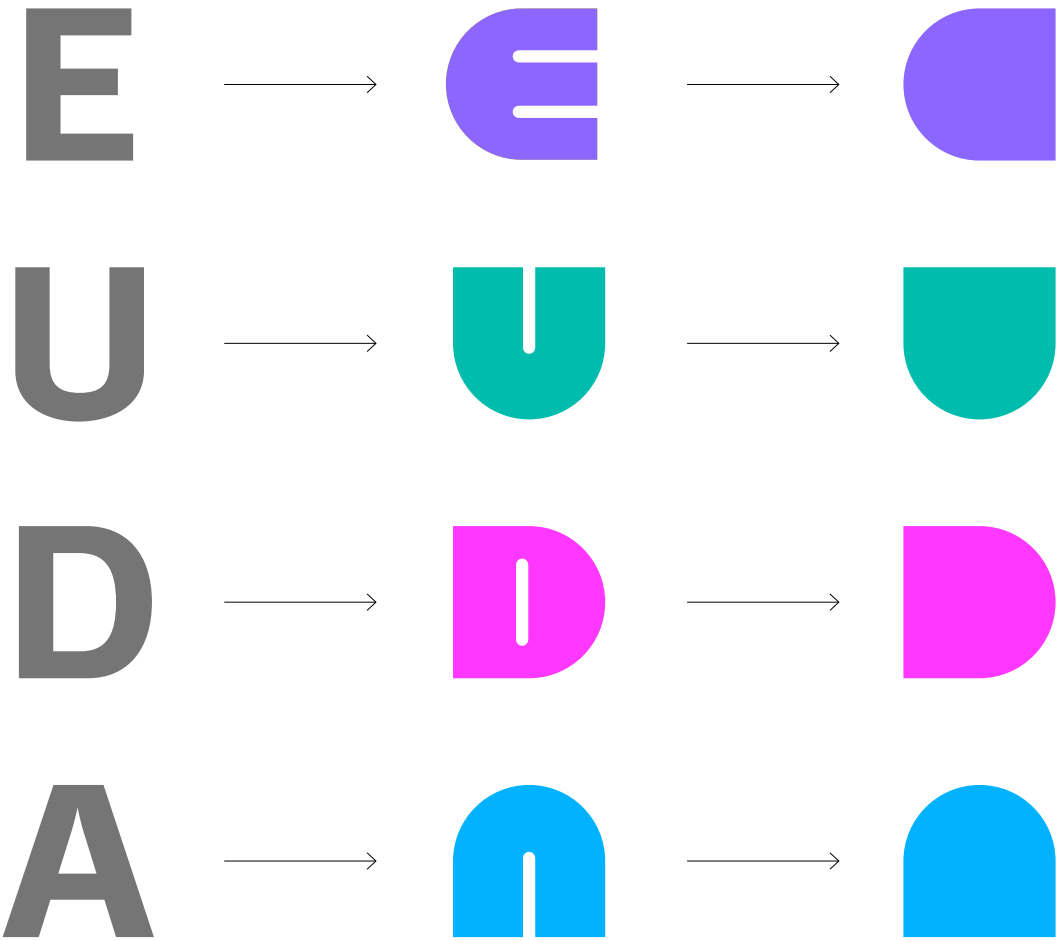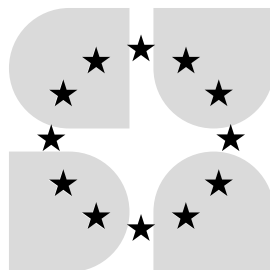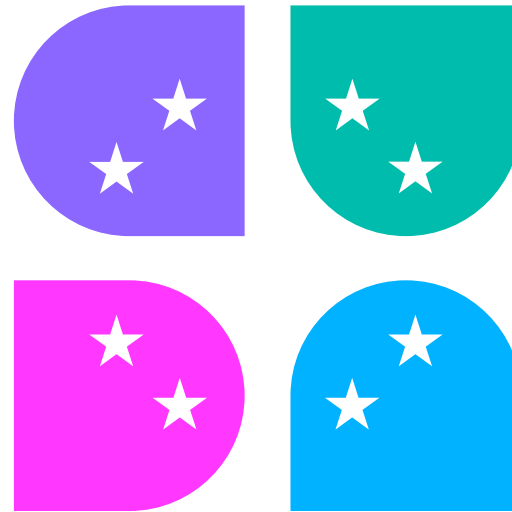
Contents

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This guidance presents the main features of the EUDA's visual corporate identity, including the logo in its various forms and a range of recurring graphic motifs designed to accentuate the agency's outputs. Also provided here, to ensure full visual consistency, are guidelines on the use of colour, typography and imagery, as well as examples of correct and incorrect applications of the logo.

IDENTITY

EUDA symbol

The shapes in the logo are simplified versions of the four letters of our acronym: E-U-D-A. The stars echo the EU flag. reflecting the agency's membership of the EU institutional family.
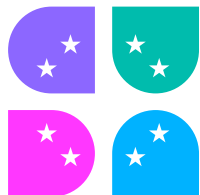The logo was designed first and foremost for the digital environment, hence its bold and vibrant colours.

EUDA
EUROPEAN UNION DRUGS AGENCY

FULL HORIZONTAL MARQUE

FULL VERTICAL MARQUE

SYMBOL
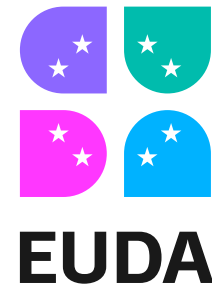
VERTICAL MARQUE

Logo variations

The EUDA logo is used in four variations, as shown on this page:
– Full horizontal marque
– Full vertical marque
– Symbol
– Vertical marque

The full horizontal marque is the combination of the symbol, the agency's acronym EUDA and the agency's full official name. It exists in over 25 languages and is used on publications, stationery and other official documentation.

The full vertical marque exists only in English.

The symbol is a purely visual identifier and is used on elements where text is inappropriate (e.g. flag, tie) or where space is limited (e.g. social media identifiers, pens, USBs).

The vertical marque combines the symbol with the agency's acronym in upper case and exists only in English.

