



European Monitoring Centre
for Drugs and Drug Addiction

CORPORATE IDENTITY MANUAL

Information on the EMCDDA can be found at <http://www.emcdda.eu.int>

A great deal of additional information on the European Union is available on the Internet. It can be accessed through the Europa server at <http://europa.eu.int>

Cataloguing data can be found at the end of this publication

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European Monitoring Centre
for Drugs and Drug Addiction

Rua da Cruz de Santa Apolónia 23-25, 1149-045 Lisbon, Portugal
Tel. (351) 218 11 30 00 • Fax (351) 218 13 17 11
info@emcdda.eu.int • <http://www.emcdda.eu.int>

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THE EMCDDA

What is the EMCDDA?

Why this manual?

Our mission statement

Our core values

Our identity

How we communicate

What is the EMCDDA?

The EMCDDA is the European Monitoring Centre for Drugs and Drug Addiction. Based in Lisbon, it is one of the European Union's decentralised agencies, set up to support the Member States and their citizens in specific scientific or technical tasks.

The EMCDDA was established in 1993 to become the definitive source for all information regarding drugs and drug addiction within the EU Member States. In recent years, it has extended its coverage to Norway and to the candidate countries to the EU.

The agency provides policy-makers, scientists, researchers and other interested groups with the most relevant, accurate and up-to-date facts about the drug phenomenon in Europe.

Why this manual?

This manual offers an introduction to the corporate identity of the EMCDDA and sets out the agency's basic visual communication rules. It complies with the aims of the EMCDDA's Dissemination and Communication Strategy, adopted in 2001, which calls for all information to be presented with a 'clear brand image'.

The manual:

- clarifies the thinking behind the identity and what it hopes to convey;
- sets the tone for how the agency communicates;
- establishes guidelines for EMCDDA printed material; and
- offers practical advice on how to apply the identity throughout all EMCDDA communications.

Successful recognition of the identity will depend on users' careful observance of the guidelines outlined in these pages and on the accompanying CD-ROM.

Together, these tools communicate the vital attributes of the EMCDDA's corporate character, articulating 'who we are', 'what we believe' and 'what we do'. They are mainly intended for use by EMCDDA staff, but will also be a useful guide for other organisations and partners working in close collaboration with the agency.

The style guidelines set out in these pages may be adapted to additional products not listed in the manual.

Our mission statement

The EMCDDA strives to provide 'objective, reliable and comparable information at European level concerning drugs and drug addiction and their consequences'.

By collecting, analysing and circulating high-quality statistical, documentary and technical data on the drugs phenomenon, the agency provides a solid information base on which drug policies and strategies may be founded.

Our core values

In order to be recognised as the definitive source for all drug-related information in Europe, the agency must provide 'the right data, in the right format, at the right time'. This will inspire confidence among interested groups who will make the EMCDDA their first choice for information on drugs in Europe.

As we have seen, the EMCDDA is mandated to supply information that is objective, reliable and comparable. It is thus developing tools and indicators to harmonise drug information across Europe. This allows countries to gauge how they fit into the wider European picture and examine common problems and responses to drugs.

The EMCDDA must also offer information that is easy to retrieve. The processes involved in accessing the available information must therefore be quick, simple and as efficient as possible.

To sum up, information supplied by the EMCDDA must be:

- user-focused
- timely
- objective
- reliable
- comparable
- accessible

These core values will help ensure a high degree of consistency and professionalism in the agency's work and should be reflected in every written or spoken EMCDDA communication. The EMCDDA's primary goal is to provide a highly valued information service that will help bring about positive advances in the situations relating to drugs and drug addiction in Europe.

Our identity

A logo is often one of the most important parts of an organisation's identity and is its recognisable face. The EMCDDA symbol has been developed to appear contemporary, streamlined and authoritative.

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, making its own transformation from darkness to light.

Surrounding this, and giving the logo a clear European character, are the 12 unifying stars of the European Union flag.

The arch of the EMCDDA symbol is widely used as a graphic element in the agency's collateral. It can be used in full, or in part, to create an abstract design, adding simple, dramatic interest.



How we communicate

The EMCDDA's Dissemination and Communication Strategy advises that all information produced by the agency should be tailored to the needs of its target groups. These include policy-makers, practitioners and professionals, researchers, the media and the general public.

Style and tone

Communicating with such diverse audiences calls for the use of appropriate style and tone.

The strategy stipulates that:

- policy-makers at both European and national level require highly synthesised information;
- practitioners and other drug professionals need more detailed, analysed and comparable information;
- researchers in the field may be interested in information in a much rawer state;
- the media require concise information supplied rapidly, with concepts and terminology clearly explained; and
- the general public requires similar information to that supplied to policy-makers, presented in layman's terms.

The main rule governing all EMCDDA communications, however, is that messages should be clear, correct and straightforward, with sentences kept as simple as possible.

Language

Presenting materials in the appropriate language is also central to the way the EMCDDA communicates with its audiences.

To strengthen its European image nationally and regionally, and to reach clients at grassroots level, the agency has adopted a multilingual policy. Synthesised materials (e.g. policy briefings, presentation brochures) are therefore produced in 12 languages (11 official languages of the European Union plus Norwegian), while further languages will be added on account of the EU enlargement process. This multilingual output allows the agency to reach individuals in their own language, making the information more effective and useful. Lengthy scientific studies tend to remain in English only.

1. OUR IDENTITY

Symbol

Symbol construction

Corporate colours

Typography

Marque and construction

Marque translations

Multilingual marque

Multilingual marque construction

Marque variations on coloured backgrounds

Marque usage guidelines

This section contains detailed information on the construction of the EMCDDA marque (symbol and logotype) in various European languages. It is specifically relevant to graphic designers and printers or anyone needing to reproduce the image.

Also explained here are rules on how and where to use the marque. Please adhere to these guidelines on colour, typography and construction to ensure full visual consistency in the EMCDDA identity.

Artwork files are available on the accompanying CD-ROM.

The EMCDDA symbol has been designed to represent the agency, its work and its role within the European Union. It uses the EU colours, blue and yellow, in conjunction with the 12 unifying stars of the EU flag.

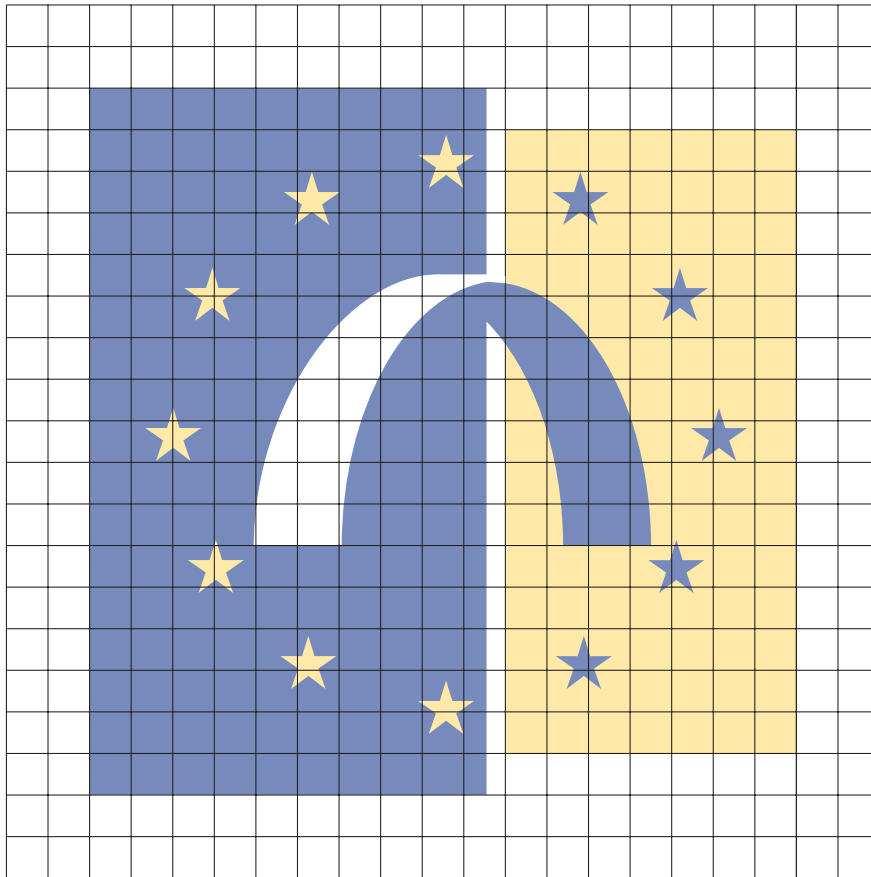


OUR IDENTITY

SYMBOL CONSTRUCTION

Wherever possible, the EMCDDA symbol should be reproduced at its standard size of 17 mm x 17 mm. It should never be smaller than the recommended minimum size of 12 mm x 12 mm. This ensures that each of the symbol's components remains clear and legible.

Please refer to the accompanying CD-ROM and use the artwork files provided to reproduce the marque. To ensure that the EMCDDA identity is maintained, symbol components must not be modified.



Standard reproduction size

17 mm x 17 mm



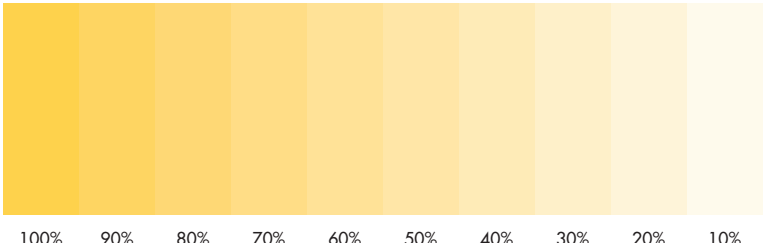
Minimum reproduction size

12 mm x 12 mm



The EMCDDA makes use of three core colours in all its communications: blue, yellow and black (see Pantone® colours below). To create a strong and consistent visual identity, it is important that this colour palette is always used when producing EMCDDA printed materials.

COLOUR SPECIFICATIONS

Spot colour	Tints	CMYK equivalent (4-colour process)
 <p>PANTONE® 288 C</p>	 <p>100% 90% 80% 70% 60% 50% 40% 30% 20% 10%</p>	 <p>Cyan 100% Magenta 70% Yellow 0% Black 20%</p>
 <p>PANTONE® 122 C</p>	 <p>100% 90% 80% 70% 60% 50% 40% 30% 20% 10%</p>	 <p>Cyan 0% Magenta 14% Yellow 80% Black 0%</p>
 <p>Black</p>	 <p>Cyan 0% Magenta 0% Yellow 0% Black 100%</p>	

General colour usage

The above palette includes the use of blue and yellow tints (see percentages above). Tints of yellow should always be used with caution and should never be used for full bleed backgrounds, as the resulting design may look weak.

However, lighter tints of yellow are perfect as backgrounds to graphs, charts and bulleted lists, while the strongest colours (e.g. 100% yellow or tints of blue equal to 50% or more) are best used in solid blocks to add structure, interest and emphasis.

As colours may vary with different reproduction processes and materials used, they should always be checked against the Pantone® reference swatches supplied at the back of this manual.

Web colours

Due to variations of colour representation on computer screens and monitors, the EMCDDA advises the use of screen-safe equivalents to its solid corporate colours and tints of the agency's blue.

The following screen-safe colour codes should be used to ensure maximum colour uniformity:

- #003366 for Pantone® 288 C
- #FFCC00 for Pantone® 122 C
- #000000 for black
- #335C85 for 80% tint of Pantone® 288 C
- #6685A3 for 60% tint of Pantone® 288 C
- #99ADC2 for 40% tint of Pantone® 288 C
- #CCD6E0 for 20% tint of Pantone® 288 C

OUR IDENTITY

TYPOGRAPHY

To convey the EMCDDA's modern image, Futura® fonts are used for all of the agency's printed material. Arial® fonts are used in some templates, such as letters, memos and reports destined for internal or electronic transmission. In these cases, Futura® is maintained for set printed fields. When Arial® fonts are used, 10 pt is recommended as the standard size.

Further details of precise font usage can be found in all artwork files on the accompanying CD-ROM. Please refer to the CD-ROM and use the official style sheets incorporated within each file/document to ensure that the EMCDDA identity remains consistent.

L Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

¡!#\$%&*()_+1234567890

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

¡!#\$%&*()_+1234567890

H Futura Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

¡!#\$%&*()_+1234567890

O Futura Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

¡!#\$%&()_+1234567890*

Arial (for selected internal and electronic transmission)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

¡!#\$%&*()_+1234567890

The marque is the resulting combination of the EMCDDA symbol with a logotype consisting of the agency's full title.

Wherever possible, the EMCDDA symbol and logotype should be reproduced at the standard size of 17 mm x 17 mm. The marque should never be smaller than the recommended minimum size of 12 mm x 12 mm. This ensures that each of the components remains clear and legible.

Please refer to the accompanying CD-ROM and use the artwork files provided on the marque and its construction. To ensure that the EMCDDA identity is maintained, marque components must not be modified.



European Monitoring Centre for Drugs and Drug Addiction



Standard reproduction size

symbol: 17 mm x 17 mm

font: Futura, 11 pt



European Monitoring Centre
for Drugs and Drug Addiction

Minimum reproduction size

symbol: 12 mm x 12 mm

font: Futura, 7.7 pt



European Monitoring Centre
for Drugs and Drug Addiction

OUR IDENTITY

MARQUE TRANSLATIONS

The EMCDDA marque is reproduced below in the 11 official languages of the European Union plus Norwegian. Examples are presented in the language protocol order adopted by the Office for Official Publications of the European Communities.



