

EUDA

**EUROPEAN UNION
DRUGS AGENCY**

Visual identity manual

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INTRODUCTION

The European Union Drugs Agency (EUDA) visual identity is a vital part of our brand, reflecting our commitment to quality and helping our customers identify our products and services.

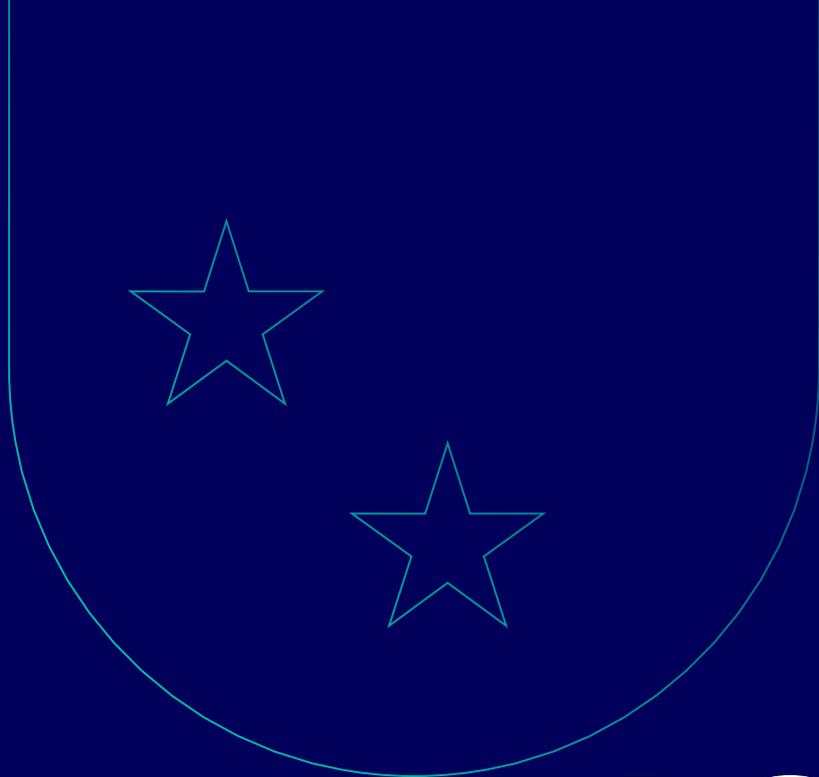
Our visual identity extends beyond our logo, encompassing the use of colour, typography, imagery and other graphic elements. Together, these elements create an appealing and distinctive expression of the agency across all communications.

The consistent application of the EUDA visual identity guidelines ensures that our visual presence is clear, professional and immediately recognisable. These guidelines define the principles and specifications that support the accurate and coherent use of the identity across all materials.

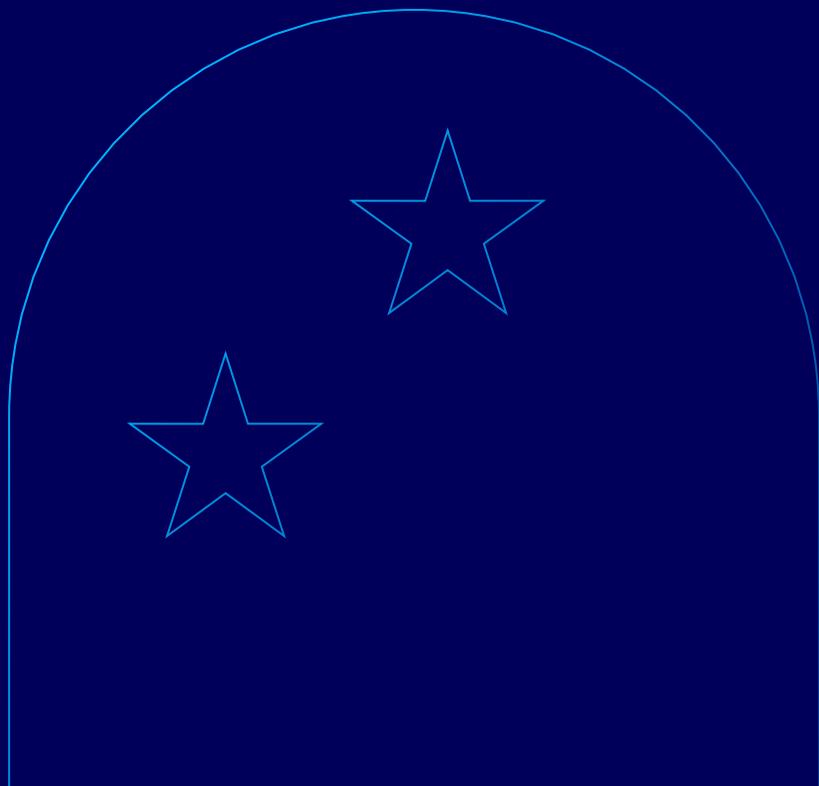
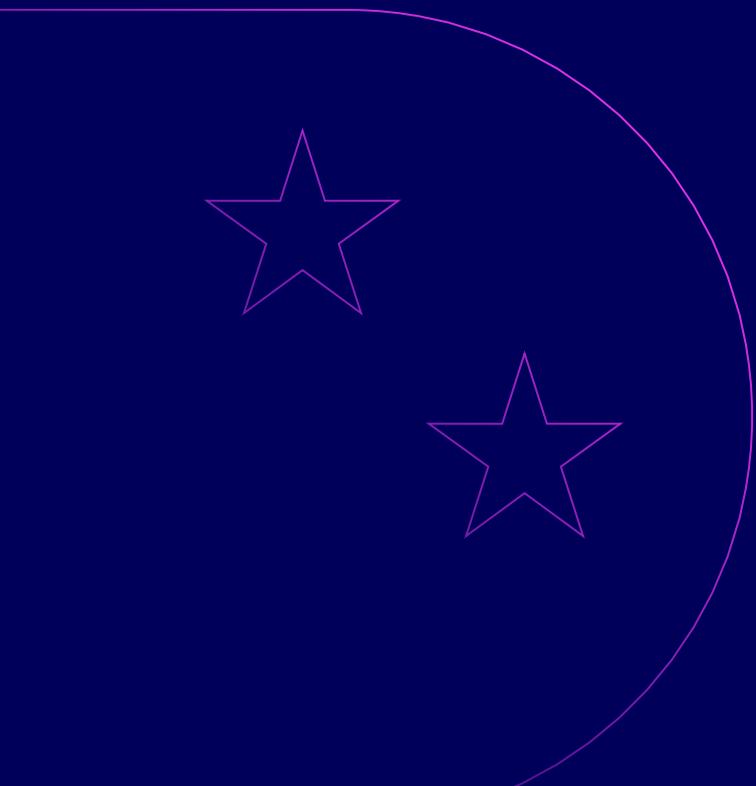
This manual offers an introduction to the EUDA visual identity and sets out our basic visual communication style and rules.

Here, we present the main features of the visual identity, including the logo in its various forms and a range of recurring graphic motifs designed to unify and reinforce our brand image. 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 use of the logo.

The guidelines are intended for use by EUDA staff and by organisations and partners working in close collaboration with the agency. A coherent EUDA visual identity is a key component of the EUDA communication strategy.



LOGO

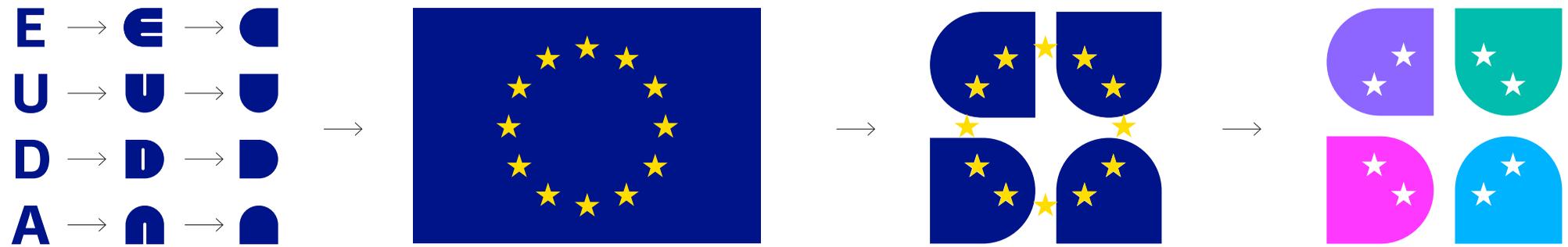


LOGO

Anatomy of the EUDA symbol

The EUDA symbol is the cornerstone of our visual identity. It combines the four letters of our acronym with the European Union stars, reflecting our membership of the EU institutional family. The logo was designed first and foremost for the digital environment, hence its bold and vibrant colours.