The logo is available in several formats (ai, eps, jpg, png).
For printing purposes ai or eps should be used. It exists in positive and negative forms, and Black & White.
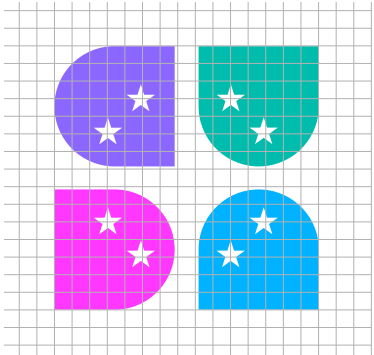
Logo construction

The EUDA logo is constructed
in a specific way as shown.
The diagrams on this page indicate
the exact proportions of the logo in
its different forms.
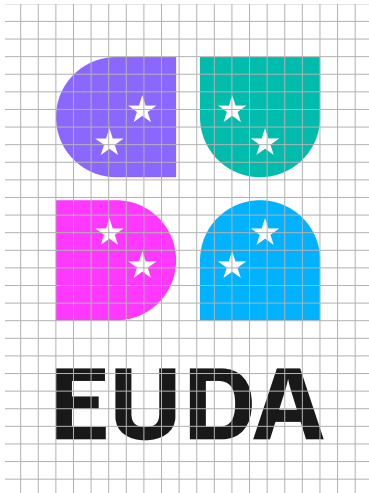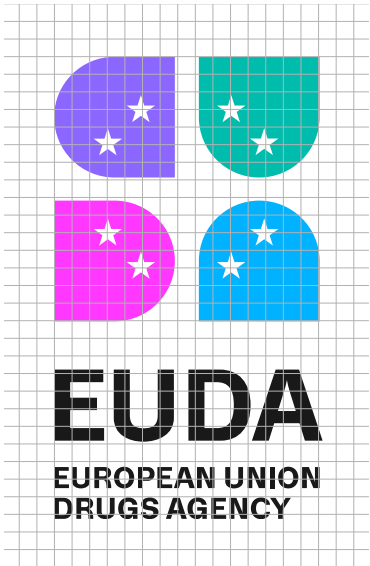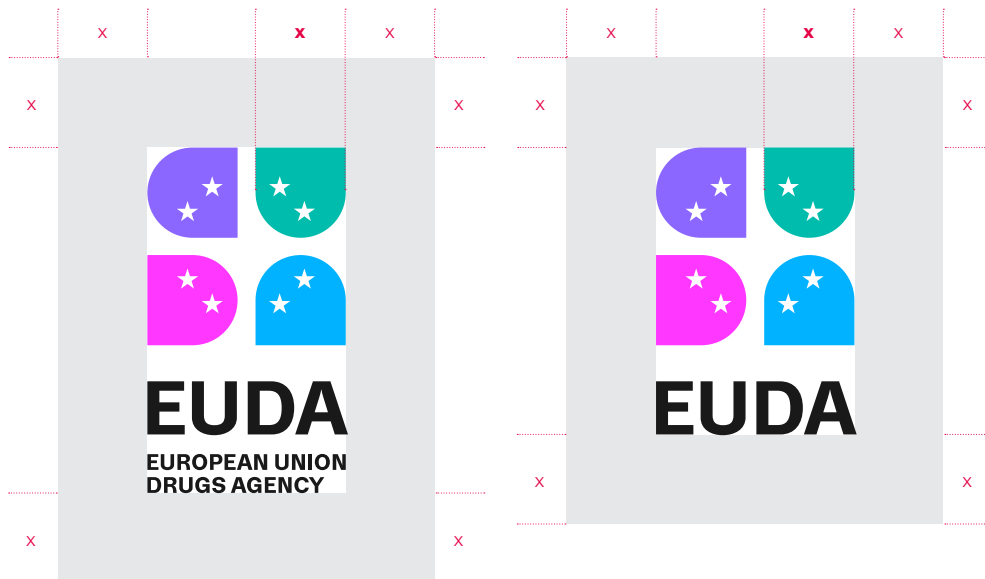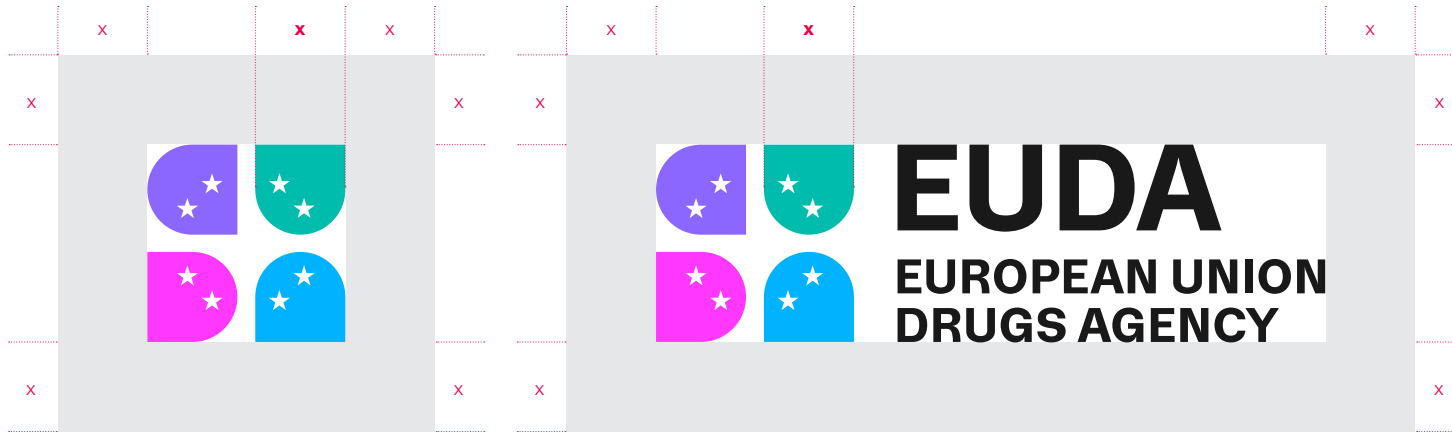
Logo safety zones

The diagrams on this page specify the 'safety zones' (protection areas) around the EUDA logo.

These zones show the amount of clear space required around the logo and upon which no other graphic element can infringe (e.g. typography, motif, photograph, page bleed).

The logo should be placed in such a way as to maintain an overall uncluttered and airy layout. The only exception to this rule relates to business cards. Due to the very limited space on these cards, the logo safety zones can be waived.

Logo size variations

The EUDA logo can be used in various sizes as shown.

The standard recommended size for A4 publications is 18 mm high, while for stationery it is 11 mm.

A minimum size of 7 mm high is recommended for the full horizontal marque (e.g. use on business cards).

A minimum size of 20 mm high is recommended for the full vertical marque.

A minimum size of 10 mm high is recommended for the vertical marque (e.g. use on small promotional items).

A minimum size of 7 mm high is recommended for the symbol (e.g. use on pens).

It is important that the logo not be used below the recommended minimum sizes.