Observatorio Europeo de las
Drogas y las Toxicomanías

Spanish – ES



Osservatorio europeo delle
droghe e delle tossicodipendenze

Italian – IT



Det Europæiske Overvågningscenter
for Narkotika og Narkotikamisbrug

Danish – DA



Europees Waarnemingscentrum
voor drugs en drugsverslaving

Dutch – NL



Europäische Beobachtungsstelle
für Drogen und Drogensucht

German – DE



Observatório Europeu da
Droga e da Toxicoddependência

Portuguese – PT



Ευρωπαϊκό Κέντρο Παρακολούθησης
Ναρκοτικών και Τοξικομανίας

Greek – EL



European huumasaineiden ja
niiden väärinkäytön seurantakeskus

Finnish – FI



European Monitoring Centre
for Drugs and Drug Addiction

English – EN



Europeiska centrumet för kontroll
av narkotika och narkotikamisbruk

Swedish – SV



Observatoire européen des
drogues et des toxicomanies

French – FR



Europeisk overvåkingscenter for
narkotika og narkotikamisbruk

Norwegian – NO

The multilingual marque may be used on items carrying text in more than one language (e.g. posters, exhibition stands) or on products designed for multilingual purposes (e.g. presentation folders). In such cases, the marque covers a variety of languages in the one identifier, thus avoiding use of several logos in different languages on the same item.



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The multilingual marque may also be used on products where space is limited and a more condensed identifier is required (e.g. promotional and display materials, newsletters and briefings).

The multilingual marque is composed of the symbol and the agency's website address, reflecting the agency's aim to distribute information as effectively and widely as possible, using the latest technology.

Wherever possible, the multilingual marque should be reproduced at the standard and minimum size of 21.5 mm x 21.5 mm. It should never be smaller than this recommended size. This ensures that each of the marque's components remains clear and legible.

Please refer to the accompanying CD-ROM and use the artwork file provided. To ensure that the EMCDDA identity is maintained, marque components must not be modified.



Standard reproduction size
symbol: 21.5 mm x 21.5 mm
font: Futura, 7 pt



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MARQUE VARIATIONS ON COLOURED BACKGROUNDS

The following pages demonstrate how to use the EMCDDA marque on different coloured backgrounds. Particular care should be taken to ensure that both the symbol and logotype always remain clear and legible.

It is acceptable to use the marque on 100% colours, such as the EMCDDA's Pantone® blue or Pantone® yellow. This will lead to the blending of the symbol's blue and yellow halves into their corresponding dark or light backgrounds.



2-colour marque on Pantone® 288 C (equal to 100%)



2-colour marque on tint of Pantone® 288 C (tint equal to 50% or more)



2-colour marque on tint of Pantone® 288 C (tint equal to 49% or less)



2-colour marque on Pantone® 122 C (equal to 100%)



OUR IDENTITY

MARQUE VARIATIONS ON COLOURED BACKGROUNDS

Examples of the marque are provided below in monochrome (blue only) against different blue, tints of blue or white backgrounds.



Blue monochrome marque on white background



Blue monochrome marque on 100% blue background



Blue monochrome marque on medium tint of blue background (tint equal to 50% or more)



Blue monochrome marque on light tint of blue background (tint equal to 49% or less)



MARQUE VARIATIONS ON COLOURED BACKGROUNDS

Examples of the marque are provided below in monochrome (black only) against different black, tints of black or white backgrounds.



Black monochrome marque on white background



Black monochrome marque on black background



Black monochrome marque on medium tint of black background (tint equal to 50% or more)

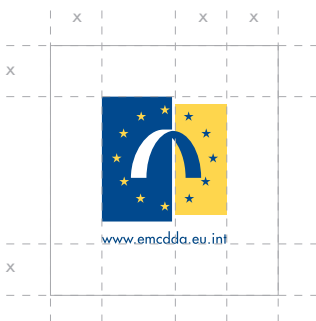


Black monochrome marque on light tint of black background (tint equal to 49% or less)



Exclusion zones

The following diagrams indicate the correct amount of space to be left around the EMCDDA marque. This space has been designed to protect the marque from close positioning of typography.



Recommended positioning

In order to maintain consistency, the agency's marque should appear in the top left hand corner of all literature.

Preferred marque usage

The marque is best displayed when used on solid colours or simple graphic elements (such as on the arch of the symbol).

The marque is not recommended to be placed over photography so as not to clutter the image. However, if this is necessary, the photograph should be made as faint as possible, so as not to interfere with the marque's logotype.



2. OUR STATIONERY

Deluxe letterhead portrait

Deluxe continuation sheet portrait

Deluxe multilingual letterhead landscape

Deluxe multilingual continuation sheet landscape

Deluxe compliment slip and business card

Deluxe envelopes

Regular letterhead portrait

Regular continuation sheet portrait

Regular multilingual letterhead portrait

Regular multilingual letterhead landscape

Regular multilingual letterhead continuation sheet landscape

Regular envelopes

Mailing sticker

Mailing ribbons

Fax

Memo

Minutes

Internal reports

Transmission sheet 1

Transmission sheets 2 and 3

A4 notepad, message notepad and ring binder label

Employee ID card and visitor ID card

Items of stationery are the most frequently used medium of communication and are an important part of the EMCDDA identity. This section presents design and layout elements for all EMCDDA stationery.

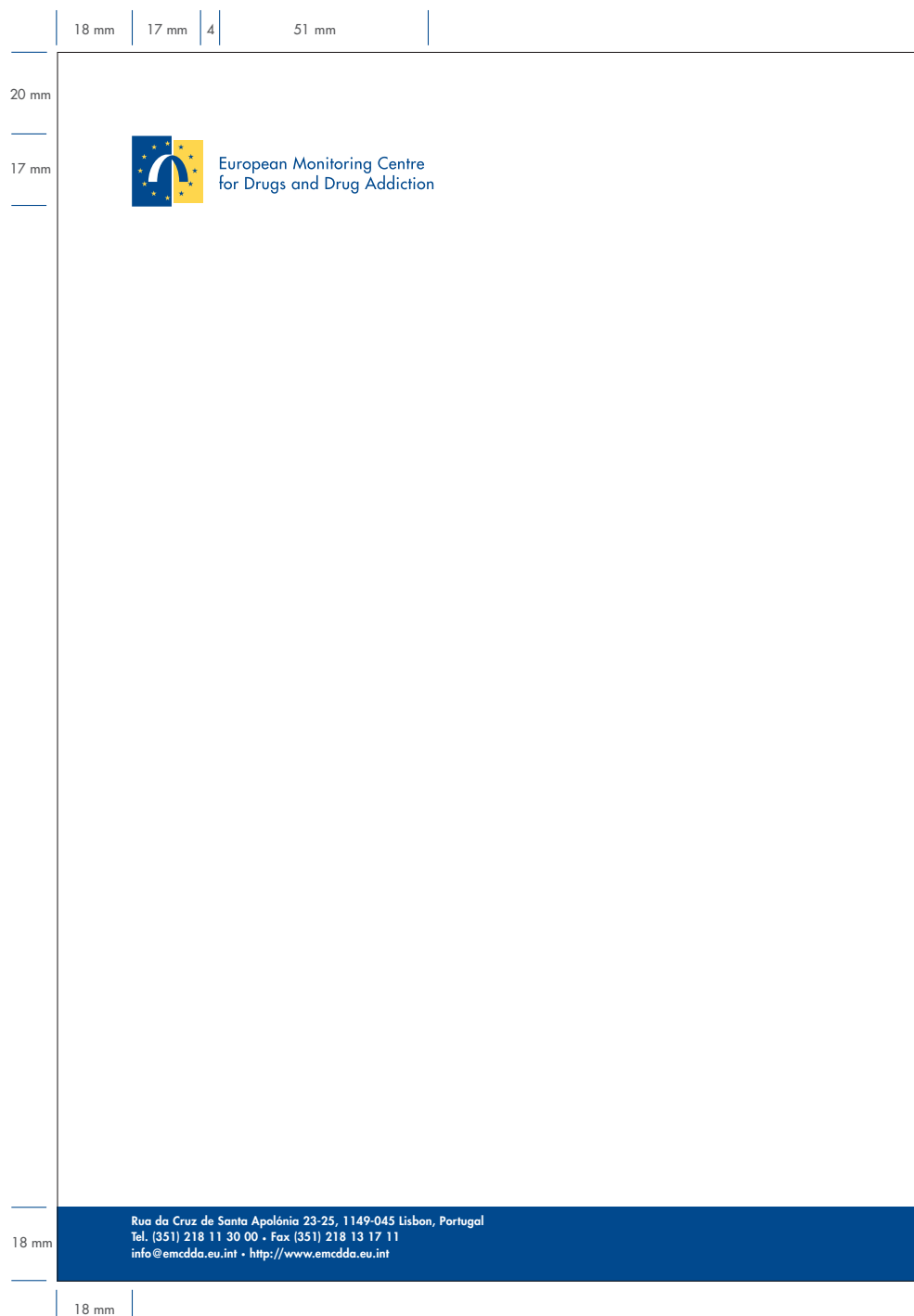
The front of each page shows the design elements incorporated within each item. Please refer to the accompanying CD-ROM and use the appropriate artwork files for producing pre-printed stationery of this kind.

Usage pages on the reverse illustrate the layout elements for stationery and explain how to use templates, where applicable. These are available to EMCDDA staff as Microsoft Word® templates but are also presented for reference in pdf format on the accompanying CD-ROM. Details of any style sheets included in the templates are also shown on the usage pages.

The agency has two ranges of stationery: deluxe and regular. Users should ensure they select the range most appropriate to their task. Deluxe items should be reserved for high-level external communication and correspondence. Regular stationery items may be used for everyday internal and external communication.

This pre-printed item is available in 12 languages: ES, DA, DE, EL, EN, FR, IT, NL, PT, FI, SV and NO.

Artwork files are available on the accompanying CD-ROM.



TYPOGRAPHY

Address

font: H Futura Heavy

size: 8 pt

tracking: 3

leading: 11 pt

colour: white

Bullet points

font: Futura

size: 5.5 pt

leading: 11 pt

colour: white

GRAPHIC ELEMENTS

Blue band

size: 210 mm x 18 mm

colour: Pantone® 288 C

Deluxe letterhead portrait – (210 mm x 297 mm) – shown here at 60% of actual size

OUR STATIONERY

DELUXE LETTERHEAD PORTRAIT – USAGE

Microsoft Word® templates are available to EMCDDA staff for use with the deluxe portrait letterheads. They allow text to be aligned to the left or right according to layout practice for correspondence in different languages.

STYLE SHEETS

1 Address field

style sheet: Details

font: Arial, 10 pt

line spacing: 14 pt

colour: black

2 Reference field

style sheet: Details

font: Arial, 10 pt

line spacing: 14 pt

colour: black

3 Date field

style sheet: Details

font: Arial, 10 pt

line spacing: 14 pt

colour: black

4 Message field

style sheet: Message

font: Arial, 10 pt

line spacing: 14 pt

colour: black

European Monitoring Centre
for Drugs and Drug Addiction

1 Mr A. B. Sample
12 Sample Street
Sampletown
Sample
AB12 34C

2 Ref: 123456

3 Date: 26 June 2005

Dear Mr Sample

4 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Lorem ipsum dolor sit amet.

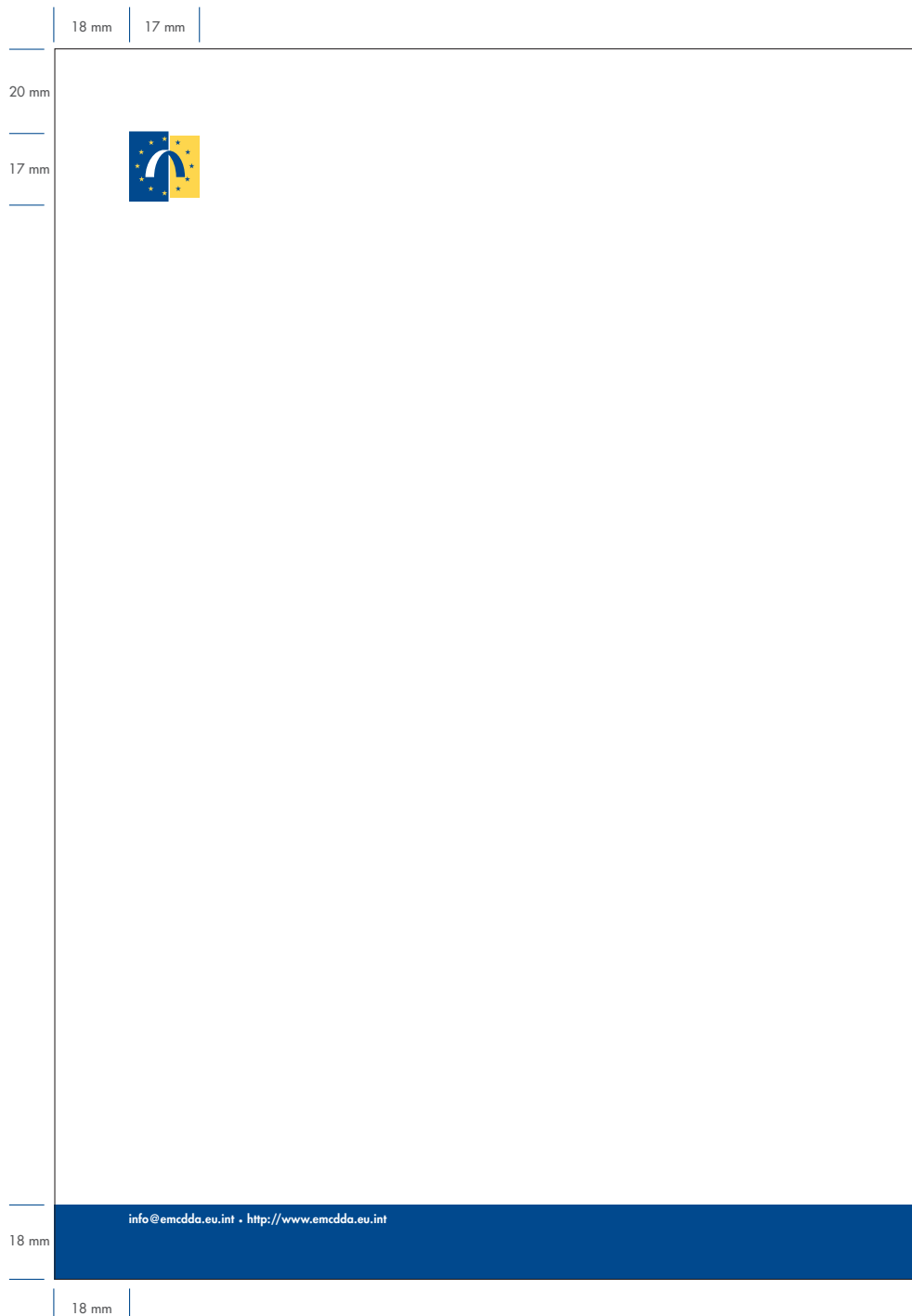
Lorem ipsum dolor sit amet
Lorem ipsum

Rua da Cruz de Santa Apolónia 23-25, 1149-045 Lisbon, Portugal
Tel. (351) 218 11 30 00 • Fax (351) 218 13 17 11
info@emcdda.eu.int • <http://www.emcdda.eu.int>