Each element has been carefully crafted, proportioned and positioned to maintain visual harmony. The symbol should never be altered, redrawn or rearranged.



LOGO

Primary version



LOGO

Variations

The EUDA logo is used in four versions:

- Full horizontal logo
- Full vertical logo
- Vertical acronym logo
- Symbol

The primary horizontal version of the logo is the combination of our symbol, acronym and full official name. It exists in multiple languages and is used on our website, publications, stationery and other official documentation.

There are two vertical logos. The full vertical logo, with the agency name, exists exclusively in English. A second vertical logo carries the acronym only. These vertical versions can be used when the available space/format calls for a vertical option.

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

The logo is available in several formats (ai, eps, jpg, png) and in different colour models (CMYK and RGB). For printing purposes, ai or eps should be used. The logo exists in positive and negative forms and in monochrome versions (black or white).



FULL HORIZONTAL LOGO (PRIMARY VERSION)



FULL VERTICAL LOGO

VERTICAL ACRONYM LOGO

SYMBOL

LOGO

Full-colour versions

The full-colour version of the primary logo should be used whenever possible.

There are two versions of this logo — with the logotype in white and in black.

The white logotype version should be used on dark-coloured backgrounds.

The black logotype version should be used on white or light-coloured backgrounds.

For optimum legibility, careful consideration is needed when selecting the appropriate version.



LOGO

Monochrome versions

Monochrome versions of the logo are available in black and in white.

Use the white logo on EUDA primary colour backgrounds or on dark-coloured backgrounds. This allows full visibility of the symbol.

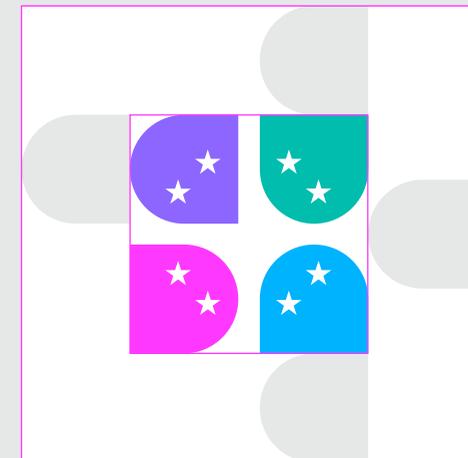
Use the black logo for greyscale printing.



LOGO

Safety zones

The EUDA logo should be placed in such a way as to maintain an overall uncluttered and airy layout. The diagrams on this page specify the 'safety zones' around the EUDA logo. These zones represent the minimum uninterrupted space required around the logo and upon which no other graphic element should infringe (e.g. typography, motif, photograph, page bleed). The distance is measured by the height and width of the motif. One exception to this rule relates to the business cards. Due to the very limited space on these cards, the logo safety zones can be waived.



LOGO

Size variations

To ensure optimal legibility, we have defined minimum sizes at which the logo should be used.

The logo must not be used below the recommended minimum sizes.

13.5mm | Minimum height | Publications



11mm | Minimum height | Stationery



8mm | Minimum height | Full horizontal logo



25mm | Minimum height | Full vertical logo



11.6mm | Minimum height | Vertical symbol & acronym



8mm | Minimum height | Symbol



LOGO

Language versions (EUDA languages)

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

The vertical logo with the acronym can be considered a multilingual version and can be used with any language when space is too limited to use the full logo.



EUDA

BG | Bulgarian



EL | Greek



ES | Spanish



EN | English



CS | Czech



FR | French



DA | Danish



GA | Irish



DE | German



HR | Croatian



ET | Estonian



IT | Italian



LOGO

Language versions (EUDA languages)



LOGO

Language versions (international cooperation languages)

AR | Arabic



ME | Montenegrin



AZ | Azerbaijani



MK | Macedonian



BS | Bosnian



RU | Russian



HE | Hebrew



SQ | Albanian



HY | Armenian



SR | Serbian



KA | Georgian



UK | Ukrainian



LOGO

Placement on images

The logo can be placed on images, but extra care should be taken to ensure legibility.

Always place the logo on clear areas of the image that do not interfere with the clarity of the logo.

On dark-coloured backgrounds, use the full colour logo with the white logotype or the full white monochrome version.

On light-coloured backgrounds, use the full colour logo with the black logotype or the full black monochrome version.



LOGO

Incorrect use

To avoid common pitfalls, please refer to the examples opposite of how the logo might be misused.

Always reproduce the logo from the master artwork. It must never be altered, redrawn or rearranged in any way.



X Don't distort or stretch



X Don't change the colours



X Don't change the angle orientation



X Don't change the order of the symbol



X Don't change the order of the elements



X Don't apply any special effects



X Don't change the name



X Don't change the font



X Don't change the font colours

The background is a solid dark blue. It is filled with numerous abstract, rounded geometric shapes of various sizes and orientations. These shapes are outlined in different colors, including red, blue, green, and yellow. Some shapes are simple rounded rectangles or squares, while others are more complex, resembling stylized letters or organic forms. The shapes are scattered across the left and center of the image, with a higher density in the middle-left area. On the right side, the word "COLOURS" is written in a bold, white, sans-serif font. The text is positioned in the upper-middle part of the right half of the image, with a large, light blue, rounded shape partially overlapping the letter 'O'.

COLOURS

Primary colour palette

Colour is crucial to our visual identity. We use it powerfully and purposefully to elevate our communications, enrich our designs and build a distinctive visual look and feel. Our focus on digital communication has opened up possibilities for using bold RGB colours.

There are four EUDA primary colours: violet, green, pink and blue. These are supported by three tones: dark, mid and light. Each tone can be expressed as tints.