18 mm | Standard height **|** Publications

11 mm | Standard height **|** Stationery

7 mm | Minimum height **|** Full horizontal marque

20 mm | Minimum height **|** Full vertical marque

10 mm | Minimum height **|** Vertical marque

7 mm | Minimum height **|** Symbol
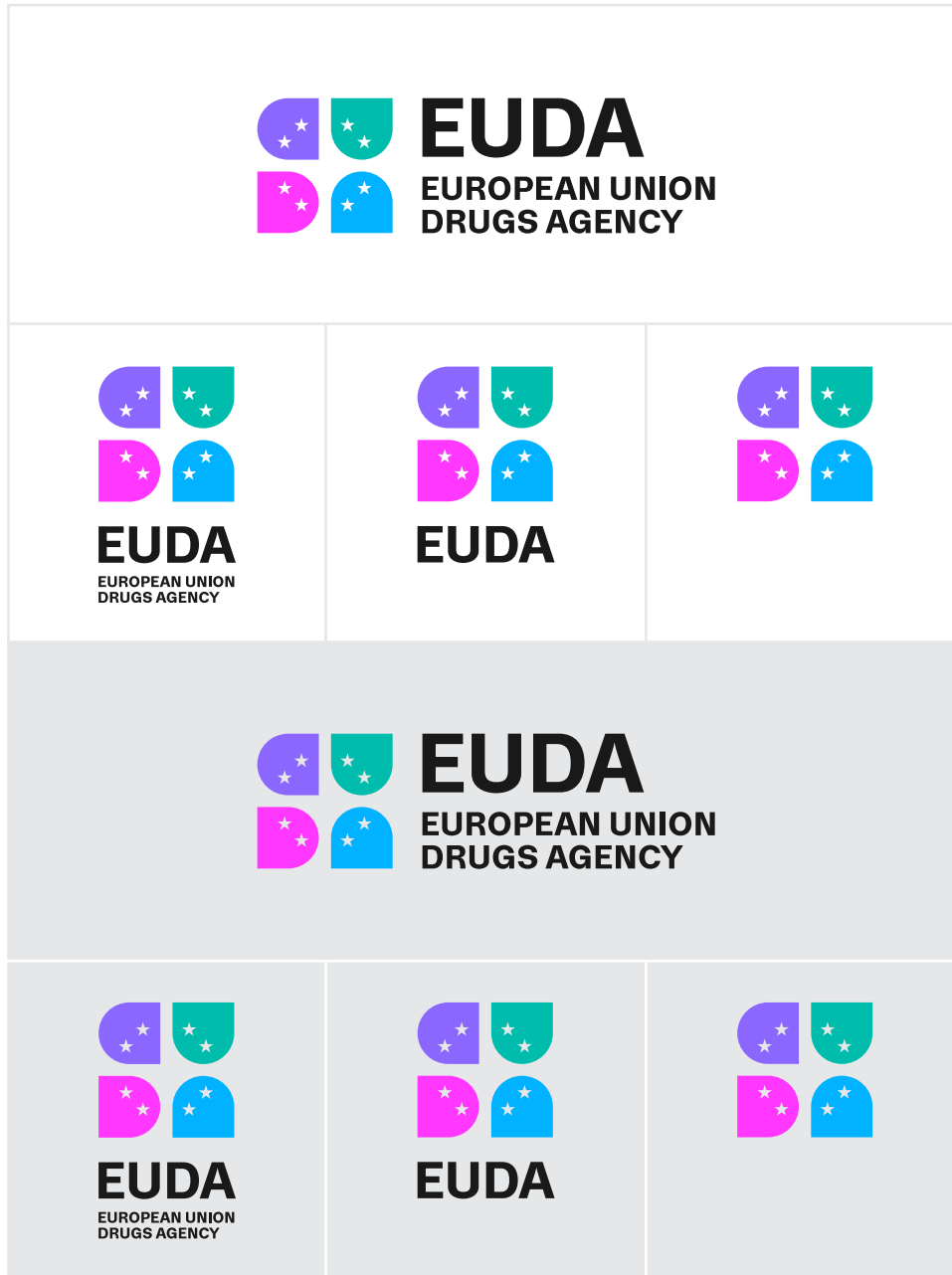
Colour positive version

The preferred use of the EUDA logo is in the positive form against a white background or grey background (equivalent to the EUDA Grey — see Corporate colours section).
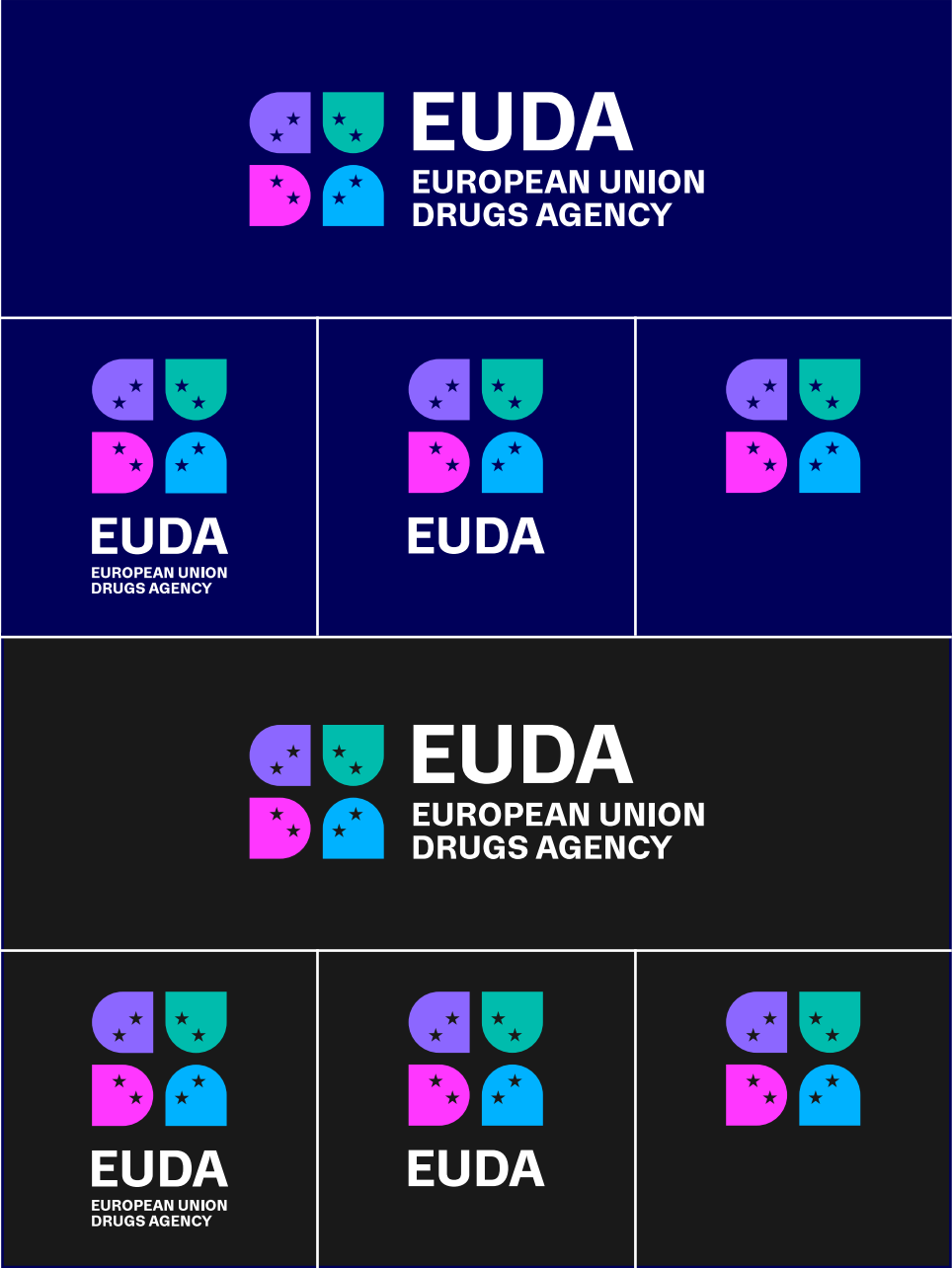
Colour negative version

The only use of the EUDA logo in the negative form is against an EUDA blue or EUDA black background (see Corporate colours section).