Deluxe letterhead portrait template – (210 mm x 297 mm) – shown here at 60% of actual size

This pre-printed item should be used in conjunction with the deluxe portrait letterheads.

An artwork file is available on the accompanying CD-ROM.



TYPOGRAPHY

Address

font: H Futura Heavy

size: 8 pt

tracking: 3

leading: 11 pt

colour: white

Bullet points

font: Futura

size: 5.5 pt

leading: 11 pt

colour: white

GRAPHIC ELEMENTS

Blue band

size: 210 mm x 18 mm

colour: Pantone® 288 C

Deluxe continuation sheet portrait – (210 mm x 297 mm) – shown here at 60% of actual size

This item will automatically appear as the second page within the Microsoft Word® template.

STYLE SHEET

1 Message field

style sheet: Message

font: Arial, 10 pt

line spacing: 14 pt

colour: black



1

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

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info@emcdda.eu.int • <http://www.emcdda.eu.int>

Deluxe continuation sheet portrait template – (210 mm x 297 mm) – shown here at 60% of actual size

This pre-printed item has been developed for use when a landscape format is more appropriate (e.g. when presenting graphs or charts within a document).

An artwork file is available on the accompanying CD-ROM.

TYPOGRAPHY

Address

font: H Futura Heavy

size: 8 pt

tracking: 3

leading: 11 pt

colour: white

Bullet points

font: Futura

size: 5.5 pt

leading: 11 pt

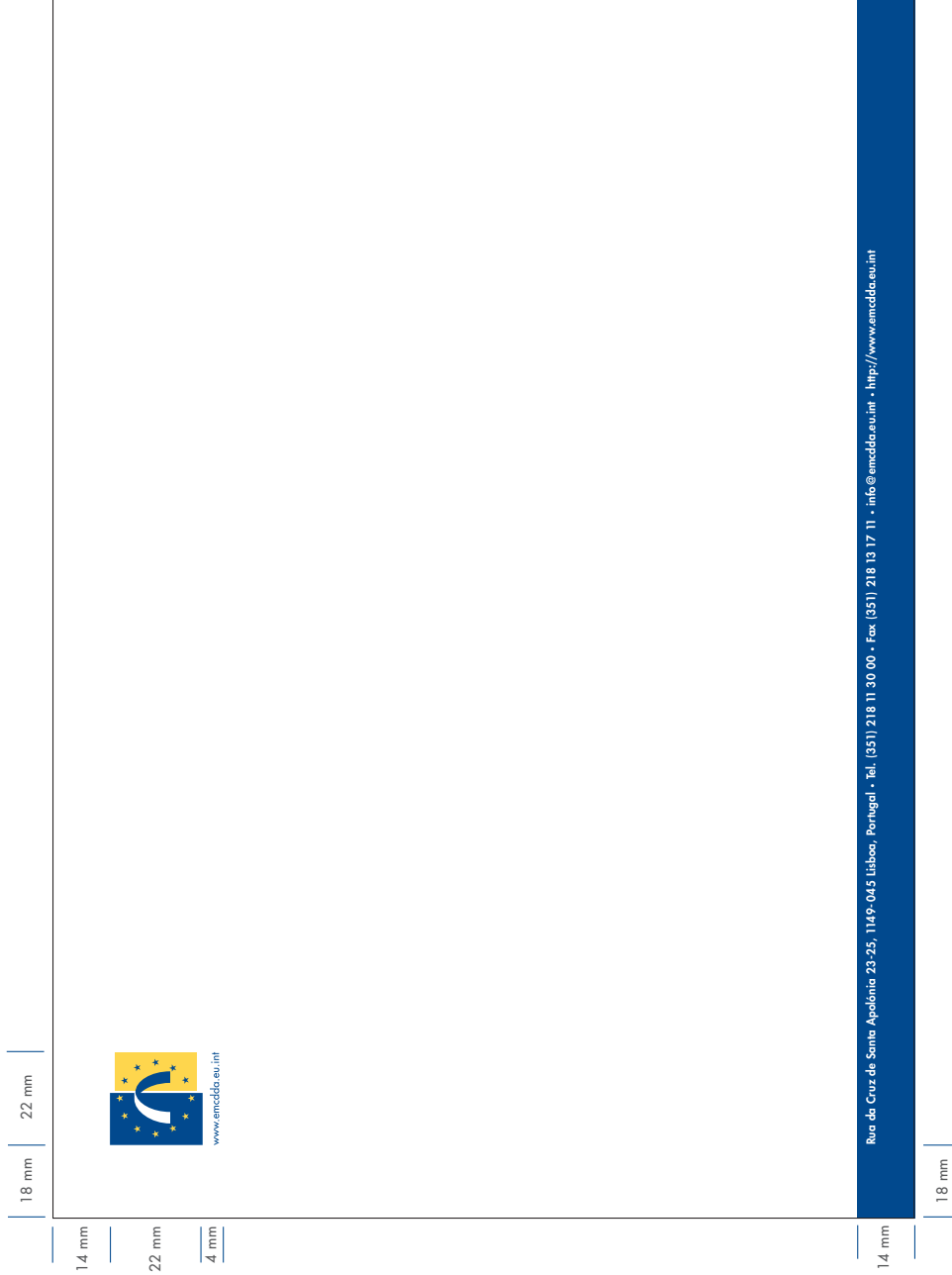
colour: white

GRAPHIC ELEMENTS

Blue band

size: 297 mm x 14 mm

colour: Pantone® 288 C

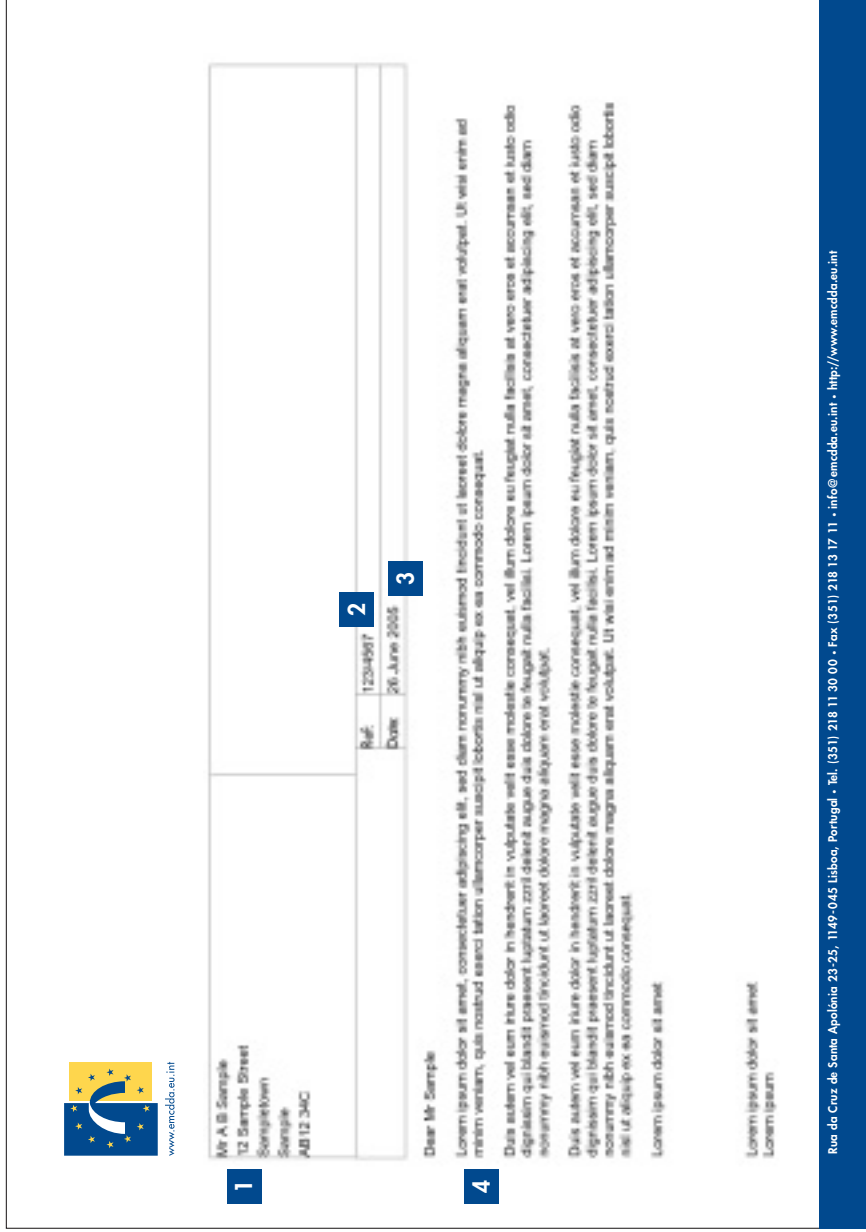


Deluxe multilingual letterhead landscape – (297 mm x 210 mm) – shown here at 55% of actual size

Two Microsoft Word® templates are available for use with the deluxe multilingual landscape letterhead. They offer one-column and two-column variations.


STYLE SHEETS

1	Address field
	style sheet: Details
	font: Arial, 10 pt
	line spacing: 14 pt
	colour: black
2	Reference field
	style sheet: Details
	font: Arial, 10 pt
	line spacing: 14 pt
	colour: black
3	Date field
	style sheet: Details
	font: Arial, 10 pt
	line spacing: 14 pt
	colour: black
4	Message field
	style sheet: Message
	font: Arial, 10 pt
	line spacing: 14 pt
	colour: black



Deluxe multilingual letterhead landscape template – (297 mm x 210 mm) – shown here at 55% of actual size

This pre-printed item should be used in conjunction with the deluxe landscape letterheads.
 An artwork file is available on the accompanying CD-ROM.


18 mm	22 mm	
14 mm		
22 mm		
14 mm		info@emcdda.eu.int • http://www.emcdda.eu.int
18 mm		

Deluxe multilingual continuation sheet landscape – (297 mm x 210 mm) – shown here at 55% of actual size

This item will automatically appear as the second page within the Microsoft Word® template.