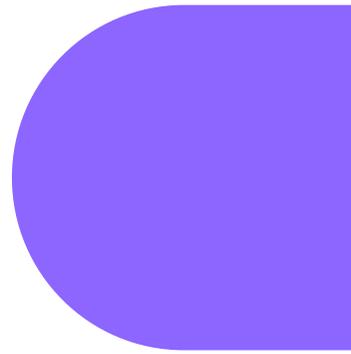
4 primary colours

+

Dark tone
Mid tone
Light tone

+

Tints



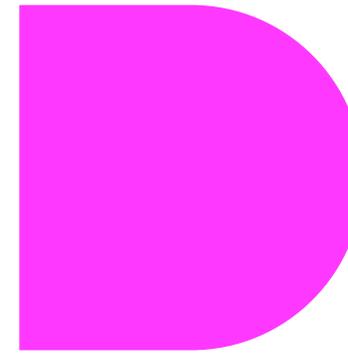
VIOLET

R140 G103 B255
CMYK 50/60/0/0
Pantone 265 C
HEX #8c66ff



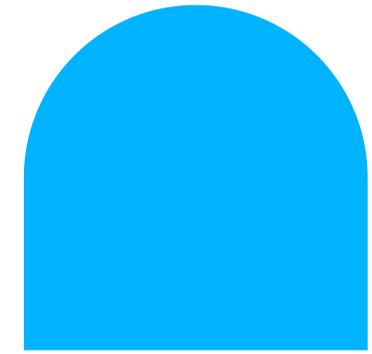
GREEN

R0 G188 B173
CMYK 70/0/40/0
Pantone 3265 C
HEX #00bdad



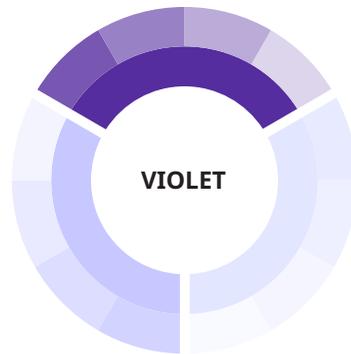
PINK

R255 G55 B255
CMYK 07/85/0/0
Pantone 2385 C
HEX #ff38ff



BLUE

R0 G178 B255
CMYK 80/15/0/0
Pantone 2925 C
HEX #00b2ff

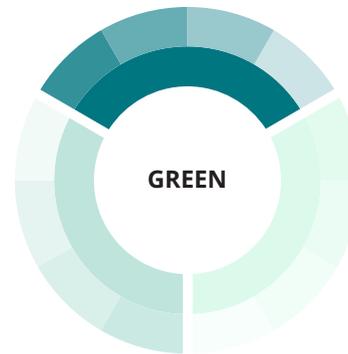


VIOLET

Dark tone
R85 G45 B158
CMYK 84/89/0/0
Pantone 267 C
HEX #552d9e

Mid tone
R199 G200 B255
CMYK 25/22/0/0
Pantone 270 C
HEX #c7c8ff

Light tone
R226 G230 B255
CMYK 13/9/0/0
Pantone 2706 C
HEX #e2e6ff

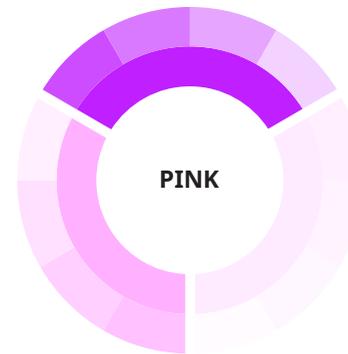


GREEN

Dark tone
R0 G118 B129
CMYK 85/31/41/17
Pantone 3145 C
HEX #007681

Mid tone
R190 G228 B220
CMYK 30/0/18/0
Pantone 565 C
HEX #bee4dc

Light tone
R0220 G250 B235
CMYK 16/0/13/0
Pantone 331 C
HEX #dcfaeb

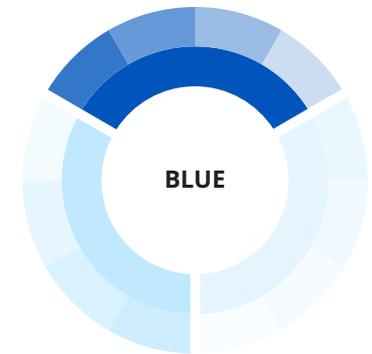


PINK

Dark tone
R192 G31 B255
CMYK 63/80/0/0
Pantone 253 C
HEX #c01fff

Mid tone
R255 G177 B255
CMYK 12/38/0/0
Pantone 236C
HEX #ffb1ff

Light tone
R255 G235 B255
CMYK 1/12/0/0
Pantone 517 C
HEX #ffebff



BLUE

Dark tone
R0 G85 B188
CMYK 91/66/0/0
Pantone 2728 C
HEX #0055bc

Mid tone
R192 G233 B255
CMYK 28/0/0/0
Pantone 290 C
HEX #c0e9ff

Light tone
R229 G245 B255
CMYK 13/0/0/0
Pantone 545 C
HEX #e5f5ff

COLOURS

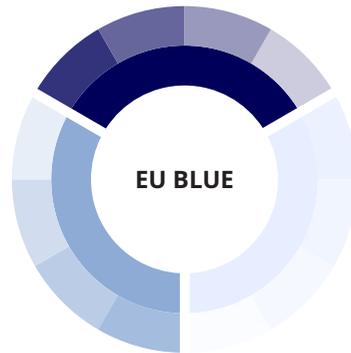
Secondary colour palette

Our secondary colours are designed to allow flexibility and support creativity, while maintaining the distinctive visual 'look and feel' expressed through the primary palette.

We use eight secondary colours to complement the primary colours. These are designed to be used for infographics and data visualisations and to differentiate between product lines or chapters in publications. As an EU agency, we have included the EU blue and yellow in our secondary palette.