EUDA
EUROPEAN UNION
DRUGS AGENCY

EUDA
EUROPEAN UNION
DRUGS AGENCY

EUDA

EUDA
EUROPEAN UNION
DRUGS AGENCY

EUDA
EUROPEAN UNION
DRUGS AGENCY
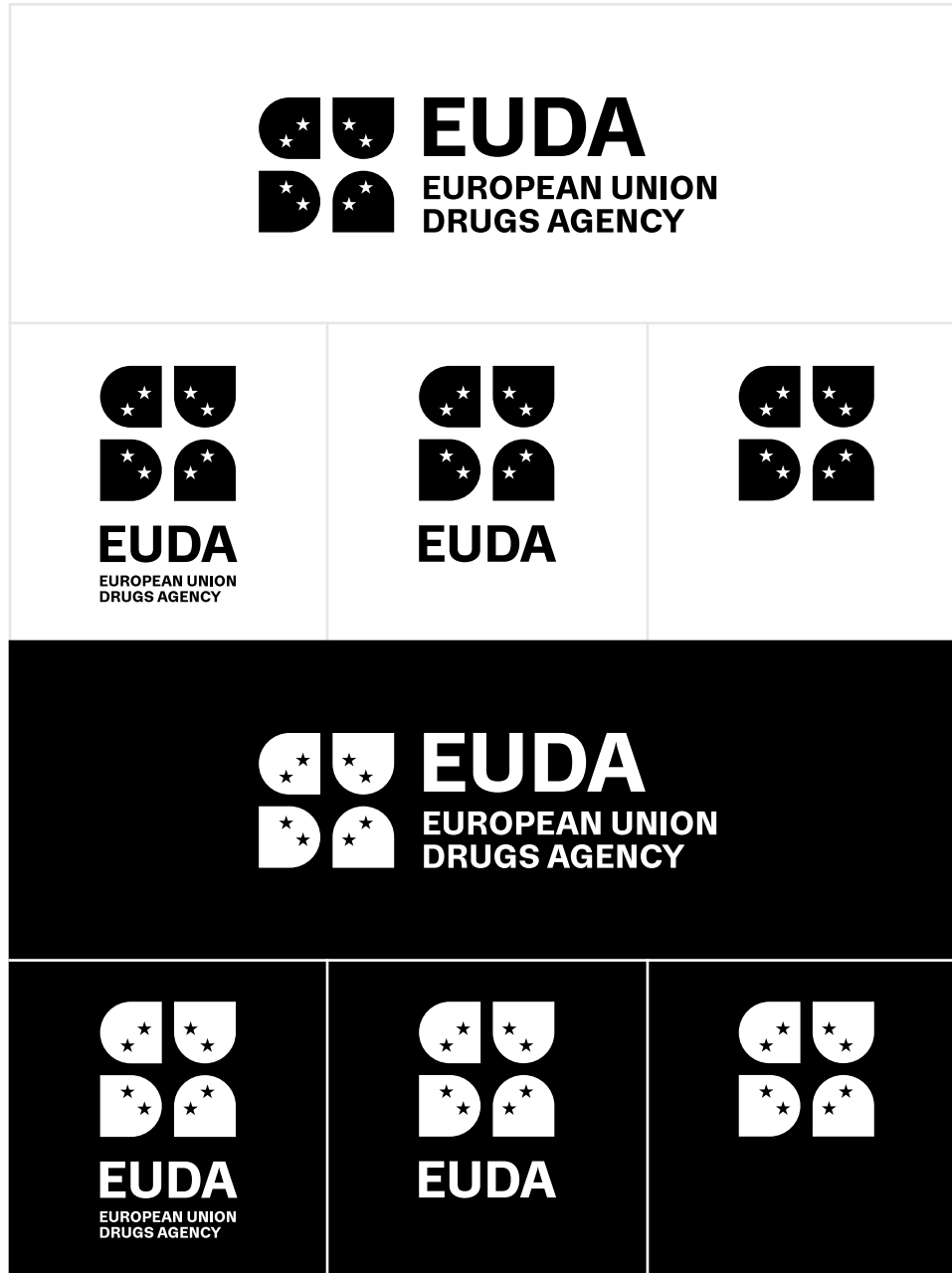
EUDA

Black & White negative version

The Black & White version is used
exclusively when placing the logo
on a multi-coloured background (e.g.
on a photo), or on a background made up
of a non-EUDA colour (e.g. when placing
the logo on products designed according
to a different corporate identity).

In these cases, it is necessary to choose
a variant that is more legible on the given
background.
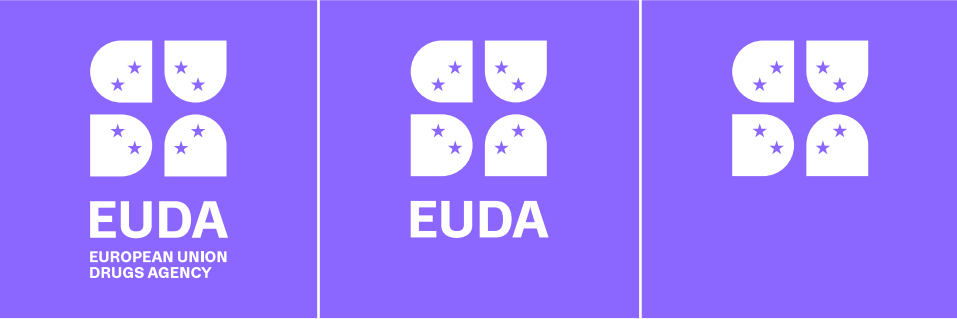
EUDA purple
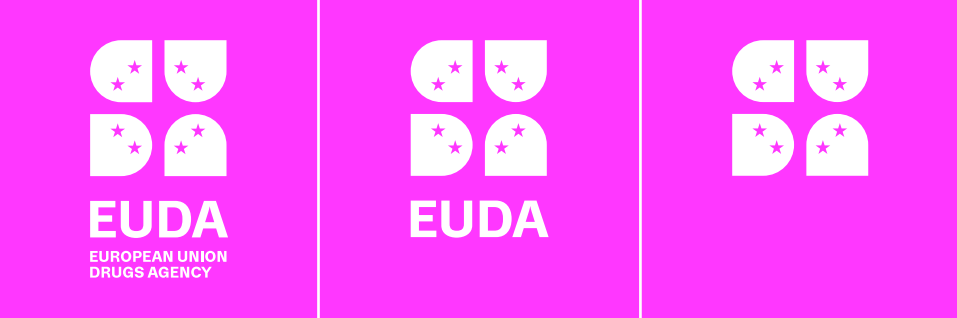
EUDA pink