STYLE SHEET

1 Message field
style sheet: Message
font: Arial, 10 pt
line spacing: 14 pt
colour: black



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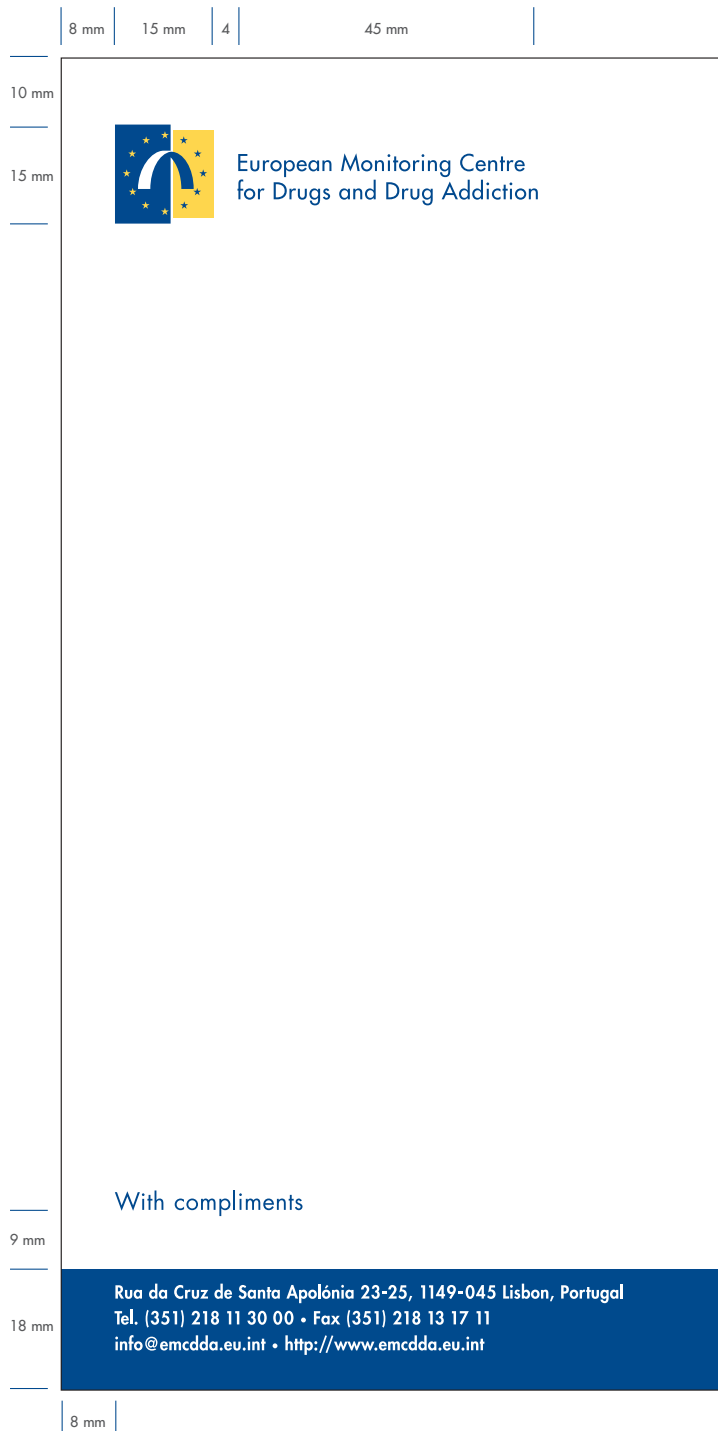
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Lorem ipsum dolor sit amet
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info@emcdda.eu.int • <http://www.emcdda.eu.int>

Deluxe multilingual continuation sheet landscape template – (297 mm x 210 mm) – shown here at 55% of actual size

Pre-printed compliment slips and business cards are produced in deluxe quality only to reflect the profile of the agency externally. Artwork files are available on the accompanying CD-ROM.



Deluxe compliment slip – (100 mm x 200 mm) – shown here at 88% of actual size

Business cards are available in EN only.



Deluxe business card – (85 mm x 55 mm) – shown here at 88% of actual size

Compliment slips are available in four languages: DE, EN, FR and PT.

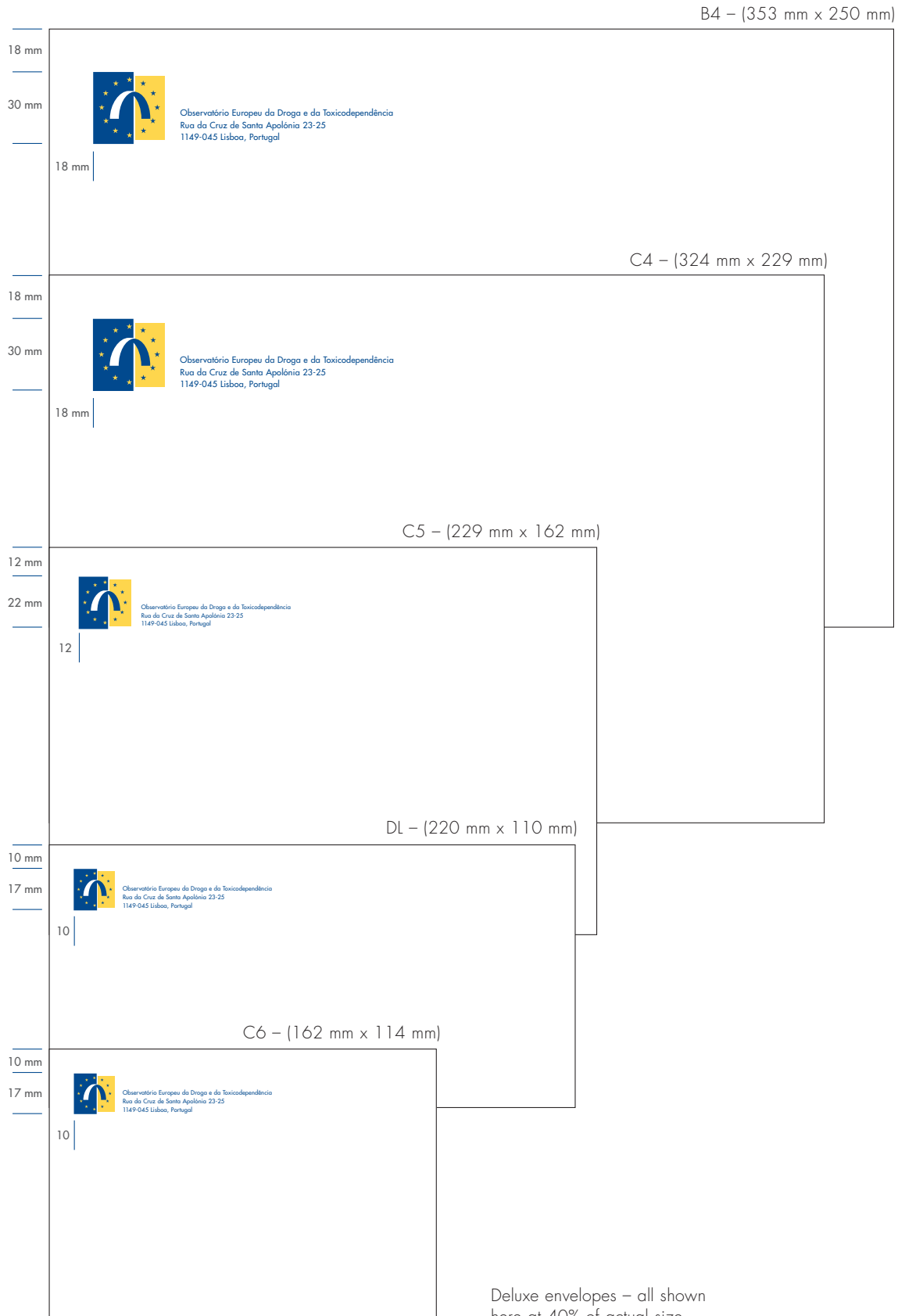
OUR STATIONERY

DELUXE ENVELOPES

These envelopes are produced in five standard formats and should be used with co-ordinating deluxe stationery.

These items are available in PT only, according to Portuguese postal requirements.

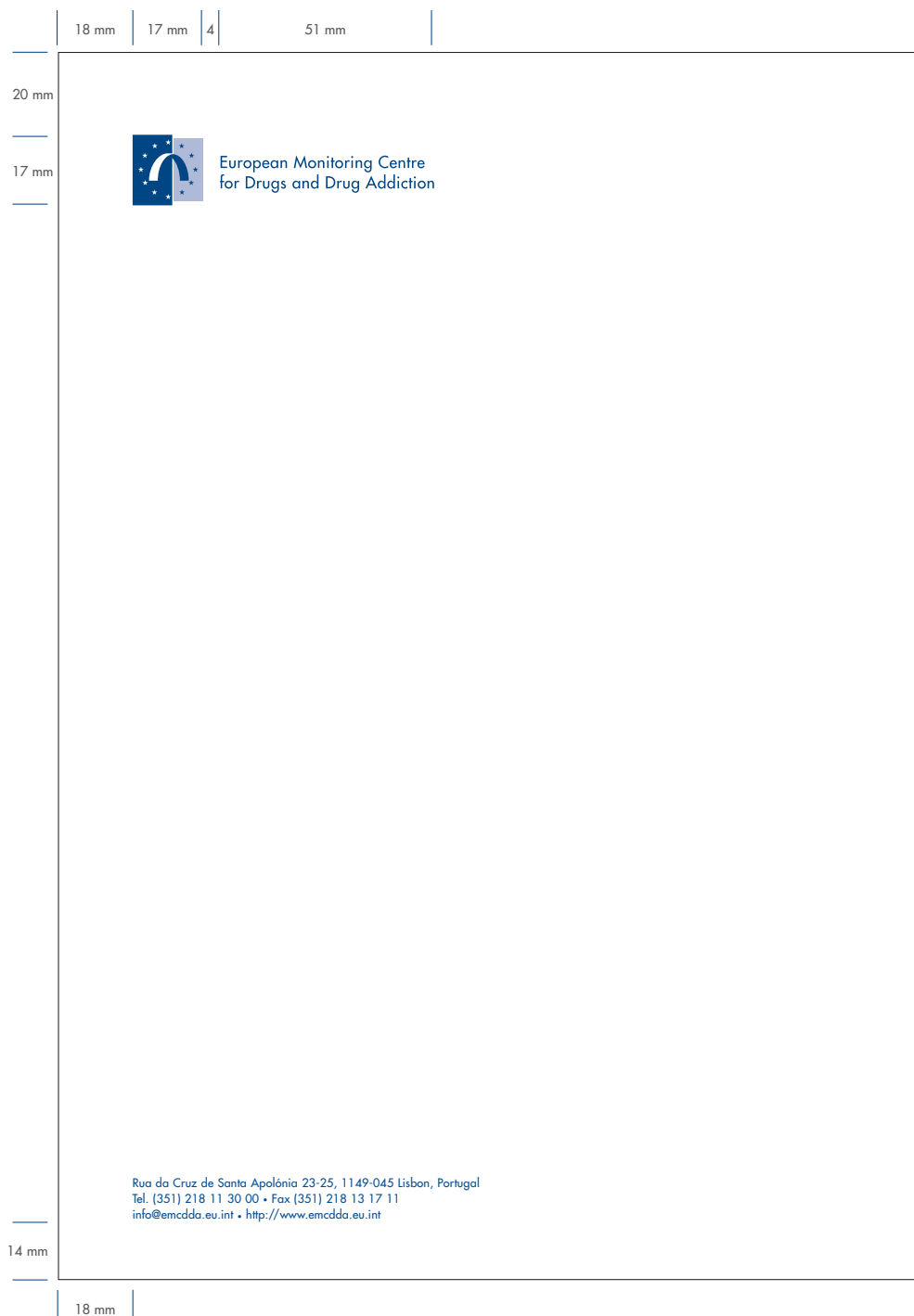
Artwork files are available on the accompanying CD-ROM.



Deluxe envelopes – all shown here at 40% of actual size

This pre-printed item is available in four languages: DE, EN, FR and PT. A multilingual version of the regular letterhead has also been developed for use with text in any language.

Artwork files are available on the accompanying CD-ROM.



TYPOGRAPHY

Address

font: Futura

size: 8 pt

tracking: 3

leading: 11 pt

colour: Pantone® 288 C

Bullet points

font: Futura

size: 5.5 pt

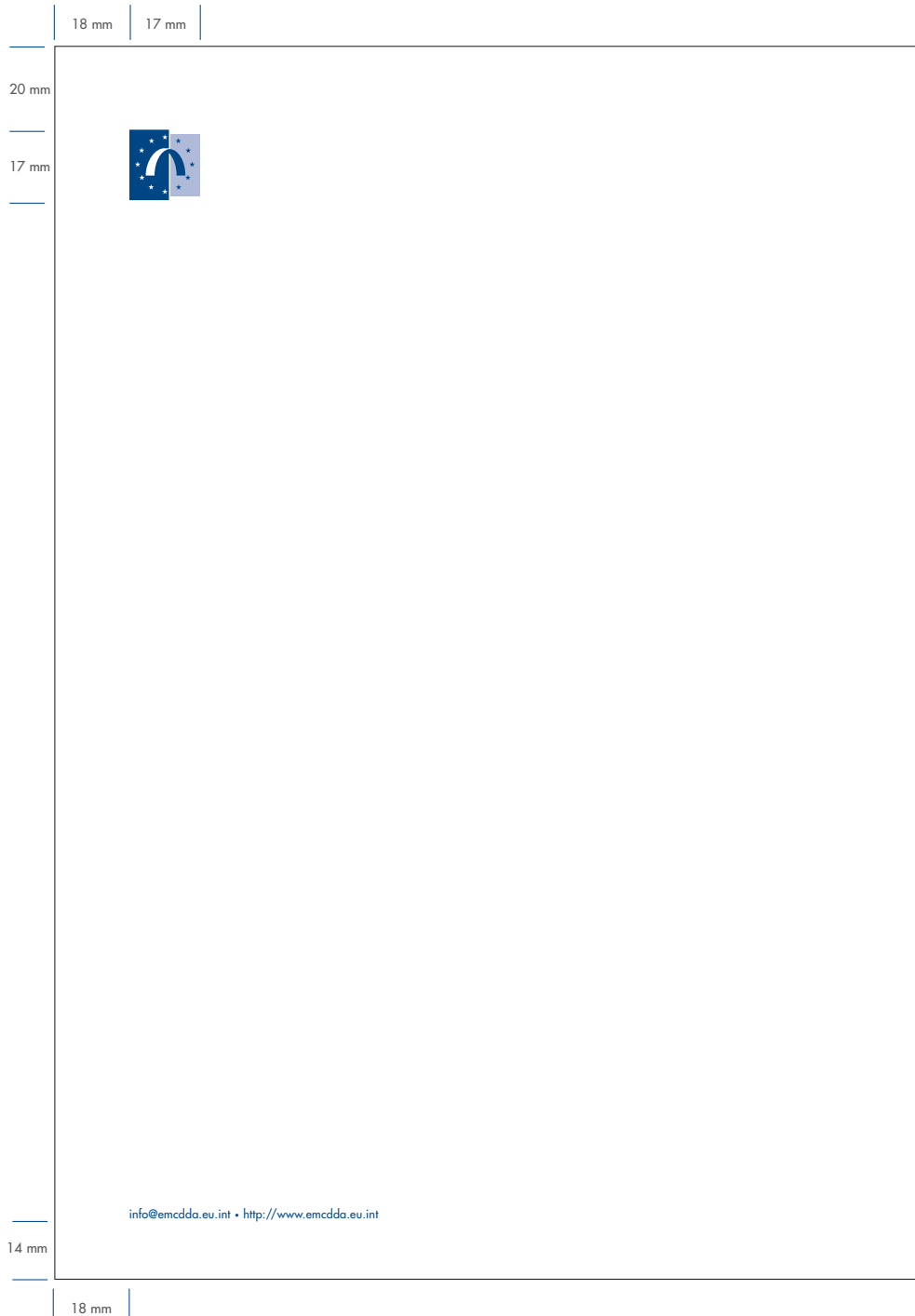
leading: 11 pt

colour: Pantone® 288 C

Regular letterhead portrait – (210 mm x 297 mm) – shown here at 60% of actual size

This pre-printed item should be used in conjunction with the regular portrait letterheads.