8 secondary colours

- + Dark tone
- + Mid tone
- + Light tone
- + Tints



EU BLUE

Dark tone
R0 G0 B90
CMYK 100/90/0/60
PANTONE 2746 C
HEX #00005a

Mid tone
R141 G171 B213
CMYK 59 /27/04/0
Pantone 7451 C
HEX #8dabd5

Light tone
R239 G238 B0255
C12 M05 Y0 K0
Pantone 656C
HEX #e6eeff

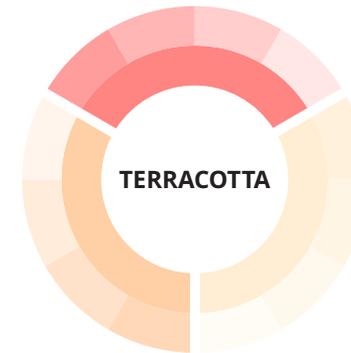


EU YELLOW

Dark tone
R255 G221 B0
CMYK 2/10/92/0
Pantone Yellow 012 C
HEX #ffd00

Mid tone
R255 G246 B107
CMYK 6/0/67/0
Pantone 100 C
HEX #fff66b

Light tone
R255 G248 B189
CMYK 0/0/3/0
Pantone 600 C
HEX #fff8bd

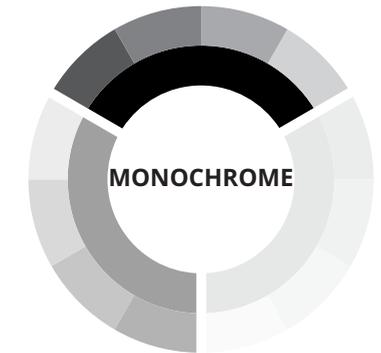


TERRACOTTA

Dark tone
R255 G133 B131
CMYK 0/61/38/0
Pantone 805 C
HEX #ff8583

Mid tone
R255 G207 B165
CMYK 0/24/38/0
Pantone 712 C
HEX #ffcfa5

Light tone
R255 G238 B211
CMYK 0/8/21/0
Pantone 7506 C
HEX #ffeed3

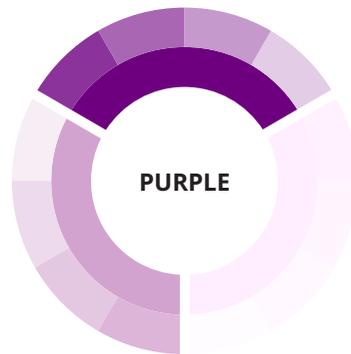


MONOCHROME

Dark tone
R0 G0 B0
CMYK 91/79/62/98
Pantone Black C
HEX #000000

Mid tone
R160 G160 B160
CMYK 39/30/31/9
Pantone 422 C
HEX #a0a0a0

Light tone
R229 G232 B232
CMYK 12/7/9/0
Pantone 427 C
HEX #e5e8e8

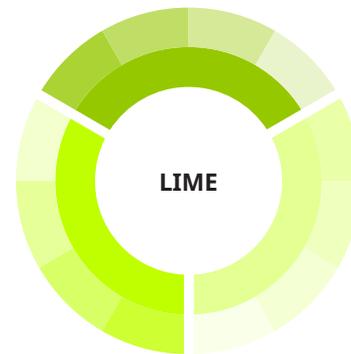


PURPLE

Dark tone
R110 G0 B128
CMYK 74/100/7/2
Pantone 2597 C
HEX #6e0080

Mid tone
R211 G163 B207
CMYK 19/44/0/0
Pantone 7438 C
HEX #d3a3cf

Light tone
R0255 G238 B255
CMYK 1/11/0/0
Pantone 7436 C
HEX #ffe6ff

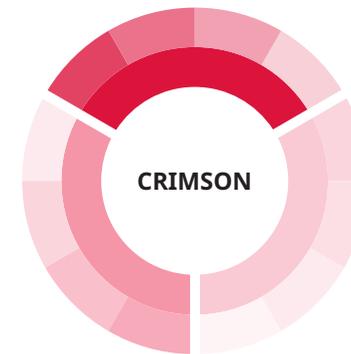


LIME

Dark tone
R150 G200 B0
CMYK 50/0/100/0
Pantone 376 C
HEX #96c800

Mid tone
R192 G255 B0
CMYK 35/0/100/0
Pantone 375 C
HEX #c0ff00

Light tone
R228 G255 B146
CMYK 17/0/56/0
Pantone 372 C
HEX #e4ff92

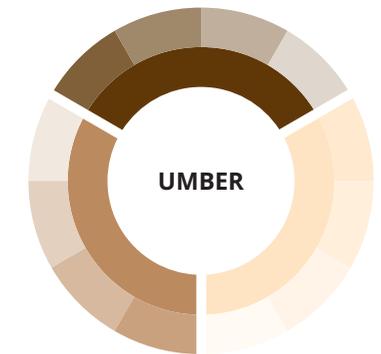


CRIMSON

Dark tone
R220 G20 B60
CMYK 5/98/69/1
Pantone 185 C
HEX #dc143c

Mid tone
R 245 G149 B168
CMYK 0/54/18/0
Pantone 1775 C
HEX #f595a8

Light tone
R250 G202 B212
CMYK 0/29/8/0
Pantone 196 C
HEX #facad4



UMBER

Dark tone
R96 G56 B8
CMYK 40/67/96/57
Pantone 732 C
HEX #603808

Mid tone
R185 G138 B95
CMYK 22/45/63/12
Pantone 7591 C
HEX #bc8a5f

Light tone
R255 G228 B195
CMYK 0/13/27/0
Pantone 474 C
HEX #ffe4c3

COLOURS

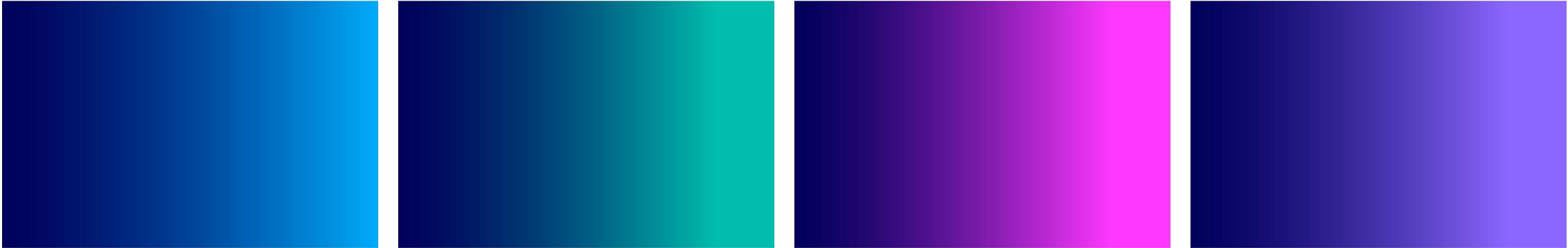
Gradients

Colour gradients are a central part of our visual identity. They symbolise how we shine a light on Europe's drugs problem and bring clarity through evidence and insight.

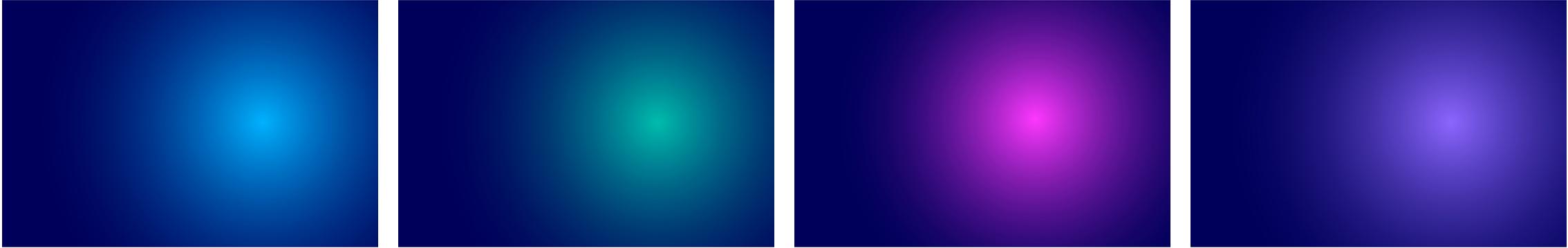
The gradients are made up of the primary colours and the secondary EU dark blue.

There are three styles of gradient: linear, radial and freeform.

Linear gradient

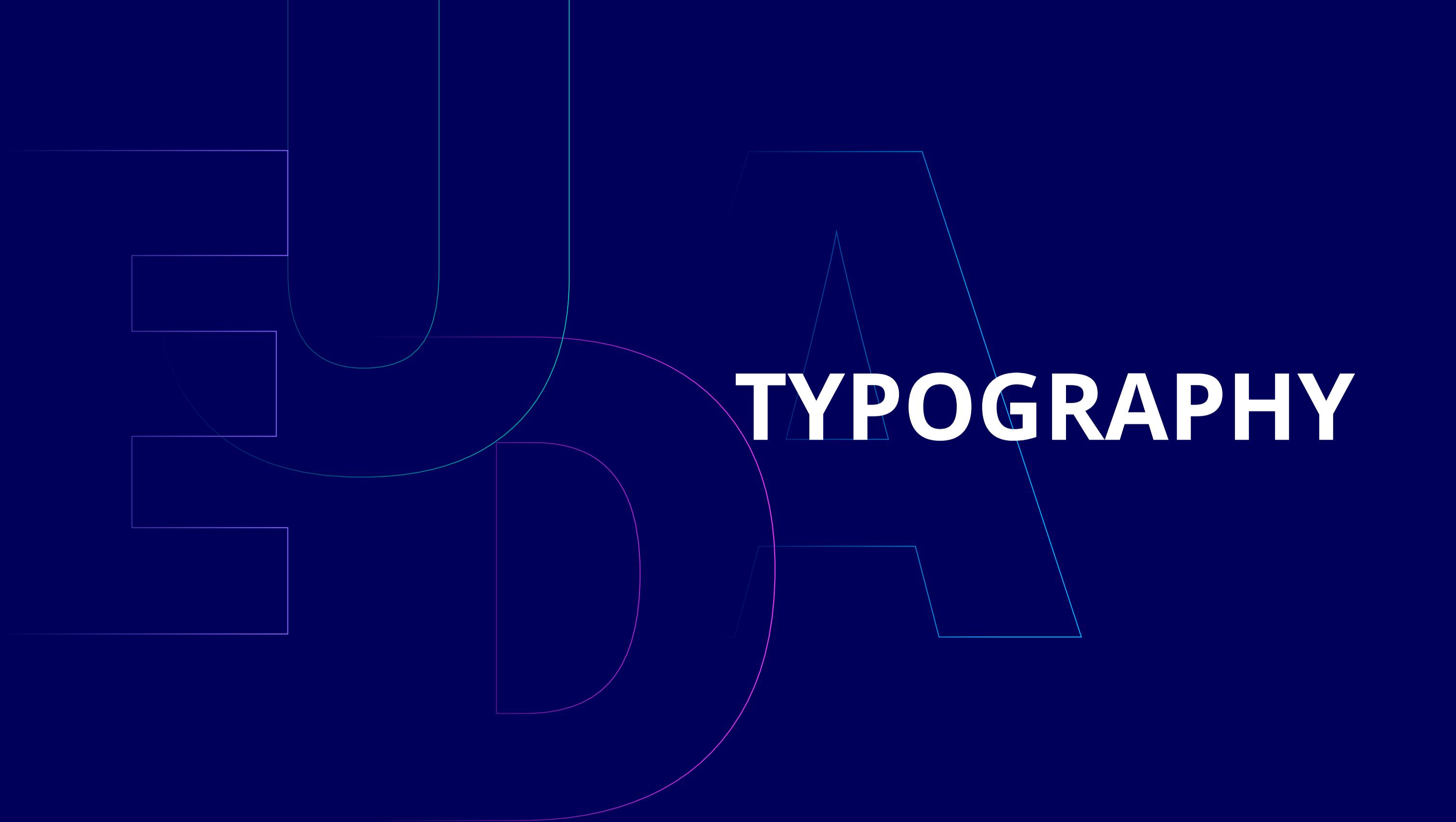


Radial gradient



Freeform gradient



The background features three large, hollow letters: a purple 'E' on the left, a teal 'D' in the center, and a light blue 'A' on the right. The word 'TYPOGRAPHY' is written in white, bold, uppercase letters across the middle of the 'A' and 'D'.

TYPOGRAPHY

TYPOGRAPHY

Primary fonts

Typefaces are an integral part of any visual identity. Used consistently across assets, they become a powerful visual communication tool.

Our primary corporate font, Noto Sans, offers a full range of weights — from Thin to Black — allowing clear, legible design.

The Noto Sans Extra Condensed variant provides additional flexibility in space-constrained layouts (e.g. tables, charts).

About Noto Sans

Noto Sans is a sans-serif open font family, developed by Google. It is known for its neutral and versatile aesthetic, making it suitable for various applications, such as headlines, body text and data. Noto Sans provides a consistent visual experience across hundreds of languages, ensuring that text remains readable and elegant, regardless of the script used.

Noto Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@£\$%^&*()

Thin

Light

Regular

Medium

Bold

Extra Bold

Black

Noto Sans Extra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@£\$%^&*()

Thin

Light

Regular

Medium

Bold

Extra Bold

Black

TYPOGRAPHY

Secondary fonts

Arial is our secondary font and is the standard typeface we use in our Microsoft Office 365 applications (e.g. PowerPoint, Word, Outlook) and in email communications.

The Arial Narrow variant is used when space is limited, such as in tables or dense layouts.

In addition, Arial is used in situations where system fonts are required to ensure technical compatibility and optimal legibility. It serves as a reliable fallback when custom fonts are not supported (such as when documents need to be opened on different computers or systems that may not have the primary font installed).