White version on coloured background

Only a white negative version with white text can be placed on a background made up of one of the four corporate colours – EUDA purple, pink, green or cyan.
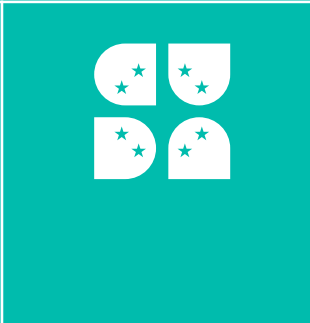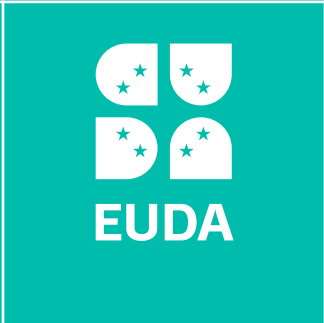
EUDA green
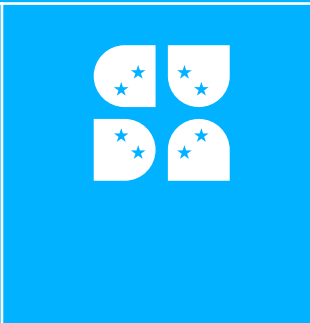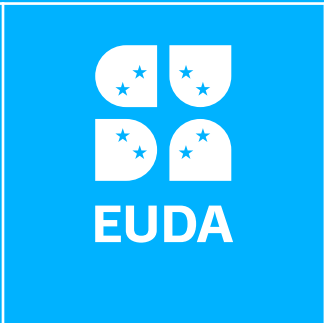
EUDA cyan

DON'T ✕

Incorrect treatment of logo

The logo should not be modified
or distorted in any way.

Please respect the guidelines described
and refrain from creating your own versions
of the logo.

DON'T ✕

Incorrect use of logo on backgrounds

The logo in colour (positive or negative versions) should not be placed on any other background than prescribed (white, EUDA blue, EUDA grey, EUDA black).

While placement of the coloured logo against coloured backgrounds is inconsistent with the EUDA visual identity rules specified above, some exceptions can be made. For example, the production of branded goods (e.g. t-shirts, bags and other promotional items) may not allow for the correct logo application and may call for some flexibility.

DO ✓

Correct use of logo on images

On rare occasions, and when necessary, the logo in all its versions may be placed onto a photograph.

In this case, only the positive or negative Black & White versions can be used. In such instances, the logo should be placed into a calm and uncluttered space of the image, paying attention to the required safety zone around the logo.

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DO ✓

Correct use of logo on images

The EUDA logo in all of its versions can be placed in a white space above or below the image, paying attention to the required safety zone around the logo.

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DON'T ✕

Incorrect use of logo on images

The logo in all its versions cannot be placed onto a photograph or graphic background in any other way than previously described. This page shows examples of the incorrect use of the logo on different backgrounds.

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An example of using the uniform principle, where the font size is determined by the optical height of adjacent elements of the symbol.

BG | Bulgarian

EUDA
АГЕНЦИЯ НА ЕВРОПЕЙСКИЯ СЪЮЗ
ПО НАРКОТИЦИТЕ

CS | Czech

EUDA
AGENTURA EVROPSKÉ UNIE
PRO DROGY

ES | Spanish

EUDA
AGENCIA DE LA UNIÓN EUROPEA
SOBRE DROGAS

DA | Danish

EUDA
DEN EUROPÆISKE UNIONS
NARKOTIKAAGENTUR

Language versions of full horizontal marque

The marque exists in the EUDA languages (EU plus Turkish and Norwegian). Other versions linked to international projects also exist. Further languages may be added in the context of specific projects.