An artwork file is available on the accompanying CD-ROM.



TYPOGRAPHY

Address

font: Futura

size: 8 pt

tracking: 3

leading: 11 pt

colour: Pantone® 288 C

Bullet points

font: Futura

size: 5.5 pt

leading: 11 pt

colour: Pantone® 288 C

Regular continuation sheet portrait – (210 mm x 297 mm) – shown here at 60% of actual size

This item will automatically appear as the second page within the Microsoft Word® template.

STYLE SHEET

1 Message field

style sheet: Message

font: Arial, 10 pt

line spacing: 14 pt

colour: black



1

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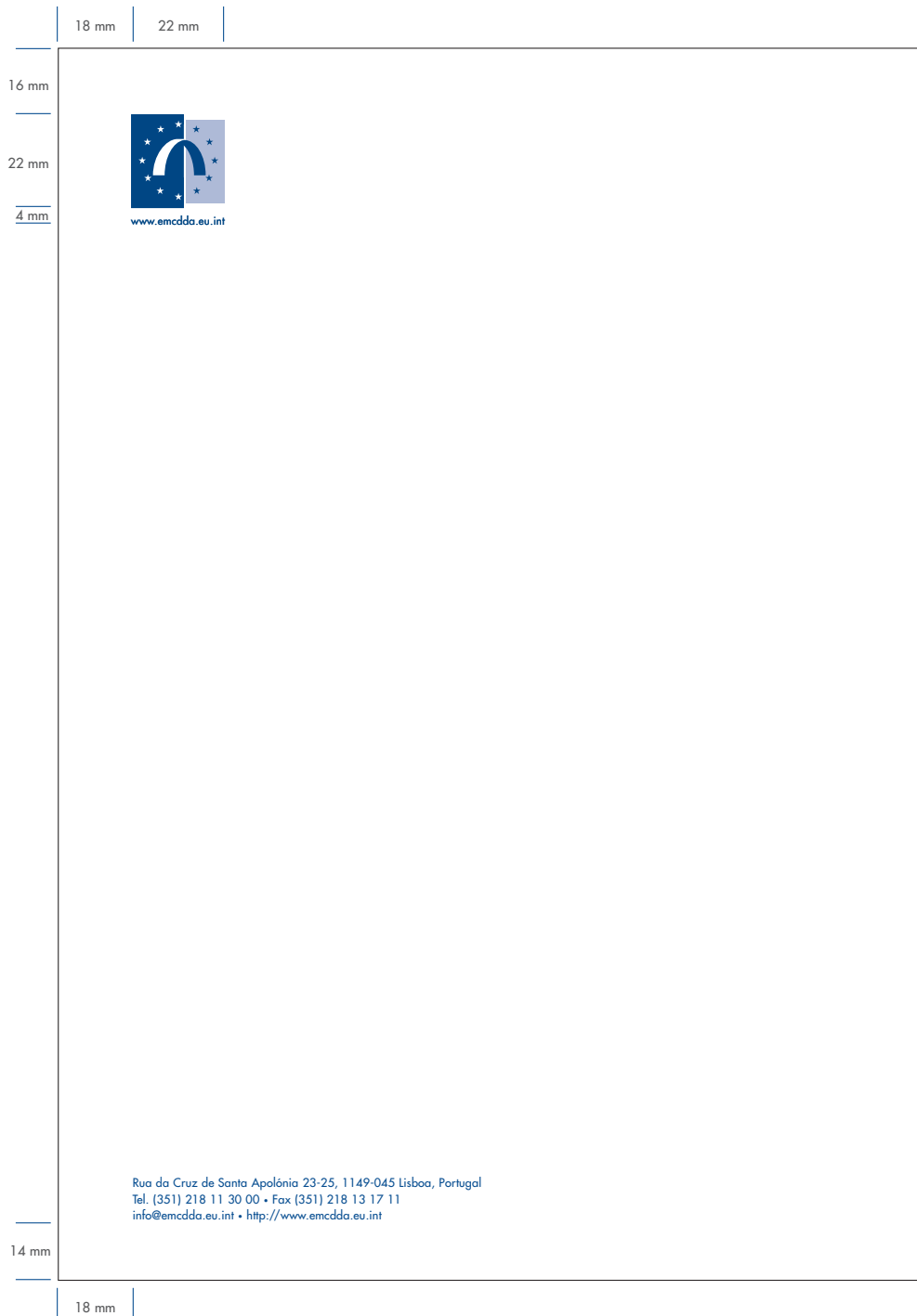
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info@emcdda.eu.int • <http://www.emcdda.eu.int>

Regular continuation sheet portrait template – (210 mm x 297 mm) – shown here at 60% of actual size

This pre-printed item has been developed to allow for correspondence in any language.

An artwork file is available on the accompanying CD-ROM.



TYPOGRAPHY

Address

font: Futura

size: 8 pt

tracking: 3

leading: 11 pt

colour: Pantone® 288 C

Bullet points

font: Futura

size: 5.5 pt

leading: 11 pt

colour: Pantone® 288 C

Regular multilingual letterhead portrait – (210 mm x 297 mm) – shown here at 60% of actual size

OUR STATIONERY

REGULAR MULTILINGUAL LETTERHEAD PORTRAIT – USAGE

Microsoft Word® templates are available to EMCCDDA staff for use with the portrait letterheads. They allow text to be aligned to the left or right according to layout practice for correspondence in different languages.

STYLE SHEETS

1 Address field

style sheet: Details

font: Arial, 10 pt

line spacing: 14 pt

colour: black

2 Reference field

style sheet: Details

font: Arial, 10 pt

line spacing: 14 pt

colour: black

3 Date field

style sheet: Details

font: Arial, 10 pt

line spacing: 14 pt

colour: black

4 Message field

style sheet: Message

font: Arial, 10 pt

line spacing: 14 pt

colour: black

www.emccdda.eu.int

1 Mr A B Sample
12 Sample Street
Sampletown
Sample
AB12 34C

2 Ref: 123456
3 Date: 26 June 2005

Dear Mr Sample

4 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Lorem ipsum

Rua da Cruz de Santa Apolónia 23-25, 1149-045 Lisboa, Portugal
Tel. (351) 218 11 30 00 • Fax (351) 218 13 17 11
info@emccdda.eu.int • http://www.emccdda.eu.int

Regular multilingual letterhead portrait template – (210 mm x 297 mm) – shown here at 60% of actual size

This pre-printed item has been developed for use when a landscape format is more appropriate (e.g. when presenting graphs or charts within a document).

An artwork file is available on the accompanying CD-ROM.

TYPOGRAPHY

Address

font: Futura

size: 8 pt

tracking: 3

leading: 11 pt

colour: Pantone® 288 C

Bullet points

font: Futura

size: 5.5 pt

leading: 11 pt

colour: Pantone® 288 C

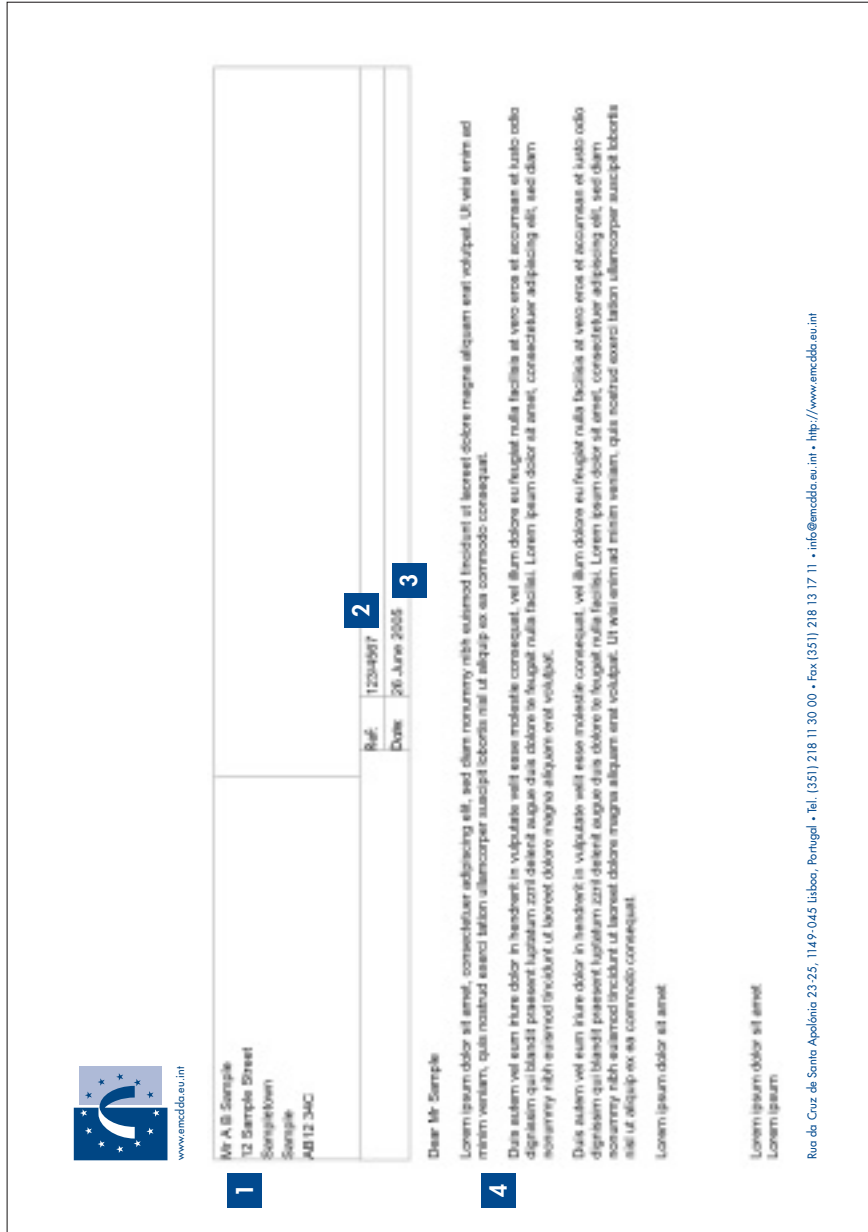


Regular multilingual letterhead landscape – (297 mm x 210 mm) – shown here at 55% of actual size

Two Microsoft Word® templates are available for use with the regular multilingual landscape letterhead. They offer one-column and two-column variations.

STYLE SHEETS

1	Address field
	style sheet: Details
	font: Arial, 10 pt
	line spacing: 14 pt
	colour: black
2	Reference field
	style sheet: Details
	font: Arial, 10 pt
	line spacing: 14 pt
	colour: black
3	Date field
	style sheet: Details
	font: Arial, 10 pt
	line spacing: 14 pt
	colour: black
4	Message field
	style sheet: Message
	font: Arial, 10 pt
	line spacing: 14 pt
	colour: black



Regular multilingual letterhead landscape template – (297 mm x 210 mm) – shown here at 55% of actual size

This pre-printed item should be used in conjunction with the regular multilingual landscape letterhead.
 An artwork file is available on the accompanying CD-ROM.

