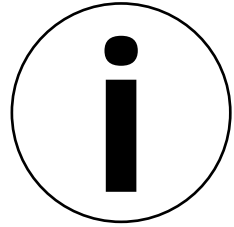


EMCDDA TO EUDA. THE EUROPEAN UNION AGENCY RE-BRANDING

CASE STUDY
MISSING ELEMENT
2023

THE BACKGROUND



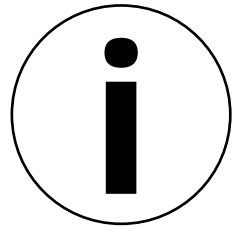
ABOUT THE CLIENT

The European Monitoring Centre for Drugs and Drug Addiction (EMCDDA) is an agency of the European Union located in Lisbon, Portugal, and established in 1993.

The EMCDDA strives to be the „reference point“ on drug usage for the European Union’s member states, and to deliver „factual, objective, reliable and comparable information“ about drug usage, drug addiction and related health complications, including hepatitis, HIV/AIDS and tuberculosis.

————→ **WEB**

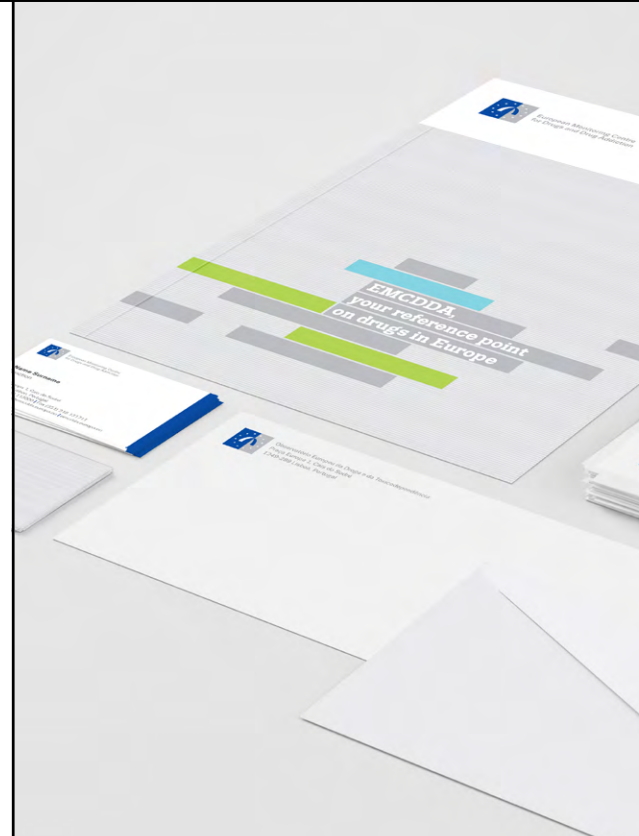


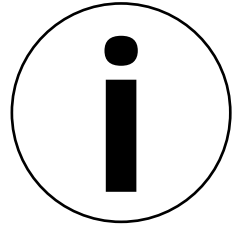


COOPERATION SINCE 2013 - WE CREATED EXTENSIVE CVI MANUAL

We have been working with EMCDDA since 2013, when we started a complete agency's corporate identity re-branding which resulted in a very extensive CVI manual (over 400 pages) containing all the various product designs. The project had been completed in 2017 and since then we have had a contract to continuously develop and fine-tune the visual identity.

→ **LINK TO
THE MANUAL**





2024: CLIENT'S NEW MANDATE, NAME AND NEW NEEDS

In June 2022 the Council of the European Union approved a reform of the organization which will lead to an extension of its mandate and a change of name to „European Union Drugs Agency.“ This new mandate will mean a broader scope for the agency's tasks, with the agency becoming more operational and proactive.

The proposed changes include monitoring the addictive use of substances taken together with illicit drugs (poly-drug use), issuing alerts on dangerous substances, and developing EU-level prevention campaigns. The agency will also play a stronger role internationally.