DE | German

EUDA
DROGENAGENTUR DER
EUROPÄISCHEN UNION

ET | Estonian

EUDA
EUROOPA LIIDU
UIMASTIAMET

EL | Greek

EUDA
ΟΡΓΑΝΙΣΜΟΣ ΤΗΣ ΕΥΡΩΠΑΪΚΗΣ ΕΝΩΣΗΣ ΓΙΑ ΤΑ ΝΑΡΚΩΤΙΚΑ

EN | English

EUDA
EUROPEAN UNION DRUGS AGENCY

FR | French

EUDA
AGENCE DE L'UNION EUROPÉENNE SUR LES DROGUES

GA | Irish

EUDA
GNÍOMHAIREACHT DRUGAÍ AN AONTAIS EORPAIGH

HR | Croatian

EUDA
AGENCIJA EUROPSKE UNIJE ZA DROGE

IT | Italian

EUDA
AGENZIA DELL'UNIONE EUROPEA SULLE DROGHE

LV | Latvian

EUDA
EIROPAS SAVIENĪBAS NARKOTIKU AĢENTŪRA

LT | Lithuanian

EUDA
EUROPOS SĄJUNGOS NARKOTIKŲ AGENTŪRA

HU | Hungarian

EUDA
AZ EURÓPAI UNIÓ KÁBÍTÓSZER-ÜGYNÖKSÉGE

MT | Maltese

EUDA
AĠENZIJA TAL-UNJONI EWROPEA DWAR ID-DROGI

NL | Dutch

EUDA
DRUGSAGENTSCHAP VAN DE EUROPESE UNIE

PL | Polish

EUDA
AGENCJA UNII EUROPEJSKIEJ DS. NARKOTYKÓW

PT | Portuguese

EUDA
AGÊNCIA DA UNIÃO EUROPEIA SOBRE DROGAS

TR | Turkish

EUDA
AVRUPA BİRLİĞİ UYUŞTURUCU AJANSI

RO | Romanian

EUDA
AGENȚIA UNIUNII EUROPENE PRIVIND DROGURILE

NO | Norwegian

EUDA
DEN EUROPEISKE UNIONS NARKOTIKABYRÅ

SK | Slovak

EUDA
AGENTÚRA EURÓPSKEJ ÚNIE PRE DROGY

SL | Slovenian

EUDA
AGENCIJA EVROPSKE UNIJE ZA DROGE

FI | Finnish

EUDA
EUROOPAN UNIONIN HUUMEVIRASTO

SV | Swedish

EUDA
EUROPEISKA UNIONENS NARKOTIKAMYNDIGHET

AR | Arabic — EUDA — وكالة الاتحاد الأوروبي للمخدرات

AZ | Azerbaijani — EUDA — AVROPA İTTİFAQININ NARKOTİKLƏR ÜZRƏ AGENTLİYİ

BS | Bosnian — EUDA — AGENCIJA EVROPSKE UNIJE ZA DROGE

HE | Hebrew — EUDA — סוכנות הסמים של האיחוד האירופי

HY | Armenian — EUDA — ԵՎՐՈՊԱԿԱՆ ՄԻՈՒԹՅԱՆ ԹՄՐԱՄԻՋՈՑՆԵՐԻ ԳՈՐԾԱԿԱԼՈՒԹՅՈՒՆ

KA | Georgian — EUDA — ევროკავშირის ნარკოტიკების სააგენტო

ME | Montenegrin — EUDA — AGENCIJA EVROPSKE UNIJE ZA DROGE

MK | Macedonian — EUDA — АГЕНЦИЈА НА ЕВРОПСКАТА УНИЈА ЗА ДРОГИ

RU | Russian — EUDA — АГЕНТСТВО ЕВРОПЕЙСКОГО СОЮЗА ПО НАРКОТИКАМ

SQ | Albanian — EUDA — AGJENCIA E DROGAVE E BASHKIMIT EVROPIAN

SR | Serbian — EUDA — АГЕНЦИЈА ЕВРОПСКЕ УНИЈЕ ЗА ДРОГЕ

UK | Ukrainian — EUDA — АГЕНТСТВО ЄВРОПЕЙСЬКОГО СОЮЗУ З НАРКОТИКІВ

EUDA
EUROPEAN UNION DRUGS AGENCY

Primary EUDA corporate colours in RGB palette for online use

The EUDA visual identity was created primarily for online communication.

Unlike in the past, when the corporate identity was built mainly for physical communication through printed materials, the EUDA now prioritises digital visual communication. This new focus on digital communication has opened up the possibilities of using bold RGB colours.
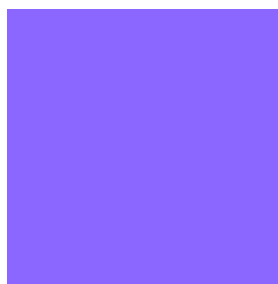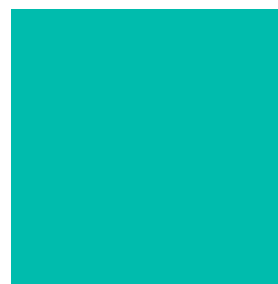
EUDA purple

R140 G103 B255
#8c67ff

EUDA green

R0 G188 B173
#00bcad

EUDA pink

R255 G55 B255
#ff37ff

EUDA cyan
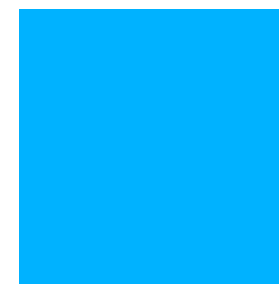
R0 G178 B255
#00b2ff

EUDA blue
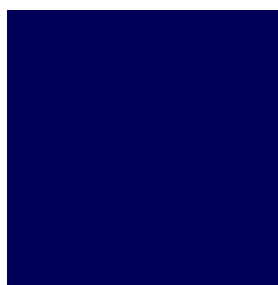
R0 G0 B90
#00005a

EUDA grey
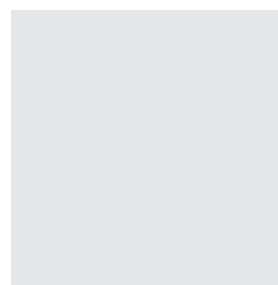
R230 G231 B232
#e6e7e8

EUDA white

R255 G255 B255
#ffffff

EUDA black

R25 G25 B25
#191919

EUDA purple
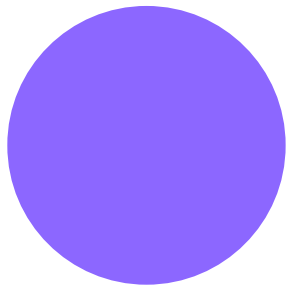
PANTONE 265 C

EUDA green
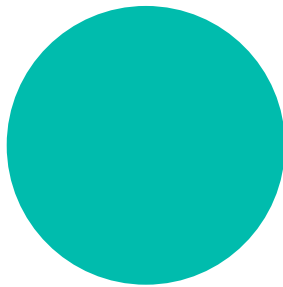
PANTONE 3265 C

EUDA pink
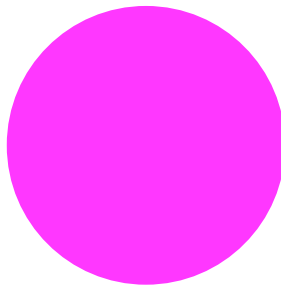
PANTONE 2385 C

EUDA cyan
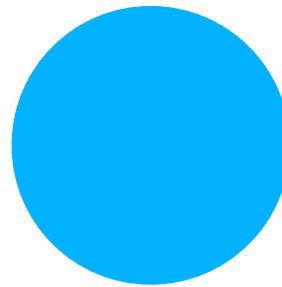
PANTONE 2925 C

EUDA blue
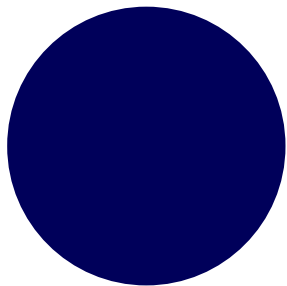
PANTONE 2746 C

EUDA grey

PANTONE COOL GRAY 1 C

EUDA white
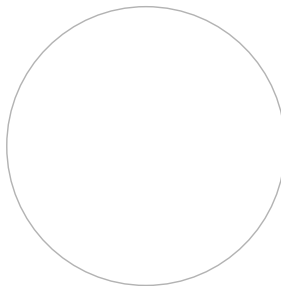
WHITE/PAPER

EUDA black

PANTONE 433 C

EUDA
EUROPEAN UNION DRUGS AGENCY
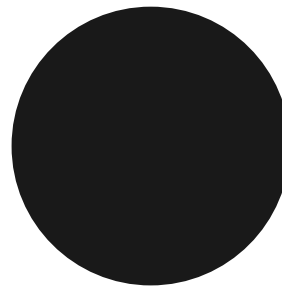
Primary EUDA corporate colours in Pantone palette for print

The only way to achieve really bright colours on paper in print is to use Pantone colours. However these will still not be as bright as the RGB colours.

First-contact presentation materials should be printed in solid Pantone colours. These include business cards, letterheads, compliments cards, folders, envelopes, information brochures, promotional items and building signage.

EUDA
EUROPEAN UNION DRUGS AGENCY
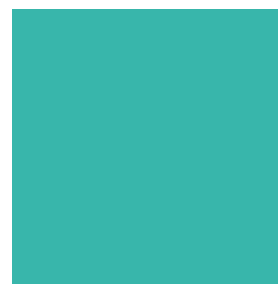
**Primary EUDA corporate colours
in CMYK palette for print**

The intensity, purity and brightness of RGB colours cannot be imitated in standard four-colour CMYK printing.