TYPOGRAPHY

Address
 font: Futura
 size: 8 pt
 tracking: 3
 leading: 11 pt
 colour: Pantone® 288 C

Bullet points
 font: Futura
 size: 5.5 pt
 leading: 11 pt
 colour: Pantone® 288 C

18 mm | 22 mm

16 mm | 22 mm

15 mm | 18 mm

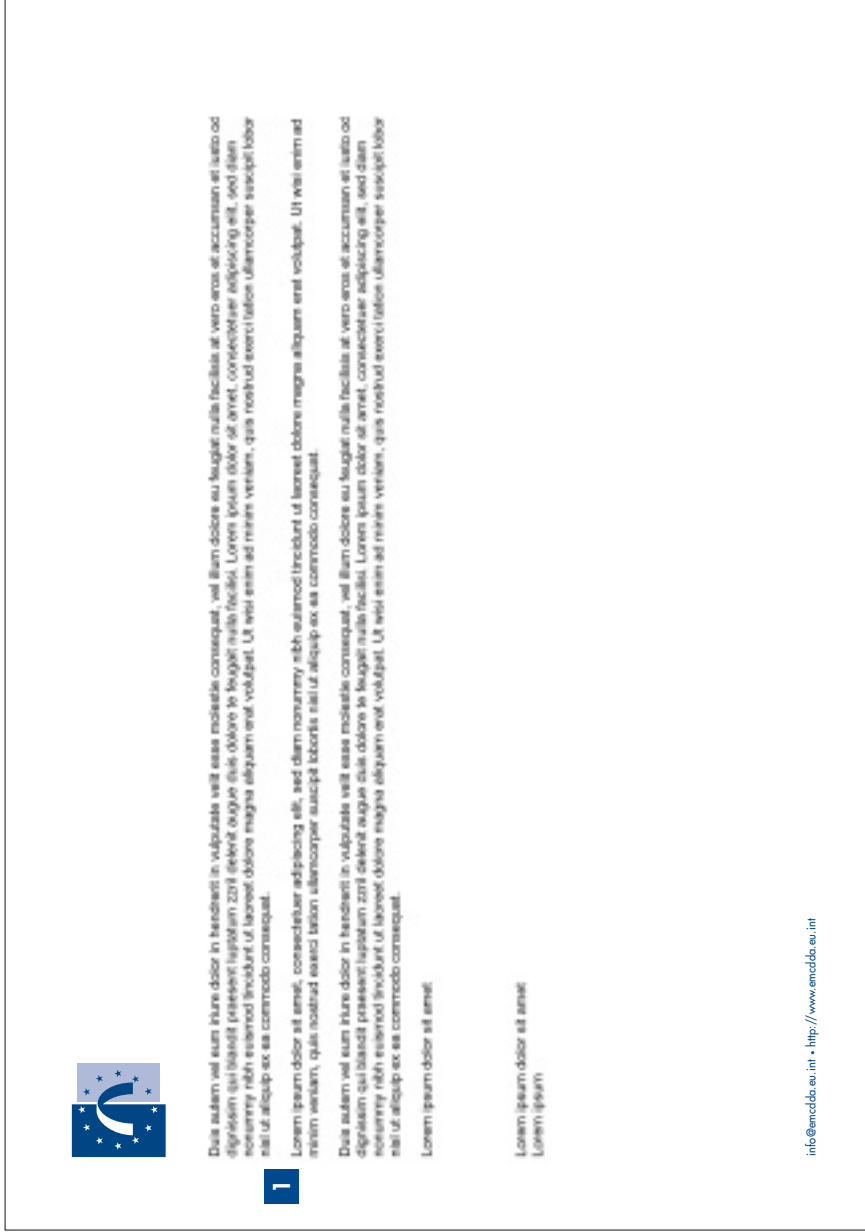
info@emcdda.eu.int • http://www.emcdda.eu.int

Regular multilingual continuation sheet landscape – (297 mm x 210 mm) – shown here at 55% of actual size

This item will automatically appear as the second page within the landscape Microsoft Word® template.

STYLE SHEET

1	Message field
	style sheet: Message
	font: Arial, 10 pt
	line spacing: 14 pt
	colour: black

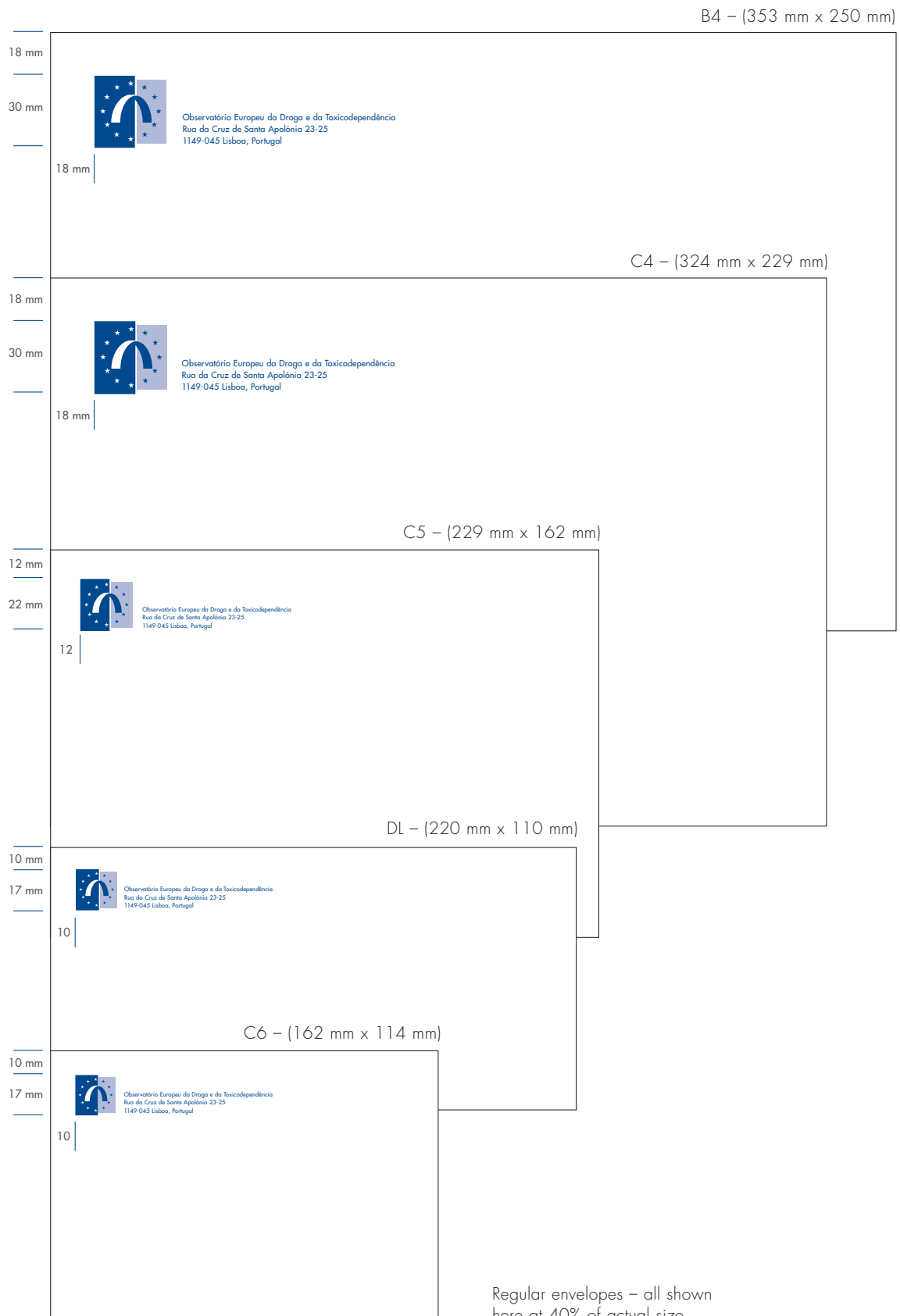


Regular multilingual continuation sheet landscape template – (297 mm x 210 mm) – shown here at 55% of actual size

These envelopes are produced in five standard formats and should be used with co-ordinating regular stationery.

These items are available in PT, according to Portuguese postal requirements.

Artwork files are available on the accompanying CD-ROM.



OUR STATIONERY

MAILING STICKER

A self-adhesive mailing sticker has been developed in one standard format to be used on large dispatches from the EMCDDA, such as mailing boxes. This pre-printed item is available in PT, according to Portuguese postal requirements.

An artwork file is available on the accompanying CD-ROM.

TYPOGRAPHY

Address

font: Futura

size: 7 pt

leading: 10 pt

tracking: 3

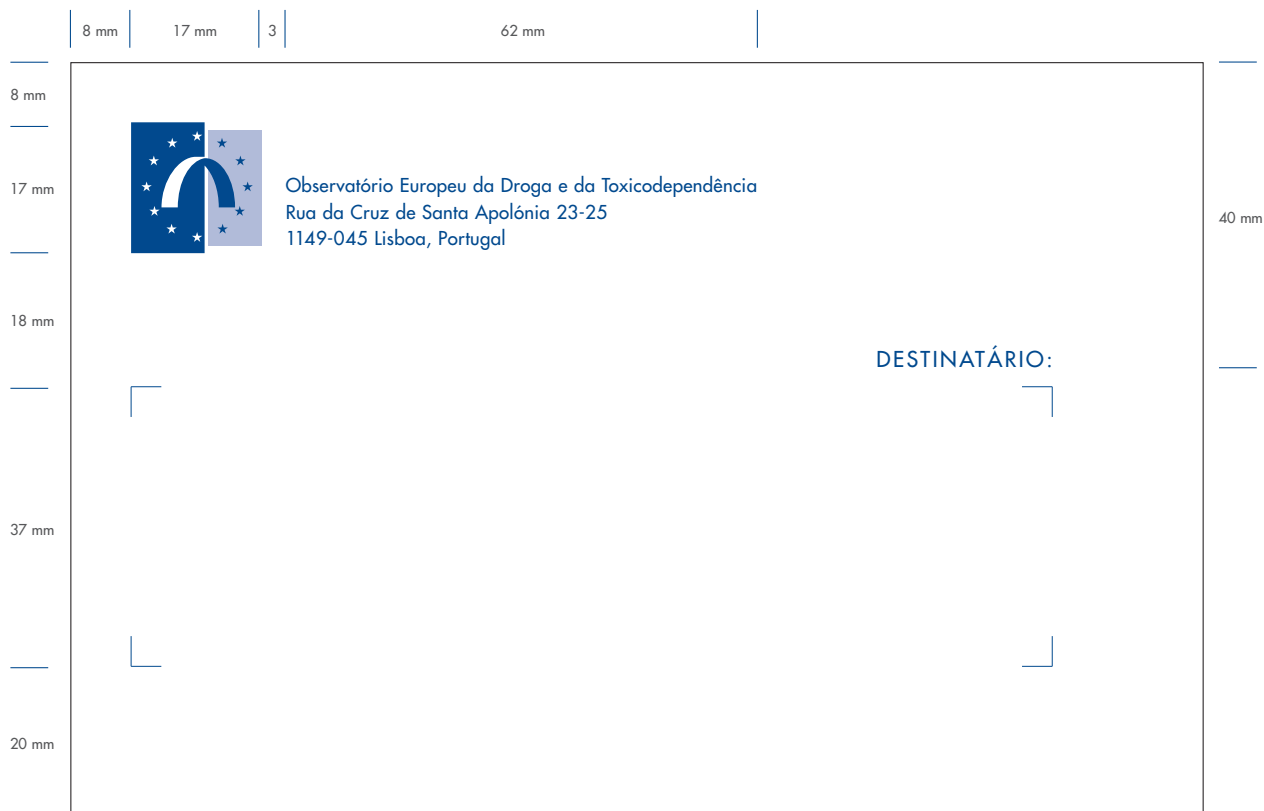
colour: Pantone® 288 C

Destinatário

font: Futura

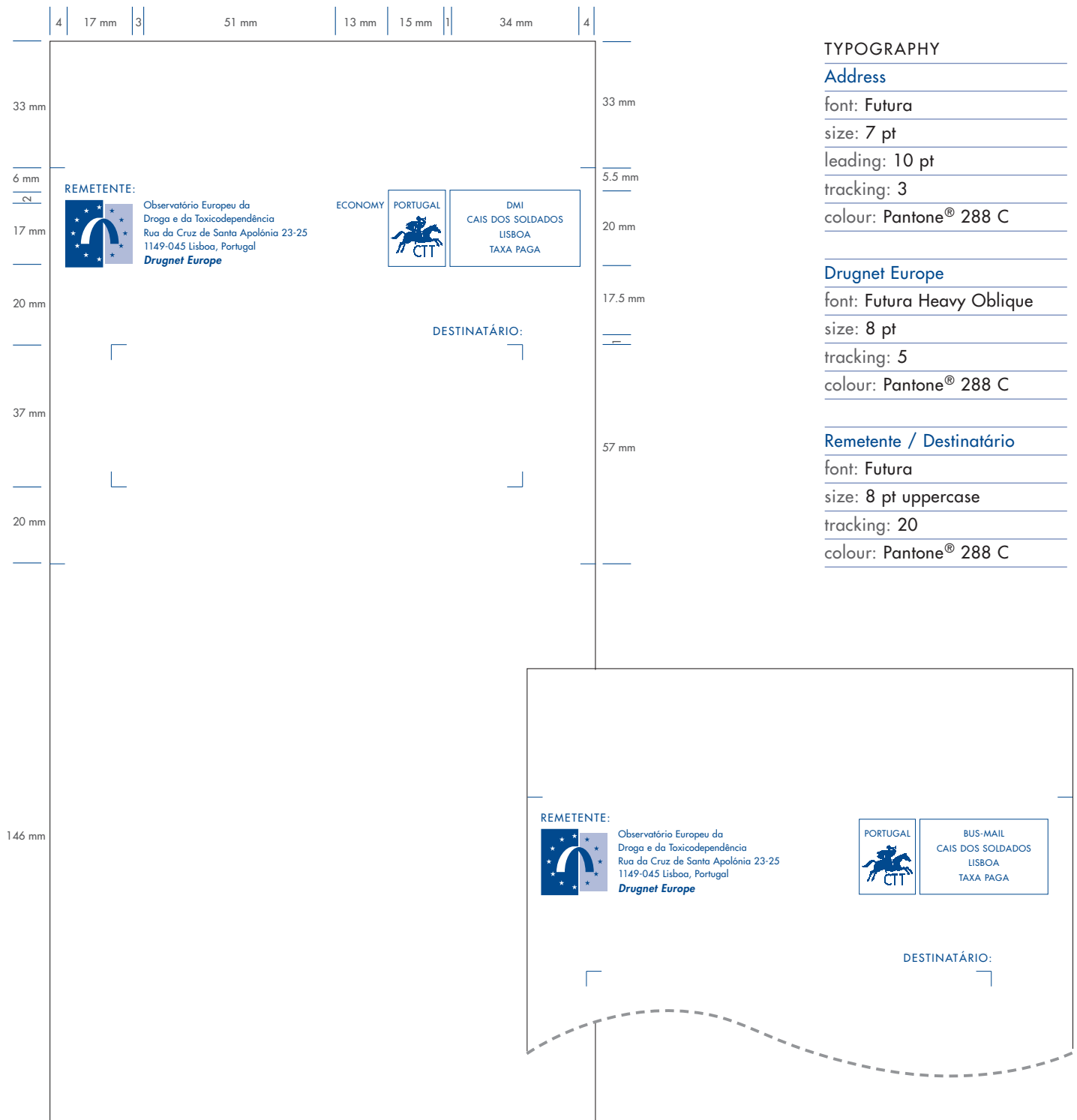
size: 8 pt uppercase

colour: Pantone® 288 C



Mailing sticker – (150 mm x 100 mm) – shown here actual size

Two non-adhesive mailing ribbons have been designed for the national and international distribution of the EMCDDA's newsletter *Drugnet Europe*. These pre-printed items are available in PT, according to Portuguese postal requirements. An artwork file is available on the accompanying CD-ROM.