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()

Light

Regular

Medium

Bold

Black

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()

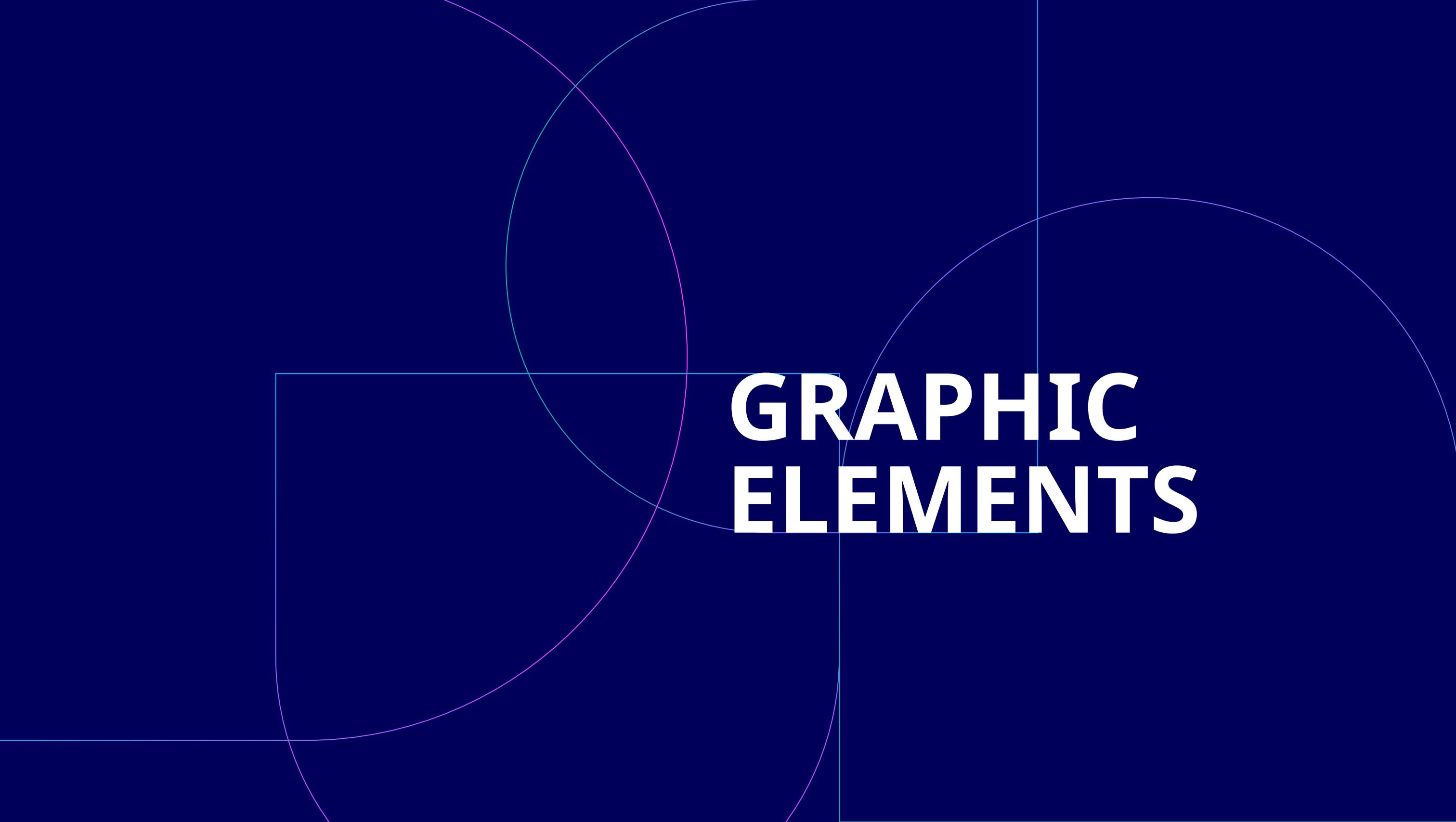
Light

Regular

Medium

Bold

Black



GRAPHIC ELEMENTS

GRAPHIC ELEMENTS

Motifs

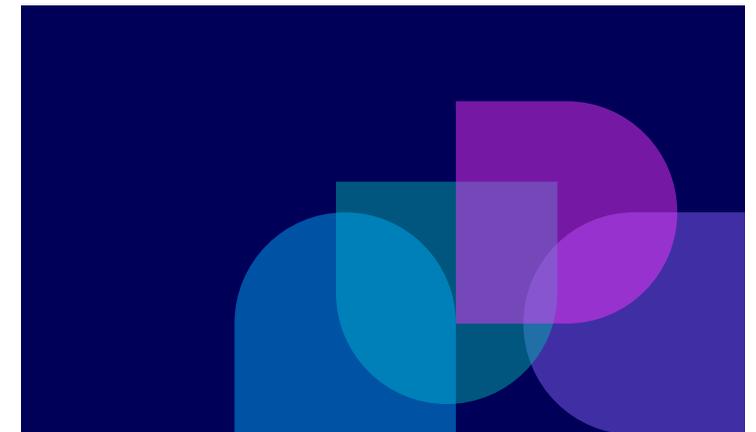
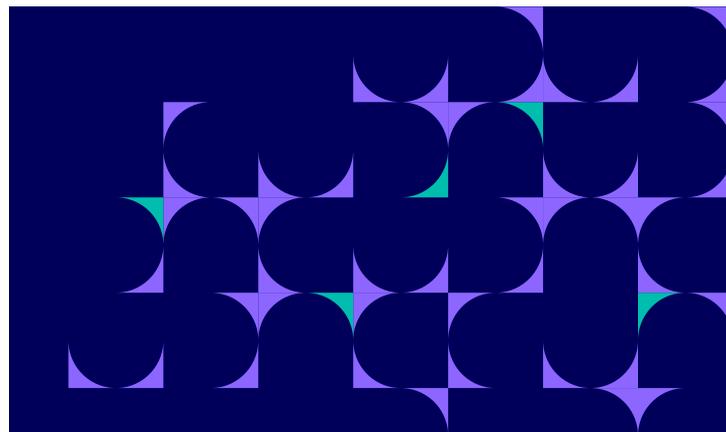
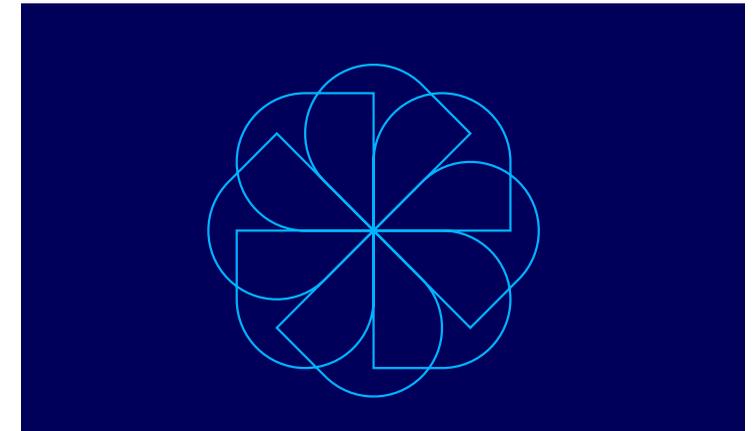
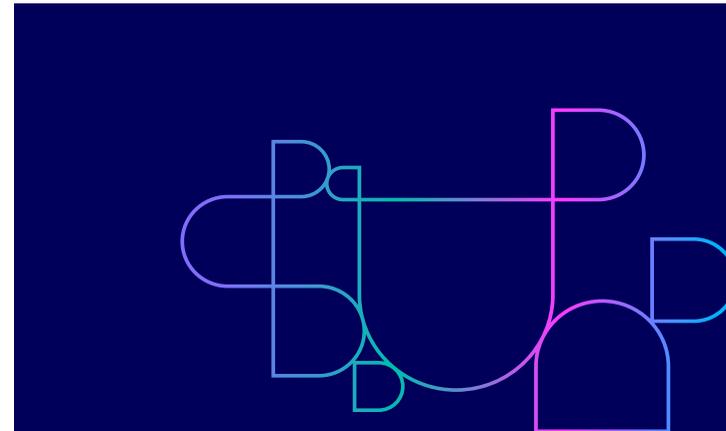
The four elements of the EUDA symbol are a distinctive and powerful expression of our brand.