EMCDDA
1993 – 2023



EUDA
2024

1

INITIAL WORK



1 FIRST MEETING AND DISCUSSION WITH CLIENT

2 ANALYSIS OF ALL KEY EMCDDA COMMUNICATION PRODUCTS (PRINT AND ON-LINE)

3 DEFINING THE MAIN GOALS, PROVIDING THE BACKGROUND + TIME PLAN

2
DAYS

NEW APPROACH TO OUTPUTS IN COMING YEARS

- **DIGITAL** — digital transformation of the EMCDDA portfolio, in line with the new business model and reflecting the EU's digital and green priorities (by 2025). (Logo must work well on digital products, including videos, social media assets).
- **GREEN** — fewer printed publications.
- **SHORTER** — more digestible
- **MODULAR** — released over time in modules (e.g. miniguides rather than lengthy volumes released on one occasion).
- **INTEGRATED** — resources more linked (e.g. EDR linked with relevant data on website).
- **ACCESSIBLE** — web products and services must meet the requirements of the EU Accessibility Directive (Directive (EU) 2016/2102), specifically Web Content Accessibility Guidelines (WCAG) 2.1 Level AA standard (by 2025).
- **MACHINE-READABLE** — machine readable files are formatted to allow researchers, regulators and application developers to access and analyse data more easily.
- **MULTILINGUAL** — more content available in multiple languages using new technologies in the translation field and a 'quality for purpose' approach (2023–2025).
- **DATA-FOCUSED** — implementing the principles of open data for non-sensitive data, making it easier for our customers to find, use and reuse the EMCDDA's data in their own work.
- **CUSTOMER-FOCUSED** — Customers are systematically involved in the design of services and products, using design thinking methodologies and co-creation approaches (by 2025). A heightened level of interaction and engagement with customers through a phased introduction of digital features that facilitate asking questions, giving feedback and discussion (2023–2025).



RESEARCH ON BOTH SIDES: EU BODIES & EU DECENTRALISED AGENCIES

Studying the relevant manual of visual identities from recent years

Studying of communication campaigns

Studying relevant web portals

Studying DEA (USA) communication

2
WEEKS

* ANALYSIS OF COMMUNICATION OF EU PARTNER AGENCIES

* TRENDS IN VISUAL IDENTITY





OUR ANALYSIS & RECOMMENDATION

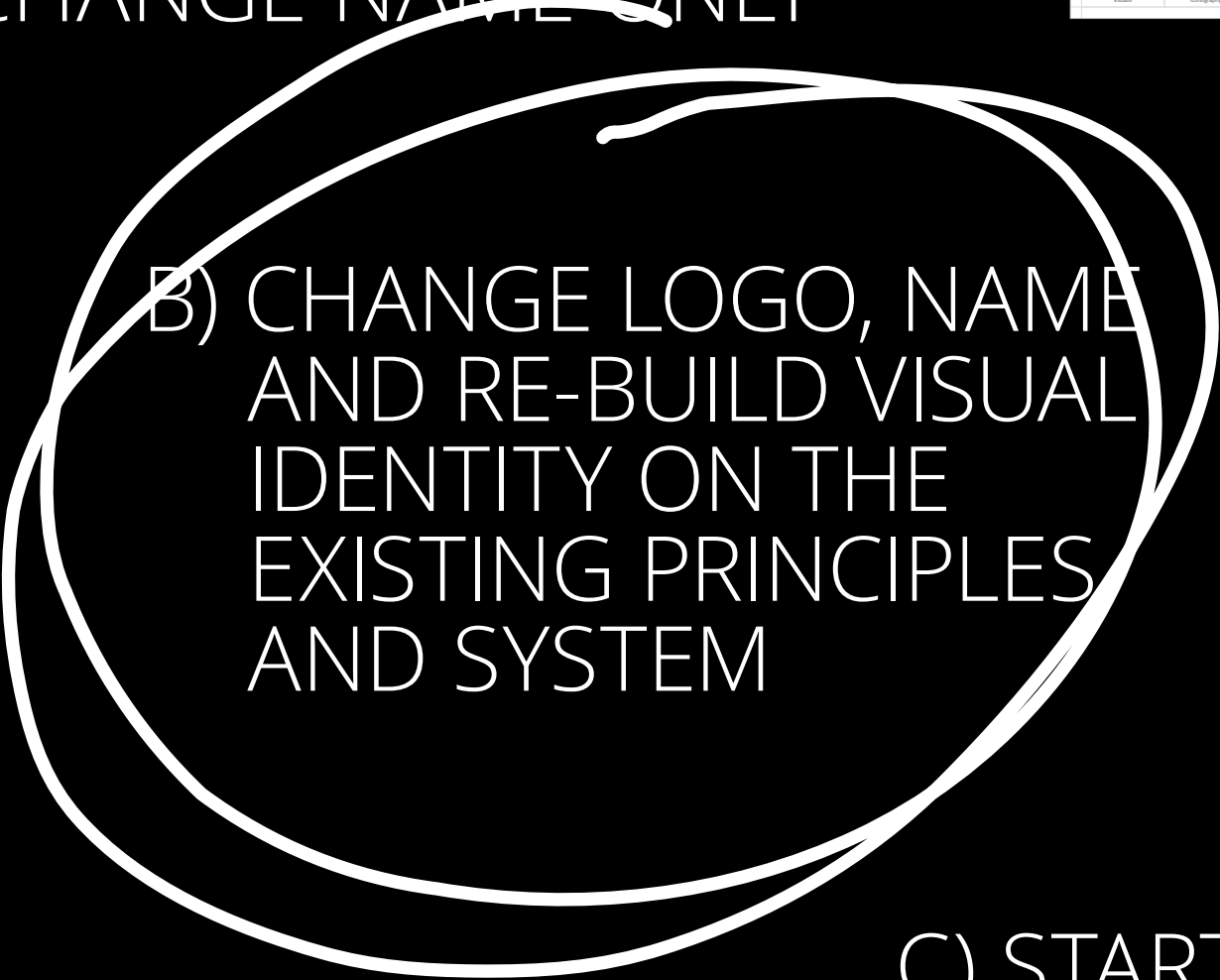
Based on the meeting with the client, research on the new visual identities of the EU bodies and institutions, and according to the set goals, we prepared an analysis for the client and then recommended a possible course of action.

