



European Monitoring Centre
for Drugs and Drug Addiction

NEWS RELEASE from the EU drugs agency in Lisbon

NEW YEAR, NEW IMAGE

EMCDDA unveils new corporate identity

(16.1.2003, LISBON) The Lisbon-based EU drugs agency (EMCDDA) kicks off 2003 with the launch of a new corporate identity.

The new brand image was launched at the EMCDDA Management Board meeting today – the culmination of 15 months' work to streamline the agency's image and convey a cohesive visual impression across all its products and services. The project has its roots in the 2001 EMCDDA Dissemination and Communication Strategy, which called for all information produced by the agency to be presented with 'a clear brand image'.

A corporate identity manual provides EMCDDA staff and close working partners with framework designs and templates for all publications and products, as well as every day material such as stationery and reports.

EMCDDA Chairman Mike Trace explains: 'The new logo is designed to be contemporary, serious and authoritative. The maintenance of the colours, stars and symbolic elements of the previous EMCDDA logo recall the agency's existing character but are encapsulated in a totally modern design'.



The dark blue on the left hand side, represents the negative aspects of drugs, while the yellow, on the right hand side represents hopes for a brighter future. These two halves are linked by the universal symbol of unity and trust, the arch or bridge, making its own transformation from negative to positive. Surrounding this are the 12 unifying stars of the EU flag.

'While, at its most simplistic, "corporate identity" can be perceived as the organisation's logo, the EMCDDA views it in broader terms related to personality: the "who we are", "what we do" and "what we believe"', says EMCDDA Executive Director Georges Estievenart. 'The manual thus sets out basic communication rules and guidelines related to both visual and verbal "behaviour".'

The new identity provides the basis for all EMCDDA communications and is the cornerstone of the agency's marketing activities. Conveying a 'statement of ownership', it will be implemented and maintained by EMCDDA staff to ensure a coherent and professional corporate image.

For further information see <http://www.emcdda.eu.int>

(Contractor: Dutton Merrifield Ltd., UK – [http:// www.dutton-merrifield.co.uk](http://www.dutton-merrifield.co.uk)).