Common printed materials in larger quantities such as publications will be printed in CMYK. However, the online version of such materials must always be in RGB colours.

Administrative printed materials, such as invoices, agendas, notes, speeches, minutes, can be printed in CMYK or B&W.

EUDA purple	**EUDA green**	**EUDA pink**	**EUDA cyan**
CMYK 50/60/0/0	CMYK 70/0/40/0	CMYK 7/85/0/0	CMYK 80/15/0/0

EUDA blue	**EUDA grey**	**EUDA white**	**EUDA black**
CMYK 100/90/0/60	CMYK 0/0/0/11	WHITE/PAPER	CMYK 5/5/0/95

DO ✓

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Images in corporate colours

To strengthen the visual uniformity of the agency's communication, it is possible to colour the photos and videos in one of the four corporate colors of the logo symbol.

DO ✓

Correct use of images

Images should be simple, clean and uncluttered, with the illustrated content in focus. Images should be of a documentary nature and should not contain embedded messages or obvious emotional commentary.

Full colour, coloured with one of four corporate colours of the logo symbol and Black & White images are permitted.

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DON'T ✕

© www.shutterstock.com
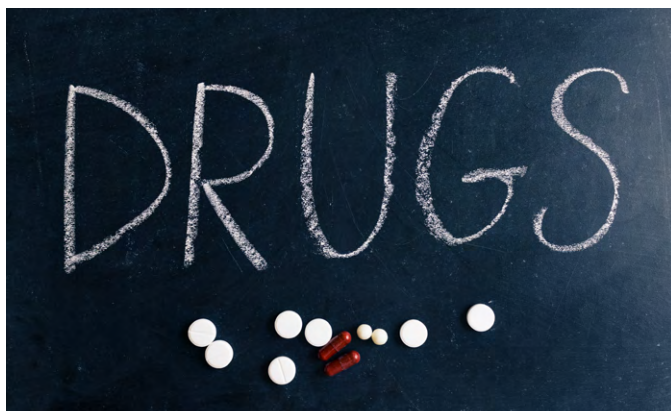
Incorrect use of images

The following should be avoided:

– images that illustrate concepts with words
– images that spell out concepts with staged scenes
– shocking images showing the aftermath of drug use
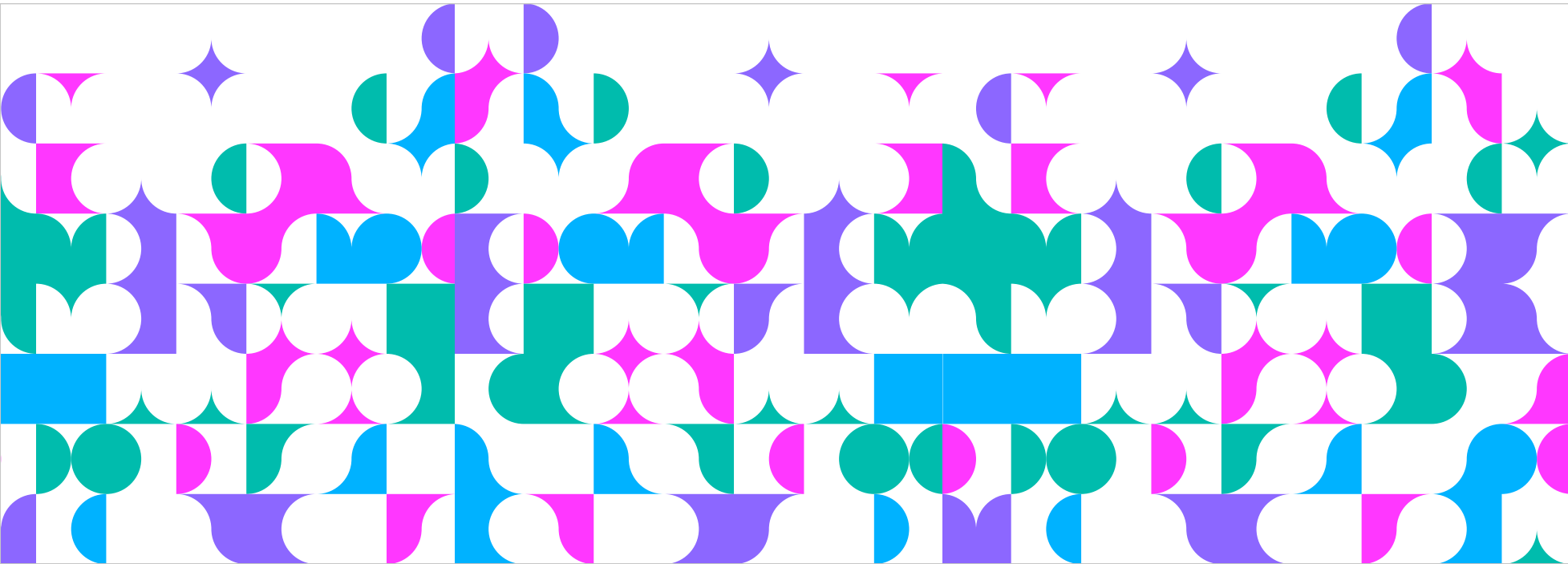
The logo symbol is formed by
a combination of basic geometric shapes —
a circle and a square. Graphic backgrounds
are made of basic shapes and corporate
colours. The visual identity allows for many
shape and colour variations in the future.
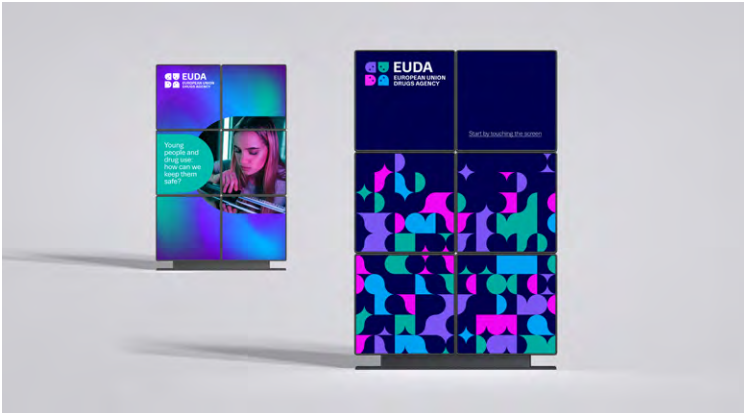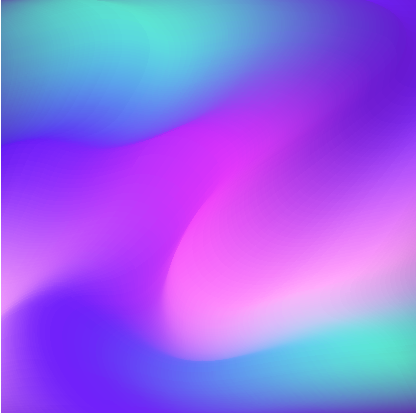
Applying a colour gradient of corporate colours to shapes.