For better comprehensibility, the resulting work is presented in the form of an animated presentation.



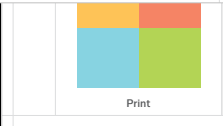
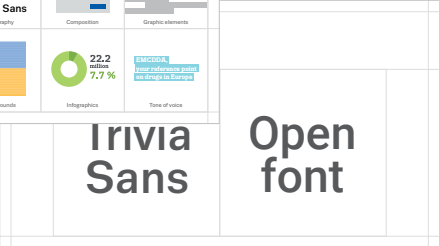
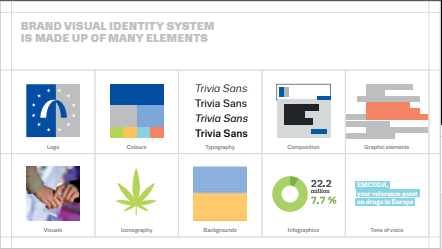
→ **LINK TO FULL PRESENTATION**

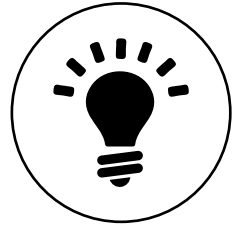
A) KEEP EXISTING VISUAL IDENTITY AND CHANGE NAME ONLY



B) CHANGE LOGO, NAME AND RE-BUILD VISUAL IDENTITY ON THE EXISTING PRINCIPLES AND SYSTEM

C) START WITH COMPLETELY NEW VISUAL IDENTITY





BRIEF

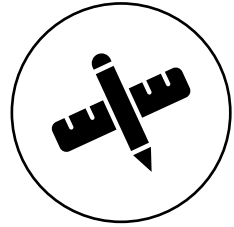
Based on our analysis, recommendations and internal client research, the client prepared a very detailed brief for the creation of a new logo and redesign of the existing visual identity with regards to a defined approach to outputs in the coming years.

5
DAYS



2

**WE PRESENTED
THREE DIFFERENT
DESIGN CONCEPTS**

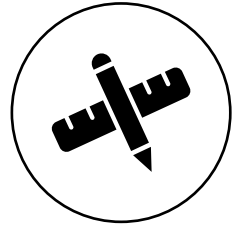


WE PROVIDED THREE DIFFERENT LOGO CONCEPTS

Our creative team worked under the guidance of two Art Directors on three visually completely independent concepts of the new logo and the basic principles of EUDA's future visual identity.

All variants of the new logo are based on the original visual identity of EMCDDA.