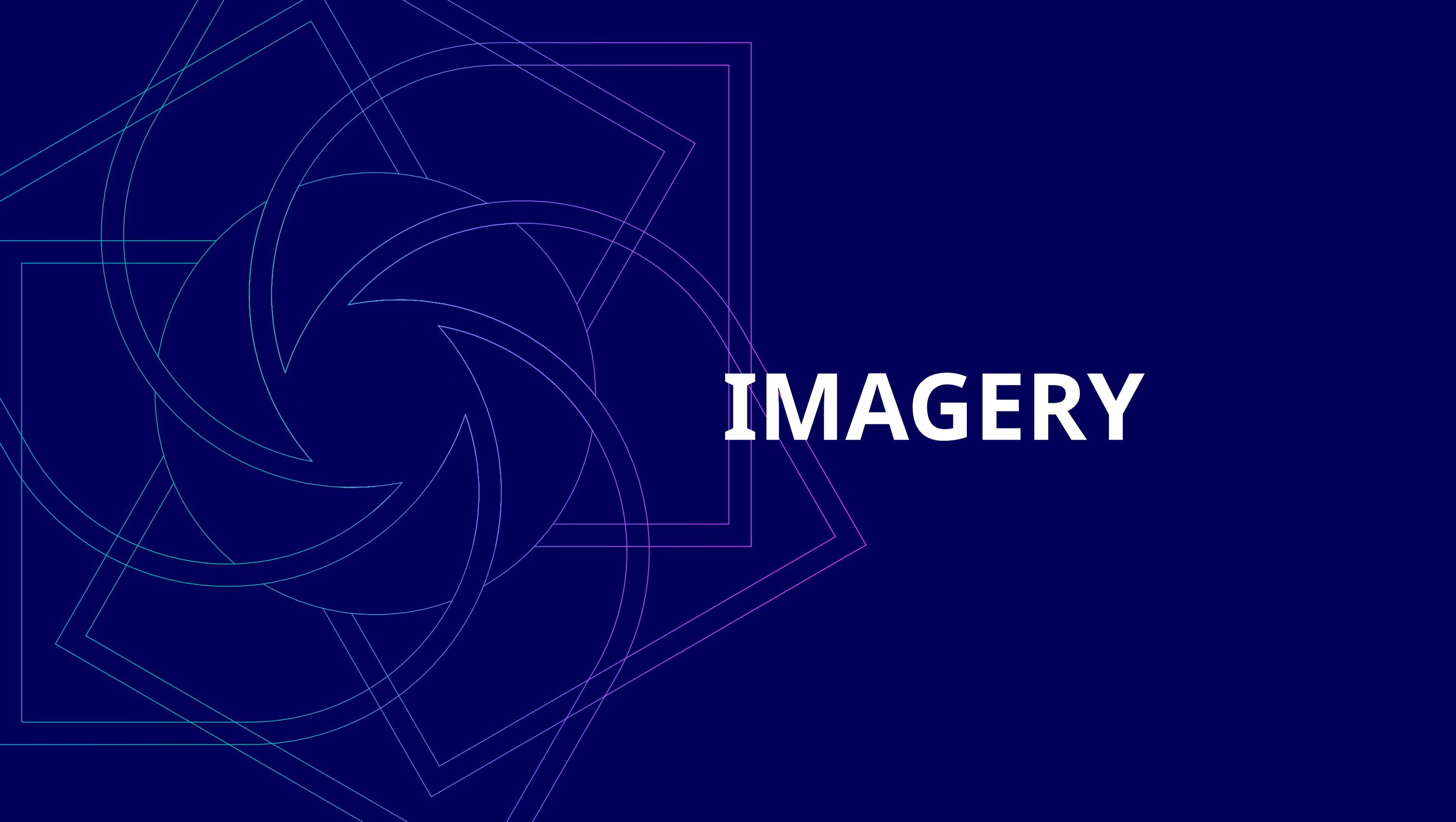
Building on these fundamental shapes and colours, a series of interconnected motifs has been developed to create a consistent and memorable visual link across all communications.

Ranging from uniform colours to vibrant, multi-coloured gradients, these motifs offer a dynamic visual palette that enhances and supports our marketing and communication materials. The symbol's core shapes open up boundless possibilities for expanding our visual repertoire in the future.

The symbol shapes also serve as a versatile framework for integrating photography and imagery.

The shapes of the logo symbol can be arranged horizontally and used as a graphic element without typography. This version should never be used as a logo.





IMAGERY

IMAGERY

Photography

Photography is used across our communications and can be a powerful creative tool for reinforcing messages and projecting the EUDA brand. Used successfully, our imagery can tell compelling stories about what we do.

Images used for marketing and promotional purposes should be simple and clean and can be used in full colour or monochrome. They can be presented in a standard way or within the logo shapes.

All photos need to be appropriately attributed and include any necessary copyright information.



IMAGERY

Incorrect use

Photographs should be of a documentary nature and should not contain embedded messages or obvious emotional commentary.

The following should be avoided:

- images that spell out concepts with words;
- images that illustrate concepts with staged scenes;
- images that glamourise drug use;
- shocking images showing the aftermath of drug use.



X



X



X

The illustrations we use must be of high professional quality.

- To be avoided are illustrations that are:
- clichéd
 - jokey;
 - patronising;
 - found in clip art.