Mailing ribbons – (142 mm x 282 mm) – shown here at 68% of actual size

A black monochrome fax template has been designed for use by EMCDDA staff.

This item is available as a single Microsoft Word® template combining EN and FR.

STYLE SHEETS

1 Reference fields

style sheet: Fax bodycopy

font: Arial, 10 pt

line spacing: 14 pt

colour: black

2 Message field

style sheet: Message

font: Arial, 10 pt

line spacing: 14 pt

colour: black

1 Date 26 June 2005

To - A Lorem ipsum Fax 0123 456 789

From - De Lorem ipsum dolor sit Fax 0123 456 789

Number of pages - Nombre de pages 1

Message

2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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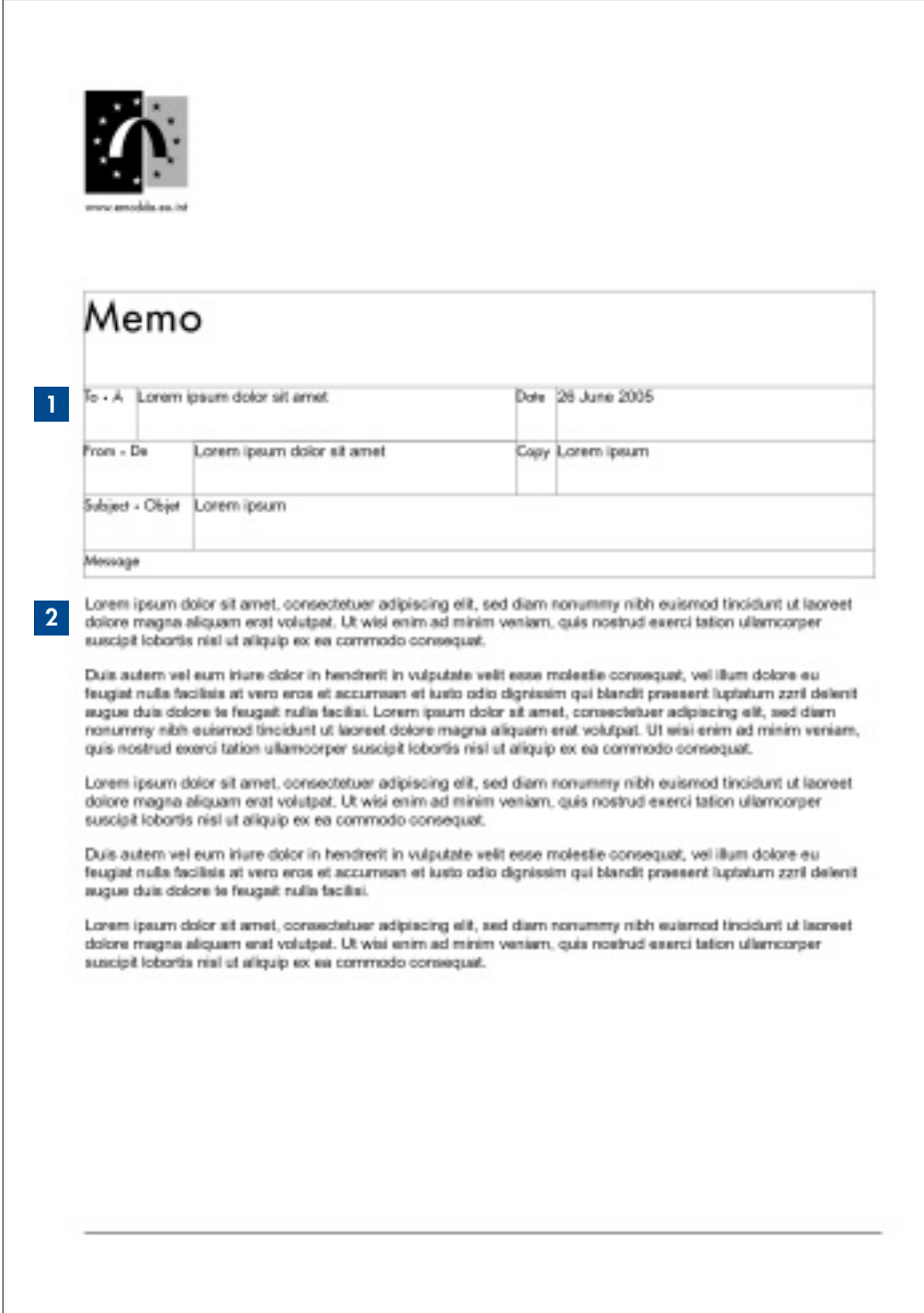
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Rua da Cruz de Santo Apolónio 23-25, 1149-045 Lisboa, Portugal
Tel. (351) 218 11 30 00 - Fax (351) 218 13 17 11
info@emcdda.eu.int - http://www.emcdda.eu.int

Fax template – (210 mm x 297 mm) – shown here at 60% of actual size

Memos should be used for internal communication only.

This item is available as a single Microsoft Word® template combining EN and FR.




www.enobis.eu.it

Memo

1 To - A Lorem ipsum dolor sit amet Date 26 June 2005

From - De Lorem ipsum dolor sit amet Copy Lorem ipsum

Subject - Objet Lorem ipsum

Message

2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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STYLE SHEETS

1 Reference fields

style sheet: Memo bodycopy

font: Arial, 10 pt

line spacing: 14 pt

colour: black

2 Message field

style sheet: Message

font: Arial, 10 pt

line spacing: 14 pt

colour: black

Memo template – (210 mm x 297 mm) – shown here at 60% of actual size

Minutes are largely, but not exclusively, used for internal communication.

This item is available as a single Microsoft Word® template combining EN and FR.

STYLE SHEETS

1 Reference fields

style sheet: Minutes bodycopy

font: Arial, 10 pt

line spacing: 14 pt

colour: black

2 Message field

style sheet: Message

font: Arial, 10 pt

line spacing: 14 pt

colour: black

1 Meeting - Réunion Lorem ipsum dolor sit Date: 06 June 2005

Venue - Lieu Lorem ipsum

Present - Présent(e)(s) Lorem ipsum

Minutes

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Rua da Cruz de Santa Apolónia 22-25, 1149-045 Lisboa, Portugal
Tel. (351) 218 11 30 00 - Fax (351) 218 13 17 11
info@ensidila.eu.int - <http://www.ensidila.eu.int>

Minutes template – (210 mm x 297 mm) – shown here at 60% of actual size

This template is designed to incorporate short EMCDDA reports, with text beginning on the cover page itself.

This item is available as a single Microsoft Word® template combining EN and FR.

6 Lorem ipsum dolor sit amet



www.emcdda.eu.int

1 Lorem ipsum dolor sit amet

2 Date 26 June 2005

Author - Auteur Lorem ipsum

Recipients - Destinataires Lorem ipsum dolor sit amet

3 1. Lorem ipsum dolor sit amet

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7 Lorem ipsum dolor sit amet 1

Internal report cover (short) template – (210 mm x 297 mm) – shown here at 60% of actual size

STYLE SHEETS

- | | |
|----------|-----------------------------------|
| 1 | Report title |
| | style sheet: 01 Report Title |
| | font: Arial, 26 pt |
| | line spacing: 30 pt |
| | colour: black |
| 2 | Reference fields |
| | style sheet: Normal |
| | font: Arial, 10 pt |
| | line spacing: 14 pt |
| | colour: black |
| 3 | Report heading |
| | style sheet: 02 Report heading |
| | font: Arial, 10.5 pt |
| | line spacing: 15 pt |
| | colour: black |
| 4 | Report subhead |
| | style sheet: 03 Report subheading |
| | font: Arial, 10 pt |
| | line spacing: 14 pt |
| | colour: black |
| 5 | Message field |
| | style sheet: 04 Report bodycopy |
| | font: Arial, 10 pt |
| | line spacing: 14 pt |
| | colour: black |
| 6 | Report header |
| | style sheet: Ref in header |
| | font: Arial, 10 pt |
| | colour: black |
| 7 | Report footer |
| | style sheet: Footer |
| | font: Arial, 8 pt |
| | colour: black |

OUR STATIONERY

INTERNAL REPORT COVER (LONG)

A report cover template has been designed to help format lengthy EMCDDA reports.

This item is available as a single Microsoft Word® template combining EN and FR.

The image shows a template for an internal report cover. At the top left is a logo consisting of a black square with a white arch and stars, with the URL 'www.emcdda.eu.int' below it. Below the logo is a large rectangular area containing the text 'Lorem ipsum dolor sit amet' and a blue square with the number '1'. At the bottom of the template is a table with three rows and two columns. The first row is labeled 'Date' and contains '26 June 2005'. The second row is labeled 'Author - Auteur' and contains 'Lorem ipsum'. The third row is labeled 'Recipients - Destinataires' and contains 'Lorem ipsum dolor sit amet'. A blue square with the number '2' is positioned to the left of the second and third rows of the table.

Date	26 June 2005
Author - Auteur	Lorem ipsum
Recipients - Destinataires	Lorem ipsum dolor sit amet

STYLE SHEETS

1 Report title

style sheet: 01 Report Title

font: Arial, 26 pt

line spacing: 30 pt

colour: black

2 Reference fields

style sheet: Normal

font: Arial, 10 pt

line spacing: 14 pt

colour: black

Internal report cover (long) template – (210 mm x 297 mm) – shown here at 60% of actual size

The report template uses style sheets throughout to allow for consistency of style. It also includes an automatic index function, which is activated by right clicking the word 'Introduction' on the contents page. The styles on this page will update automatically.

Fields are also provided within the Microsoft Word® template for page headers and the title page.

Lorem ipsum dolor sit amet

Contents • Table des matières

1. Lorem ipsum dolor sit amet	3
Lorem ipsum dolor sit amet	3
2. Lorem ipsum dolor sit amet	3
Lorem ipsum dolor sit amet	3
Consectetur adipiscing elit, sed diam nonummy nibh euismod	3
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3. Lorem ipsum dolor sit amet	4
Lorem ipsum dolor sit amet	4
4. Lorem ipsum dolor sit amet	4
Lorem ipsum dolor sit amet	4
5. Lorem ipsum dolor sit amet	5
Lorem ipsum dolor sit amet	5
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Incididunt ut laoreet dolore	5
Lorem ipsum dolor sit amet	5

Internal report contents page template – (210 mm x 297 mm) – shown here at 60% of actual size

OUR STATIONERY

INTERNAL REPORT INSIDE PAGE

Style sheets have been set up within the Microsoft Word® template to allow for consistency in style.

STYLE SHEETS

1 Report heading

style sheet: 02 Report heading

font: Arial, 10.5 pt

line spacing: 15 pt

colour: black

2 Report subhead

style sheet: 03 Report subheading

font: Arial, 10 pt

line spacing: 14 pt

colour: black

3 Message field

style sheet: 04 Report bodycopy

font: Arial, 10 pt

line spacing: 14 pt

colour: black

4 Report header

style sheet: Ref in header

font: Arial, 10 pt

colour: black

5 Report footer

style sheet: Footer

font: Arial, 8 pt

colour: black

Fields are provided within the template for page headers and footers.

4 Lorem ipsum dolor sit amet

1 1. Lorem ipsum dolor sit amet

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5 Lorem ipsum dolor sit amet

Internal report inside page template – (210 mm x 297 mm) – shown here at 60% of actual size

Transmission sheets outline the circuit for EMCDDA documents and are used internally. This item is available as a single Microsoft Word® template combining EN and FR.