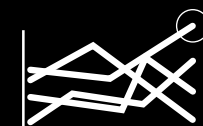
ALL CONCEPTS RESPOND TO THE ORIGINAL EMCDDA VISUAL IDENTITY

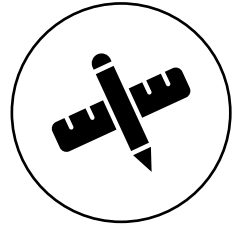
We are building on years of successful and well known visual communication. We want to use parts of the existing system and adjust it to work with a new logo and a redesigned visual identity.

Current communication – the info-graphic elements:



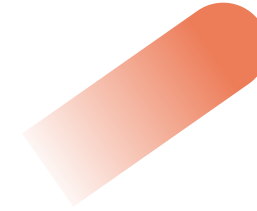
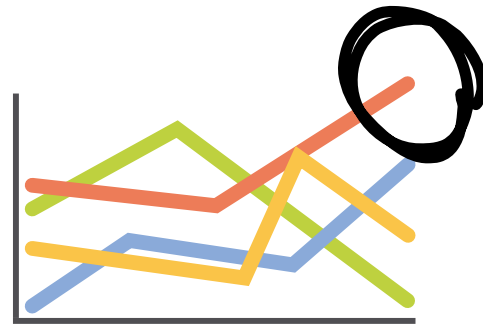
INFO-GRAPHIC ELEMENTS AS A STARTING POINT FOR THE NEW LOGO AND THE ENTIRE CVI SYSTEM





CONCEPT N° 1

THE STORY BEHIND



EUDA





CONCEPT N° 1 PRESENTATION

It is essential to keep in mind that the logo is just one part of the overall brand identity and that many other aspects are needed to work together in order to build a solid and successful identity. In our initial presentations, we always test the logo and system applications on selected products.



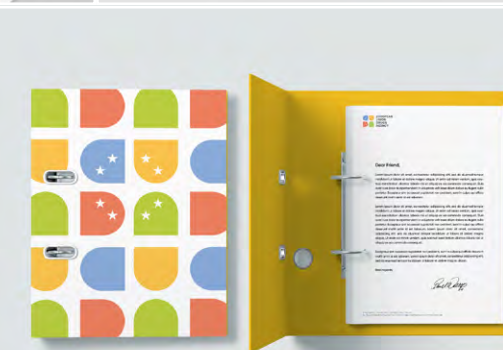
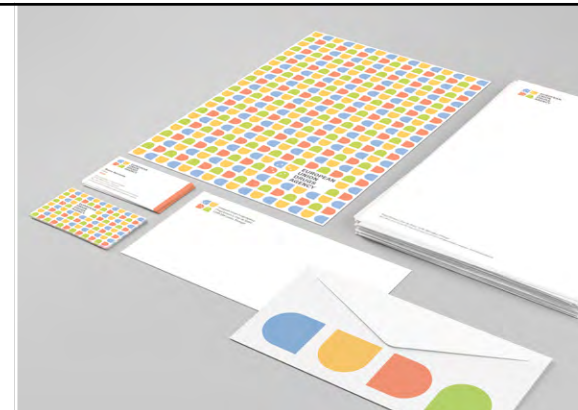
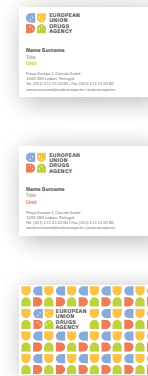
**LINK TO FULL
PRESENTATION**



**EUDA
LABS**

**EUDA
JOURNAL**

**EUDA
REITOX**





CONCEPT Nº 2 PRESENTATION

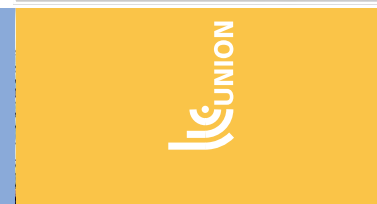
It is essential to keep in mind that the logo is just one part of the overall brand identity and that many other aspects are needed to work together in order to build a solid and successful identity. In our initial presentations, we always test the logo and system applications on selected products.



→ **LINK TO FULL
PRESENTATION**



EUROPEAN UNION DRUGS AGENCY





CONCEPT Nº 3 PRESENTATION

It is essential to keep in mind that the logo is just one part of the overall brand identity and that many other aspects are needed to work together in order to build a solid and successful identity. In our initial presentations, we always test the logo and system applications on selected products.