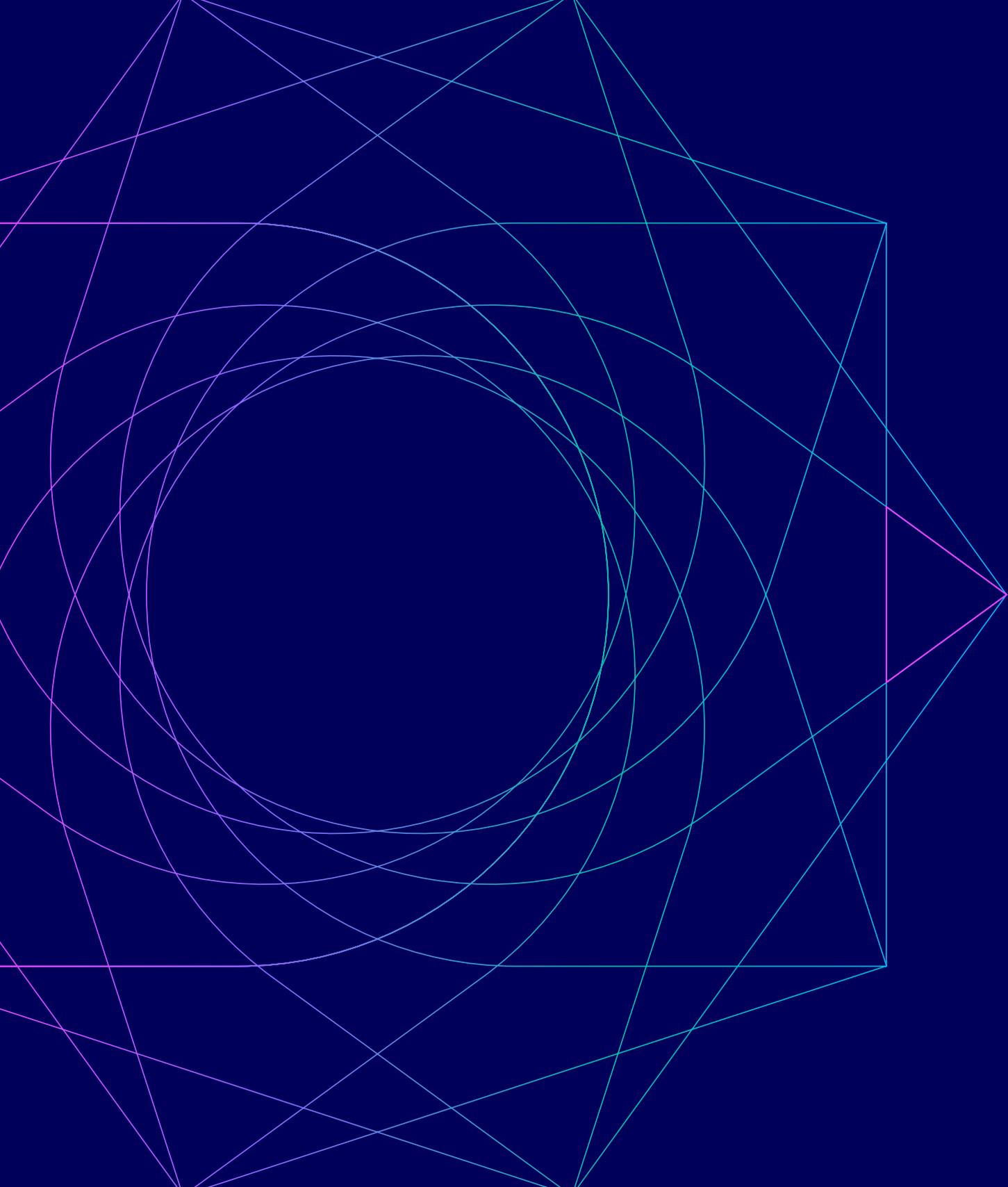
X



X



X



SLOGAN

SLOGAN

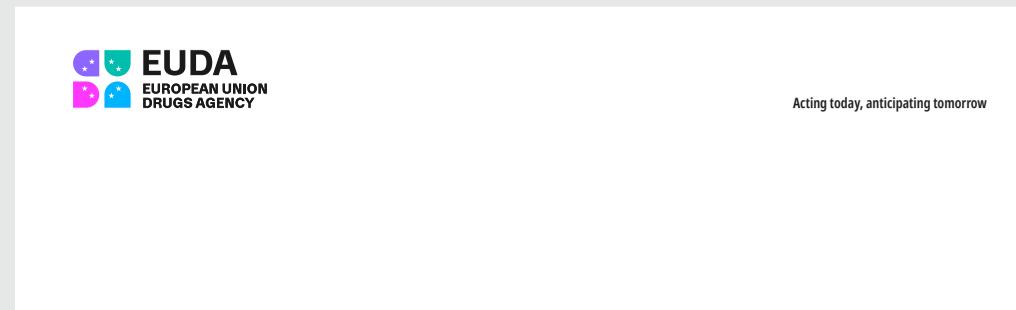
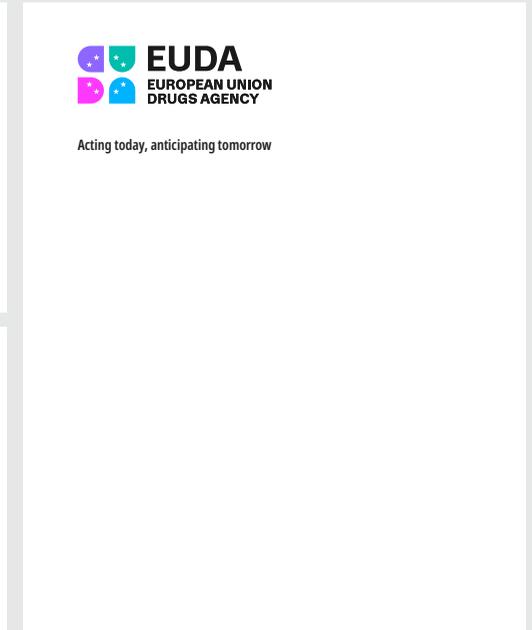
With the EUDA logo

Our slogan 'Acting today, anticipating tomorrow' captures the essence of our mission. It appears across all EUDA marketing and communication materials.

The slogan uses the Noto Sans Extra Condensed Bold font and is available in both one-line and two-line versions. It may be displayed in black or in any of the four primary EUDA colours.

Acting today, anticipating tomorrow

One-line version. The length should match the width of the EUDA logo. Generous space should be left around the logo for optimal visual balance.



Acting today, anticipating tomorrow

Two-line version. This version serves as an awareness-raising or marketing statement. It is designed for maximum impact and works best on large-scale graphic displays.



SLOGAN

Integrated versions

The EUDA slogan has been designed for flexible use within the visual identity.

There are two official 'integrated' versions of the slogan: one combining the slogan with the EUDA acronym and symbol; and one combining it with the symbol only. Each version is carefully designed to maintain visual harmony and consistency across the visual identity.

The slogan is available in the primary EUDA colour palette and must not be altered in any way. This includes changes to colour, typography, layout or proportions.

Design variants are provided in positive and negative formats, as well as monochrome versions (black or white).

Files are available in four formats (ai, eps, jpg and png) and in CMYK and RGB colour models. The slogan exists in positive and negative forms and in monochrome versions (black or white).

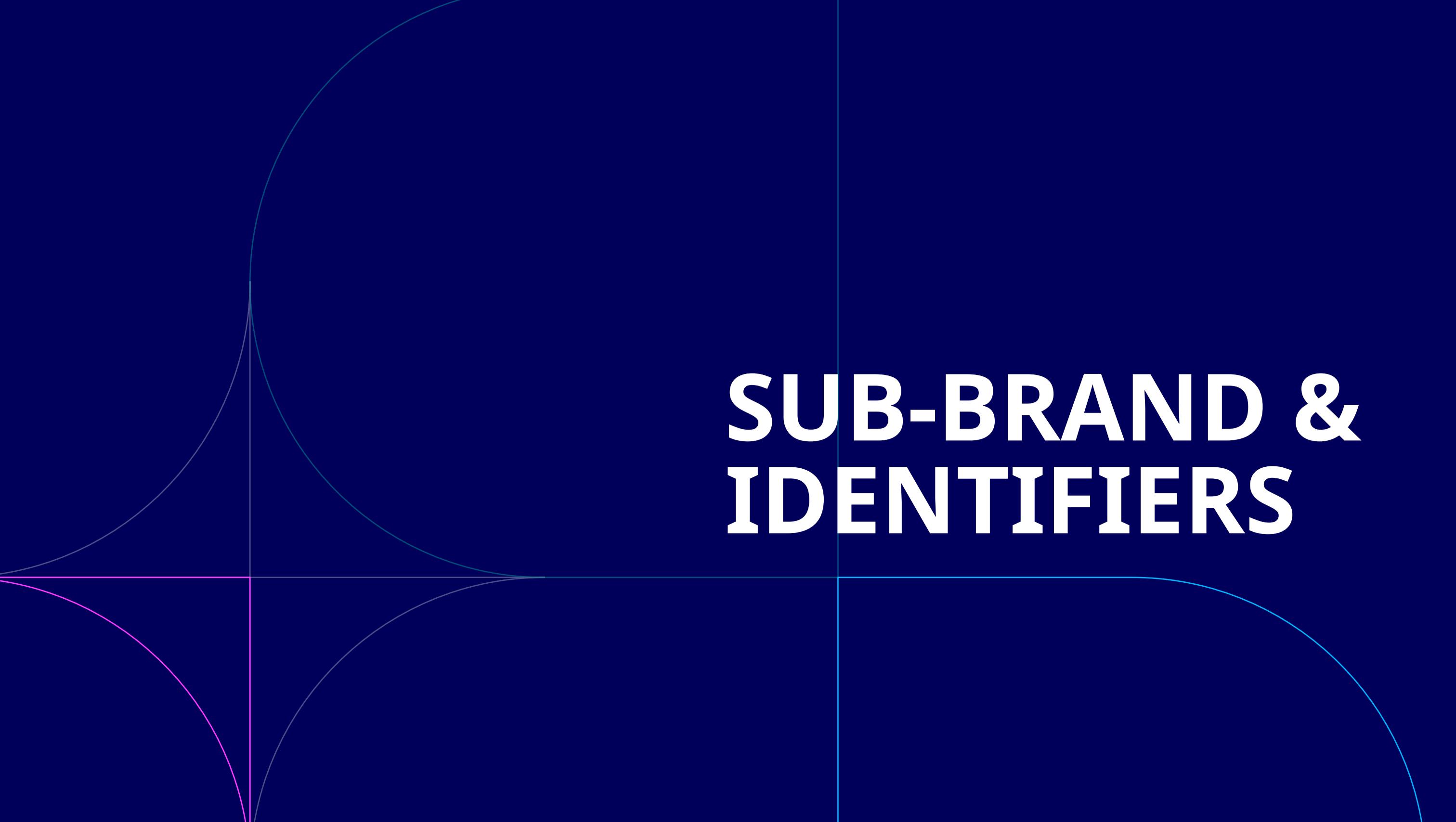
The slogan uses the Noto Sans Extra Condensed Bold.

Symbol + acronym + slogan



Symbol + slogan





SUB-BRAND & IDENTIFIERS

SUB-BRAND

National focal points

Sub-brands operate under the umbrella of the parent brand but maintain a degree of independence. They carry their own name, logo and messaging, enabling them to build recognition within their own niche.

The EUDA has one recognised sub-brand: the national focal points of the Reitox network.

A distinct sub-brand has therefore been created using design principles derived from the EUDA master motif. Drawing on the imagery of the North Star and a navigational compass, it symbolises guidance and reliability, reflecting the focal points' role in providing clear direction and trusted insight.

Each national focal point may use the sub-brand alongside its own visual identity to ensure clarity, consistency and recognition across all communication touchpoints.

The sub-brand adheres to the typographic and colour specifications outlined in this manual, ensuring brand coherence, while allowing room for localised expression.

The sub-brand name uses the Noto Sans Extra Condensed Bold.