The shapes of the logo symbol can also be arranged horizontally, but they are used only as a graphic element, always without typography and never represent the logo of the institution itself. An example of use can be the decoration of a pencil.

The application of images/illustrations can be standard or in logo shapes, and the colours oh the images can also be standard or tinted to corporate colours.

Corporate fonts — Trivia

Trivia is the typeface to be used for EUDA publications, presentation and display materials and promotional items.

To maintain the quality and integrity of Trivia, the shape, proportion and space relationships of the characters should not be altered or distorted in any way.

About Trivia

The Trivia type face family was designed as a 'super-family' containing the basic Latin type categories (serif, sans-serif, slab serif) as well as a four-width grotesk category. This extensive Open-type family encompasses all of the Latin alphabets as well as Cyrillic and Greek. It makes use of all Open-type features.

The 'EMCDDA Trivia font family' can be further expanded in future in the event that further non-Latin alphabets or characters are needed.

Trivia was created by typeface designer Frantisek Storm of the Storm Type Foundry and was voted among the 10 best fonts of 2012 by the magazine Typefacts.

Trivia Sans Light.
Trivia Sans Light Italic.
Trivia Sans Book.
Trivia Sans Book Italic.
Trivia Sans Regular.
Trivia Sans Regular Italic.
Trivia Sans Medium.
Trivia Sans Medium Italic.
Trivia Sans Regular Bold.
Trivia Sans Regular Bold Italic.
Trivia Sans Black.

Trivia Slab Hairline.
Trivia Slab Hairline Italic.
Trivia Slab Light.
Trivia Slab Light Italic.
Trivia Slab Book.
Trivia Slab Book Italic.
Trivia Slab Regular.
Trivia Slab Regular Italic.
Trivia Slab Medium.
Trivia Slab Medium Italic.
Trivia Slab Regular Bold.
Trivia Slab Regular Bold Italic.
Trivia Slab Black.
Trivia Slab Black Italic.

Arial Regular.
Arial Regular Italic.
Arial Bold.
Arial Bold Italic.
Arial Black.

Trivia Grotesk N1.
Trivia Grotesk N1 Italic.
Trivia Grotesk N2 bold.
Trivia Grotesk N2 bold Italic.

Corporate fonts — Trivia

The Trivia family is extensive. The EUDA corporate identity primarily makes use of the Trivia Sans Serif variations. In addition, Trivia Slab Serif in Light, Book, Medium and Bold, is used for specific graphic elements in the EUDA layouts (e.g. quotations). The Trivia Grotesk N1 and N2 can be used in materials where space is necessary as it is a narrow version of Trivia (e.g. in tables and charts).

Corporate fonts — Arial

Trivia is the standard typeface for all print applications. For all digital applications, PowerPoint® and certain Microsoft Word® templates, Arial is the standard typeface used.

Secondary corporate fonts — Noto Sans

These fonts are licensed under the
Open Font License.

About Noto Sans

Noto is a global font collection by Google
Fonts for writing in all modern and ancient
languages. Noto Sans is an unmodulated
("sans serif") design for texts in the Latin,
Cyrillic and Greek scripts. The Noto project
provides default glyphs for scripts as
defined in the Unicode Standard. Noto
fonts have glyph designs that are suitable
for a wide audience.

Noto Sans Thin.

Noto Sans Thin Italic.

Noto Sans Light.

Noto Sans Light Italic.

Noto Sans Regular.

Noto Sans Italic.

Noto Sans Medium.

Noto Sans Medium Italic.

Noto Sans Bold.

Noto Sans Bold Italic.

Noto Sans ExtraBold.

Noto Sans ExtraBold Italic.

Noto Sans Black.

Noto Sans Black Italic.

Noto Sans ExtraCondensed Thin.

Noto Sans ExtraCondensed Thin Italic.

Noto Sans ExtraCondensed Light.

Noto Sans ExtraCondensed Light Italic.

Noto Sans ExtraCondensed Regular.

Noto Sans ExtraCondensed Italic.

Noto Sans ExtraCondensed Medium.

Noto Sans ExtraCondensed Medium Italic.

Noto Sans ExtraCondensed Bold.

Noto Sans ExtraCondensed Bold Italic.

Noto Sans ExtraCondensed ExtraBold.

Noto Sans ExtraCondensed ExtraBold Italic.

Noto Sans ExtraCondensed Black.

Noto Sans ExtraCondensed Black Italic.

Culparum delectem

Meture ne laborest, offic tor reperumque culles et omnisit assequas sapelib usanisc

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	Foreground Color	Background Color	Contrast Ratio		
1	#000000	#FFFFFF	21:1		
2	#000000	#00BCAD	8.79:1		
3	#000000	#8C67FF	5.49:1		
4	#000000	#FF37FF	7.24:1		
5	#000000	#00B2FF	8.81:1		

Normal Text

The five boxing wizards jump quickly.

Large Text

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

Text Input

Typesetting recommendations

Only black, white or one of the four corporate colours of the logo symbol can be used for typesetting.

The black colour of the font can go on a white background or on a background made up of one of the four corporate colours of the logo symbol.

Culparum delectem

Meture ne laborest, offic tor reperumque culles et omnisit assequas sapelib usanisc

Culparum delectem

Meture ne laborest, offic tor reperumque culles et omnisit assequas sapelib usanisc

CULPARUM DELECTEM

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CULPARUM DELECTEM

CULPARUM DELECTEM

ne laborest natquam eatecesti

CULPARUM DELECTEM

ne laborest natquam eatecesti

CULPARUM DELECTEM

ne laborest natquam eatecesti

CULPARUM DELECTEM

ne laborest natquam eatecesti

Foreground Color		Background Color	
#FFFFFF	↔	#00005A	
Lightness		Lightness	

Contrast Ratio **18.29**:1

permalink

Normal Text
WCAG AA: **Pass**   The five boxing wizards jump quickly.
WCAG AAA: **Pass**

Large Text
WCAG AA: **Pass**   The five boxing wizards jump quickly.
WCAG AAA: **Pass**

Graphical Objects and User Interface Components
WCAG AA: **Pass**   ✓
Text Input

Foreground Color		Background Color	
#FFFFFF	↔	#000000	
Lightness		Lightness	

Contrast Ratio **21**:1

permalink

Normal Text
WCAG AA: **Pass**   The five boxing wizards jump quickly.
WCAG AAA: **Pass**

Large Text
WCAG AA: **Pass**   The five boxing wizards jump quickly.
WCAG AAA: **Pass**

Graphical Objects and User Interface Components
WCAG AA: **Pass**   ✓
Text Input

Typesetting recommendations

Only black, white or one of the four corporate colours of the logo symbol can be used for typesetting.

On a black or dark blue background, the typesetting in white can be in any font size. On white or on one of the four corporate colour backgrounds, the typeface can only be in bold in larger sizes.