→ **LINK TO FULL
PRESENTATION**





BRANDING WORKSHOP

In parallel with our work on the design of the new logo and the concept of the next visual identity, the client held a 2-day workshop with the aim to clarify the position and communication needs of the next EUDA brand.

THE OUTPUTS FROM THIS WORKSHOP LED TO THE MODIFICATION OF THE BRIEF

2 DAYS

MODIFICATION OF THE BRIEF

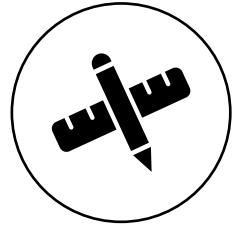
TESTING

NEW INPUTS

The collage displays various outputs from the branding workshop. At the top left, a list of 30 brand attributes is organized into three columns. Below this, a diagram titled 'The process' describes digital means of agility and communication. A central text block states 'EUDA will operate at the confluence of two areas of activity.' To the right, a 'Visionary' section outlines the agency's role in social science. Below that, a 'Proposed Methodology' section details a 3-phase process. Further down, a 'Core lever' diagram illustrates the relationship between field actors, scientific staff, and academics. At the bottom right, a photograph shows a group of people in a meeting room, engaged in discussion around a large table.

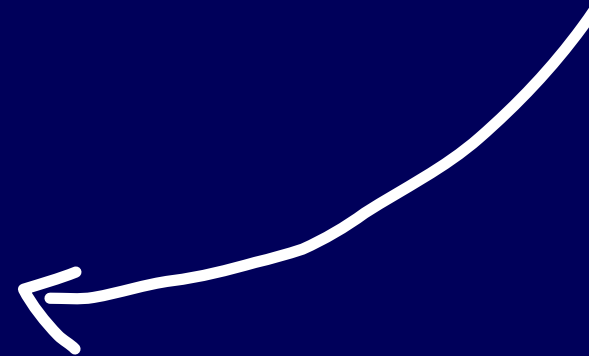
3

ONE DESIGN
CONCEPT SELECTED
FOR FINALIZATION



DEVELOPMENT OF THE SELECTED DESIGN CONCEPT

Based on the brief modified according to the outputs of the branding workshop, we substantially updated the proposal that the client chose for further development.

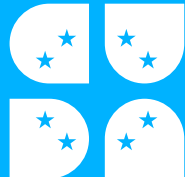




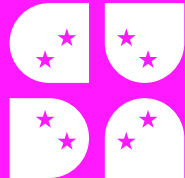
PRESENTATION AND DISCUSSION

Some aspects of the selected design became the subject of discussions. To adress this we have prepared a detailed presentation that explained our approach as well as the next visual identity system and showed why some of the discussed modifications are/are not appropriate.