IDENTIFIERS

Examples

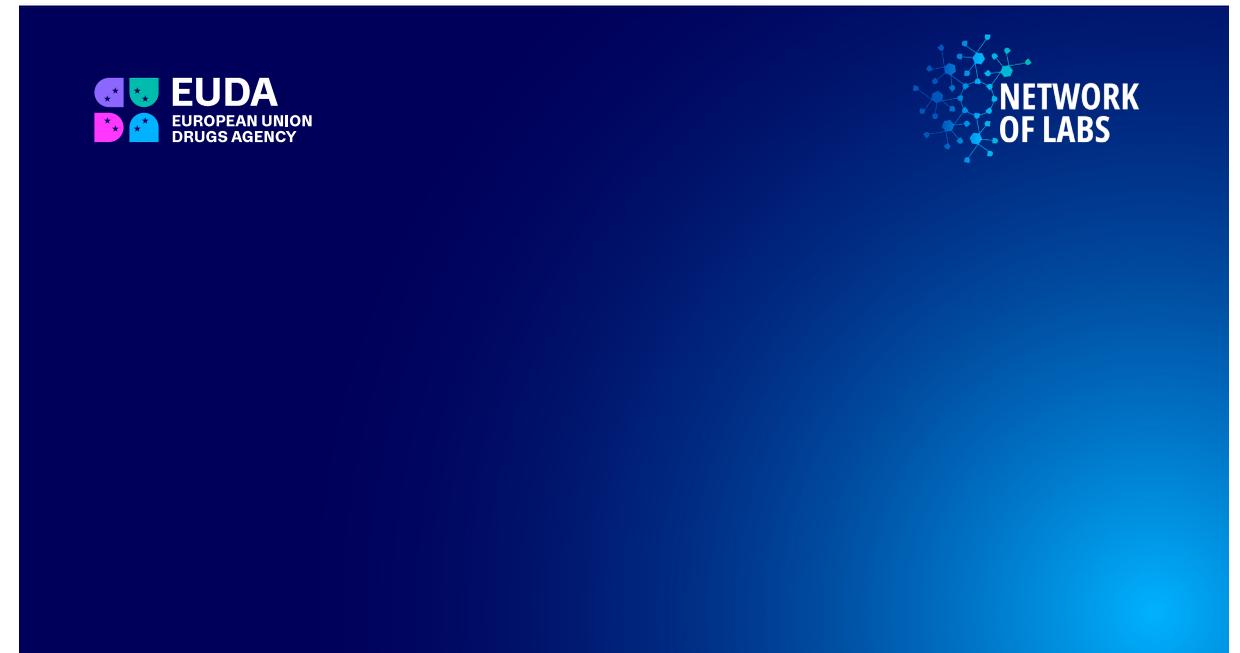
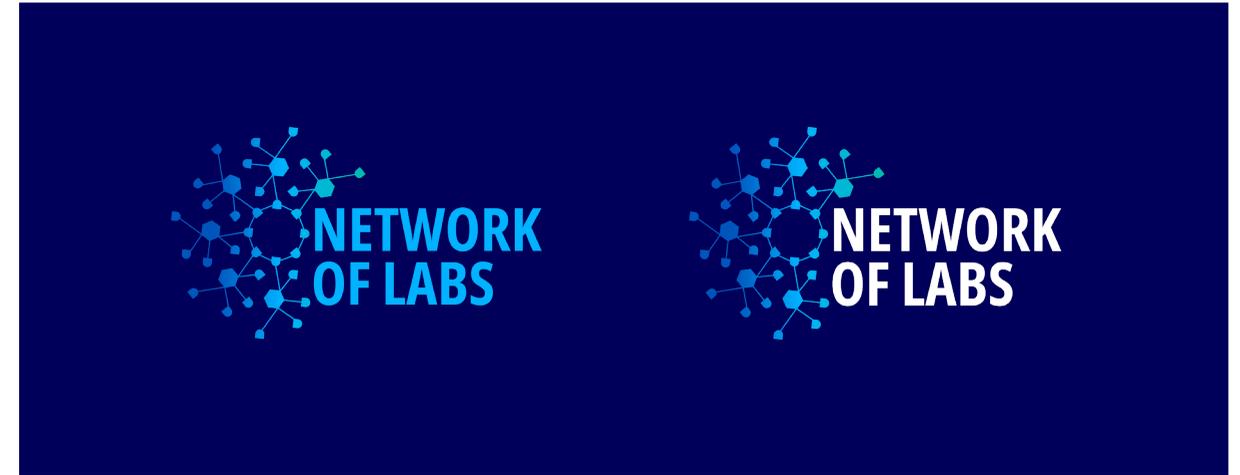
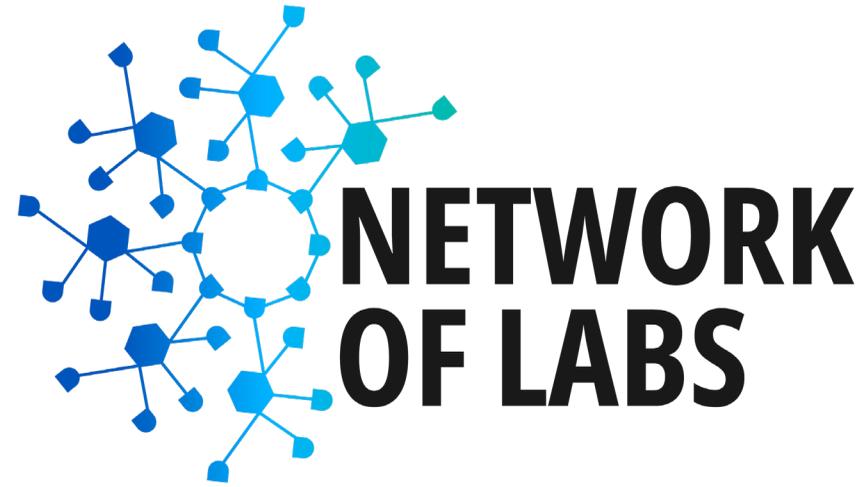
Identifiers provide a structured way to express affiliation within a brand system. They combine visual and textual elements, usually derived from the parent brand. Unlike sub-brands, identifiers are not intended to stand alone.

When creating identifiers, core elements of the EUDA visual identity, such as the symbol shapes, colour palette and designated typefaces should be incorporated.

Network of labs

The EUDA has established a Network of forensic and toxicological laboratories that play a vital role in supporting EU preparedness on drugs. An identifier has been designed using a hexagonal molecular structure to represent the interconnected nature of the network and its scientific focus. This identifier is used alongside the EUDA logo to ensure alignment with the overall brand identity.

The identifier name uses the Noto Sans Extra Condensed Bold.



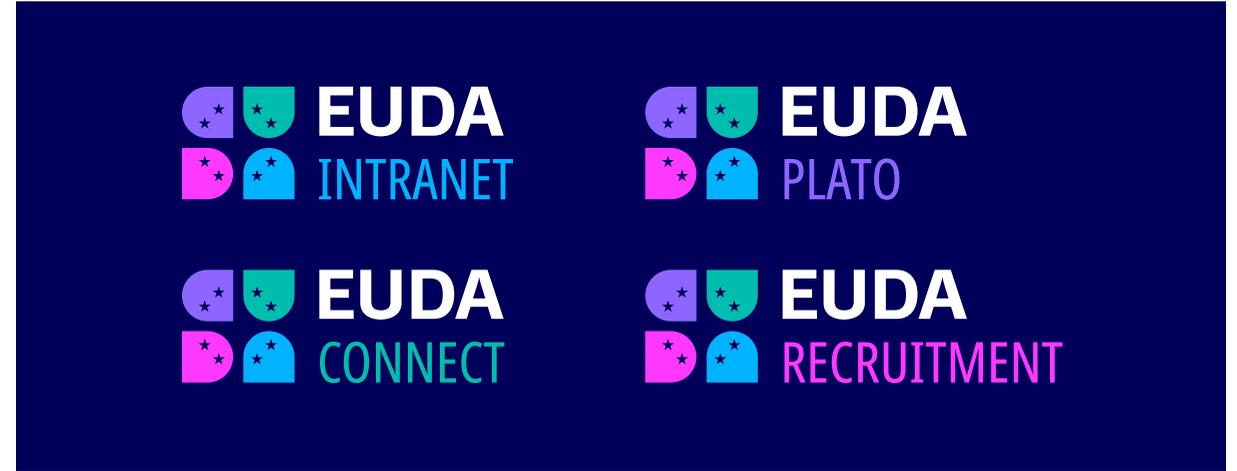
IDENTIFIERS

Examples

EUDA platforms

Platform identifiers include the EUDA symbol and display each platform name at a consistent size to ensure visual uniformity. To distinguish between platforms, different colours from the EUDA colour palette are applied. This approach reinforces overall brand cohesion, while allowing clear differentiation across platforms.

The platform names use the Noto Sans Extra Condensed Regular.





For further information, see our online toolkit:
euda.europa.eu/toolkit/euda-corporate-identity_en