 **EUDA**
IPA 8

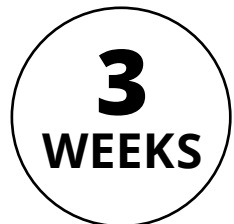
 **EUDA**
REITOX

 **EUDA**
NEWS

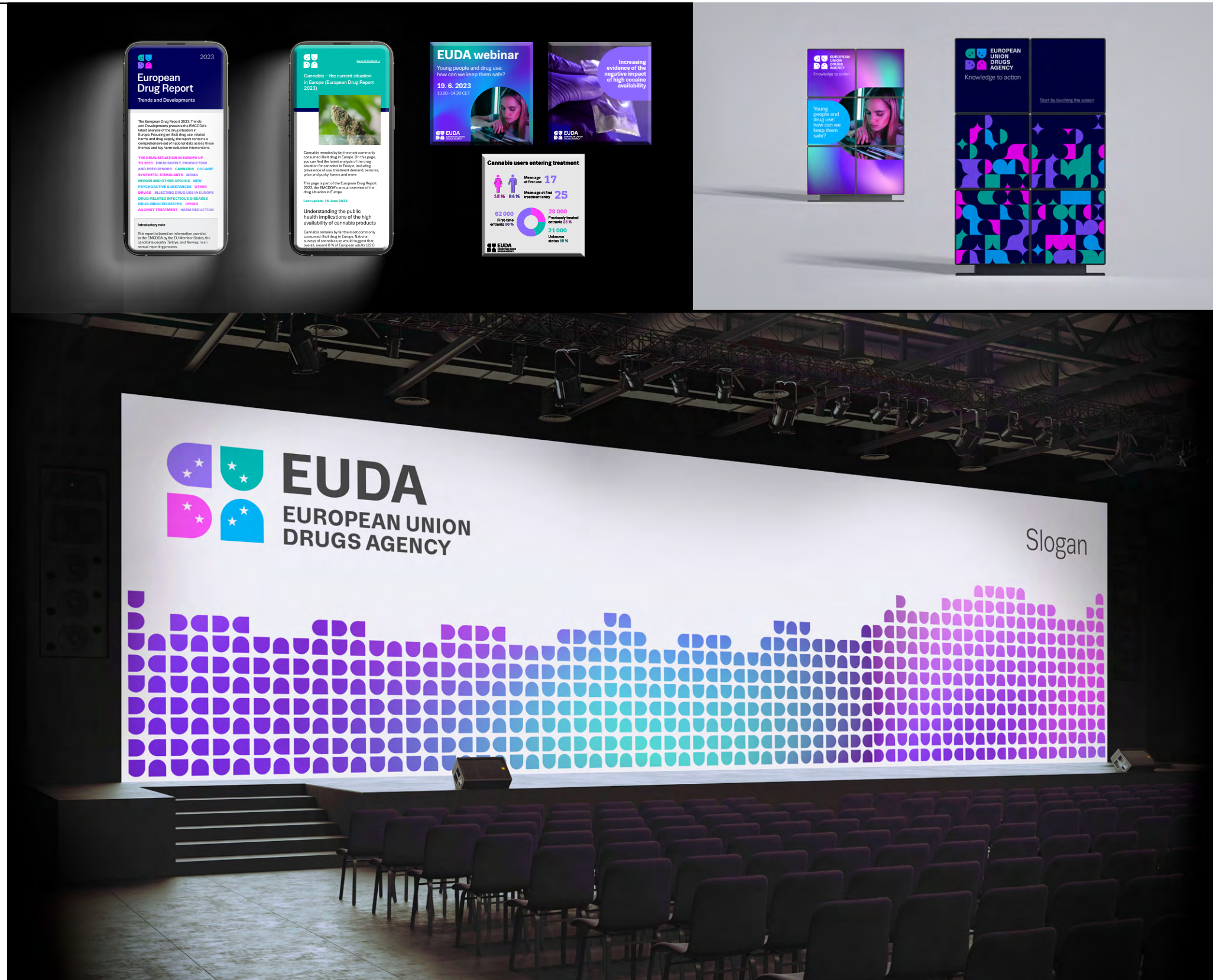
 **EUDA**
LABS

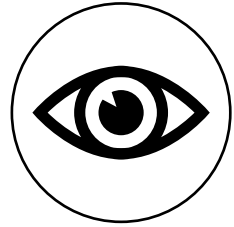


PRESENTATION AND DISCUSSION



→ **LINK TO FULL PRESENTATION**





VIDEO PRESENTATION

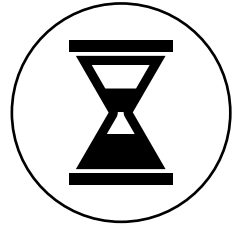
For a better idea of the functionality of the next visual identity in the online environment, we created an animation that suggests how EUDA communication could look like.



**LINK TO
THE VIDEO**

YOU CAN SEE THE COMPLETE
PRESENTATION OF THE NEW LOGO
AND BASIC PRINCIPLES OF THE
UPCOMING VISUAL IDENTITY.
PLEASE KEEP IT CONFIDENTIAL.

4 THE NEXT STEPS



FUTURE STEPS OF THE PROJECT

ACCORDING TO THE EXPECTED SCOPE, WE ASSUME THAT THE DEVELOPMENT WILL TAKE APPROXIMATELY 1 YEAR IN TOTAL



1) DEVELOPMENT OF ALL THE BUILDING ELEMENTS OF THE NEXT CVI SYSTEM

2) CREATION OF ALL REQUIRED PRODUCTS INCLUDING THEIR TEMPLATES

3) SUMMARIZATION AND DESCRIPTION OF ALL RULES FOR THE USE OF THE NEW VISUAL IDENTITY IN THE MANUAL



THANK YOU AND WE LOOK FORWARD TO YOUR FEEDBACK

IF YOU HAVE ANY
QUESTIONS, DO NOT
HESITATE TO CONTACT US