Transmission
General • Générale

For agreement and approval : Pour accord et visa

1 Date
26 June 2005

Subject - Objet
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh

	Date	Approval - Visa	Comments - Remarques
1 Author - Auteur Lorem ipsum dolor sit amet	26.6.2005	2 Lorem	2 Lorem ipsum dolor
Programme coordinator • Coordinateur de programme Lorem ipsum dolor	26.6.2005	Ipsum	Dolor sit amet
Director's assistant • Assistant du Directeur Duis autem vel eum irure dolor	26.6.2005	Dolor	Sit amet, consectetur
Director • Directeur Vel eum irure dolor in hendrerit	26.6.2005	Sit amet	Consectetur
Return to author for corrections Retour à l'auteur pour corrections Duis autem vel eum irure dolor	26.6.2005	2 Lorem	2 Lorem ipsum
Return to author or secretariat concerned Retour à l'auteur ou au secrétariat concerné Lorem ipsum dolor	26.6.2005	Ipsum	Sit amet, consectetur

STYLE SHEETS

- 1** Text entry fields
style sheet: Normal
font: Arial, 11 pt
line spacing: 14 pt
colour: black
- 2** Text entry fields
style sheet: Body copy
font: Arial, 11 pt
line spacing: 14 pt
colour: black

Transmission sheet 1 template – (210 mm x 297 mm) – shown here at 60% of actual size

Financial transmission sheets outline the circuit for EMCDDA financial documents and are used internally.

This item is available as a single Microsoft Word® template combining EN and FR.

STYLE SHEETS

1 Text entry fields

style sheet: Normal

font: Arial, 11 pt

line spacing: 14 pt

colour: black

2 Text entry fields

style sheet: Body copy

font: Arial, 11 pt

line spacing: 14 pt

colour: black

Transmission sheet 2 template – (210 mm x 297 mm) – shown here at 60% of actual size

Transmission sheet 3 template – (210 mm x 297 mm) – shown here at 30% of actual size

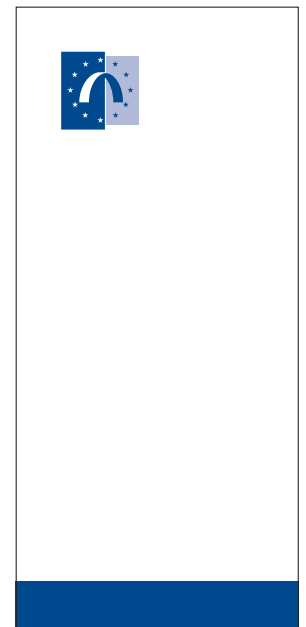
A4 NOTEPAD, MESSAGE NOTEPAD AND RING BINDER LABEL

The A4 notepad is intended for use at EMCDDA conferences and seminars. The message notepad and ring binder labels are available for general everyday use.

Ring binder labels are available as Microsoft Word® templates in two sizes. The templates have been set up with multiple labels on the page. Artwork files are available on the accompanying CD-ROM.



A4 notepad – (210 mm x 297 mm) – shown here at 60% of actual size



Ring binder label template – (50 mm x 110 mm) – shown here at 75% of actual size (Also available 30 mm x 110 mm)

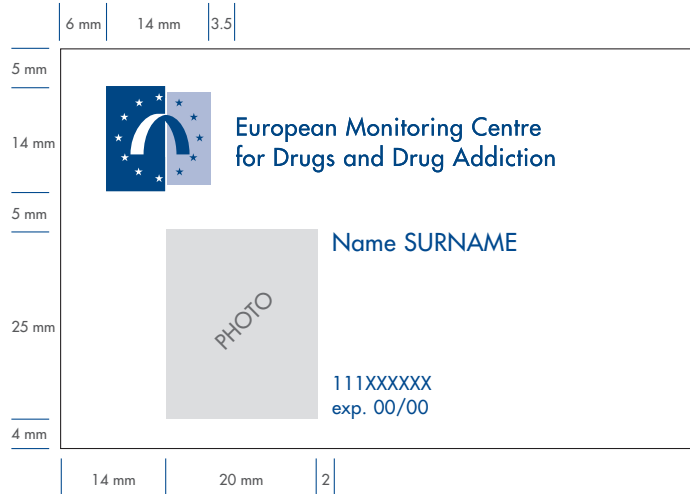
Message notepad – (100 mm x 145 mm) – shown here at 75% of actual size

OUR STATIONERY

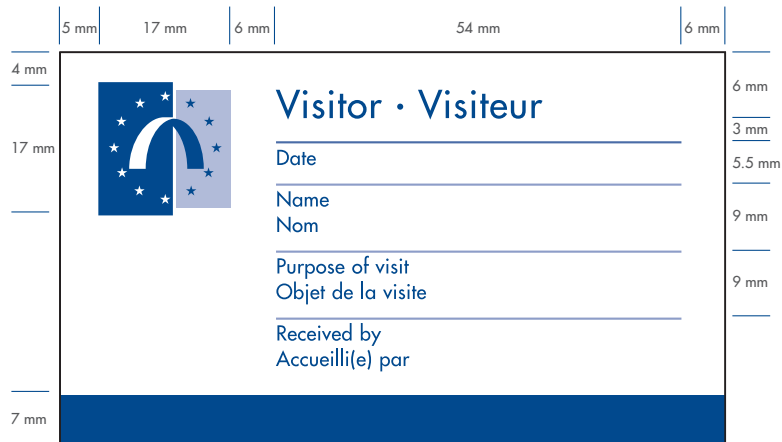
EMPLOYEE ID CARD AND VISITOR ID CARD

The employee ID card is a pre-manufactured plastic swipe card. The visitor ID card is set up as a Microsoft Word® template and can be easily produced on a laser printer onto card and inserted into plastic badge holders.

Artwork files are available on the accompanying CD-ROM.



Employee ID card – 85 mm x 53 mm – shown actual size



Visitor ID card template – 88 mm x 52 mm – shown actual size

3. OUR PUBLICATIONS

Publication literature guidelines

Annual reports

General report of activities

Monographs

Insights

Manuals

Risk assessments

Drugnet Europe (newsletter)

Drugs in focus (policy briefing)

CD-ROMs

Every year, the EMCDDA produces a variety of publications through which it conveys its research and key findings.

These publications take the form of annual reports on the drug phenomenon, an administrative report of activities and specialised scientific and thematic volumes falling into four distinct series. More synthesised information is released through a bimonthly newsletter and through policy briefings on drug-related issues. The agency also produces CD-ROMs.

In recent years, in line with new technologies and clients' needs, many EMCDDA publications have been made available both in print form and on the agency's website. In the case of the latter, volumes may be presented as full online versions or provided as downloadable pdf files.

This section describes the range of EMCDDA publications and how the volumes should be presented.

Artwork files are available on the accompanying CD-ROM.

Publication literature guidelines

The following publications have been designed to present information as coherently, clearly and simply as possible.

Each document has been constructed using an underlying grid structure which is visible in the relevant artwork documents on the accompanying CD-ROM. Adhering to this grid is essential to ensure structural consistency, whilst still retaining elements of flexibility.

To achieve typographical consistency, please ensure that the style sheets which have been set up for each document are used.

With reference to colour, within lengthier publications, there are a number of full-bleed 'stopper' or dividing pages in solid colours. The EMCDDA Pantone® blue should mainly be used for these pages, but interspersed with the agency's Pantone® yellow at a 3:1 ratio. This mixture adds an element of intermittent brightness to help maintain the reader's attention. Please see the 'Corporate colours' section in Chapter 1 'Our identity' for further details.

The EMCDDA uses very little photography and imagery in its publications. This is because much of the imagery relating to drugs and drug addiction is generally perceived as negative. Instead, usage of EMCDDA symbol elements, such as the arch or stars, or other equally simple graphic shapes and typography, is preferred.

Please refer to the following layout options for publication covers and spreads. These provide useful examples of the presentation style we are aiming to achieve.

The arch as a graphic element

The arch of the EMCDDA symbol is widely used as a graphic element in the agency's collateral. It can be used in full, or in part, to create an abstract design, adding simple, dramatic interest.

Colour composition

EMCDDA designs are mainly composed of blue and white space, with accents of yellow, together with black body copy.

Headlines and subheads should be in blue (or tints of blue) and black. Body copy should always be presented in black to ensure maximum legibility.



Graphics and text



Graphics only

OUR PUBLICATIONS

ANNUAL REPORTS

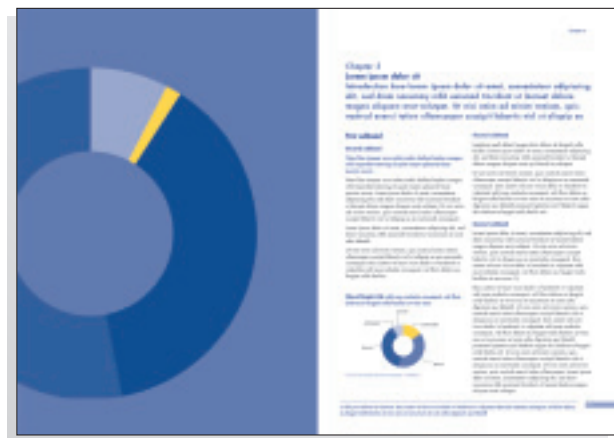
Every autumn, the EMCDDA publishes a comprehensive overview of the drug phenomenon in the EU Member States and Norway. Since 2002, it has also published an annual report on the drug situation in the central and east European candidate countries to the EU. These annual reports are essential reference books for policy-makers, specialists and practitioners in the drugs field, or anyone seeking the latest findings on drugs in Europe. The design options below may be adapted to both annual reports. Artwork files in various languages may be found on the accompanying CD-ROM.



Front cover – (210 mm x 297 mm) – shown here at 45% of actual size



Sample inside spread – shown here at 19% of actual size



Sample inside spread – shown here at 19% of actual size



Front cover translations – (210 mm x 297 mm) – shown here at 14% of actual size



Sample inside spread – shown here at 19% of actual size

This annual publication provides a detailed progress report of the EMCDDA's activities over a 12-month period, including the execution of the budget. Released every spring, it catalogues the agency's achievements in each area of its annual work programme. The report is a useful information source for all those seeking comprehensive information on the agency and its work. Artwork files in three languages may be found on the accompanying CD-ROM.



Front cover – (210 mm x 297 mm) – shown here at 45% of actual size



Sample inside spread – shown here at 19% of actual size



Sample inside spread – shown here at 19% of actual size



Front cover translations – (210 mm x 297 mm) – shown here at 14% of actual size

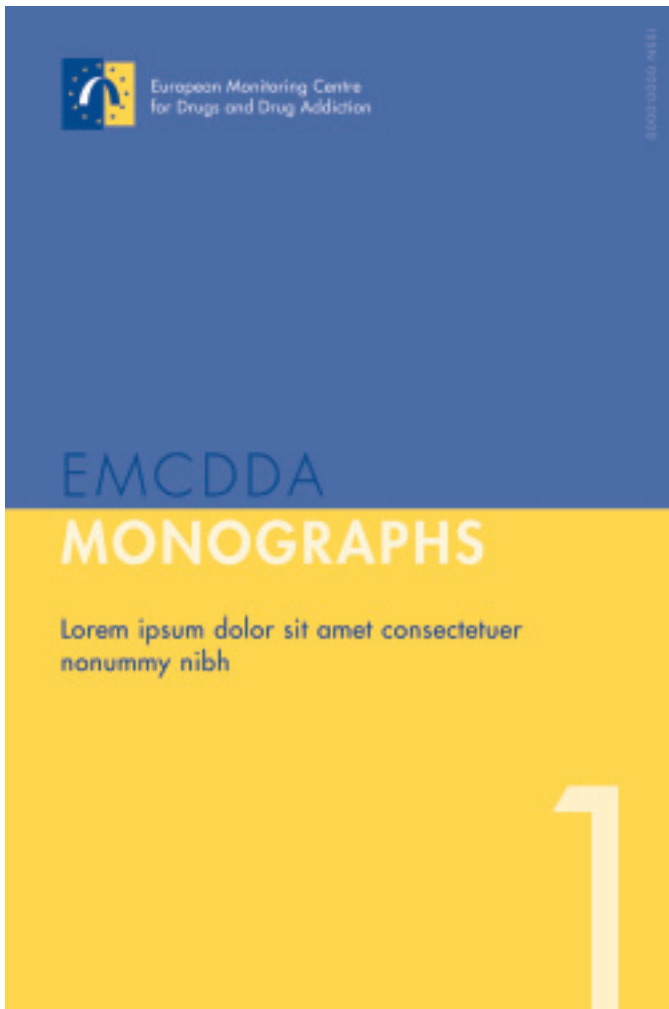


Sample inside spread – shown here at 19% of actual size

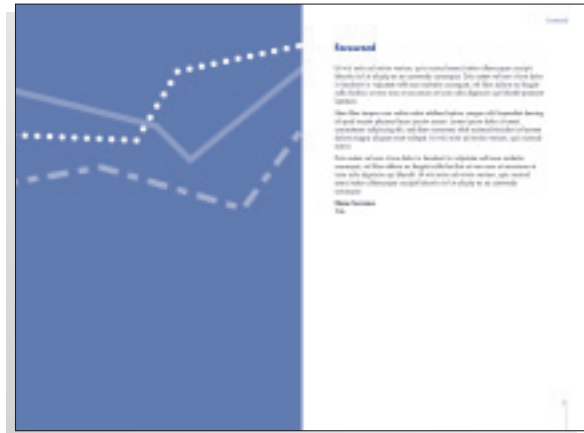
OUR PUBLICATIONS

MONOGRAPHS

EMCDDA Monographs are specialised publications containing thematic scientific papers prepared in the context of research studies or conferences. Aimed at the scientific community, this EMCDDA series aims to ensure greater visibility for the agency as a scientific authority in the drugs field. Topics cover a range of issues from science and policy to theory and method.



Front cover – (160 mm x 240 mm) – shown here at 45% of actual size



Sample inside spread – shown here at 24% of actual size



Sample inside spread – shown here at 24% of actual size



Sample inside spread – shown here at 24% of actual size

EMCDDA Insights convey the findings of studies and research projects carried out by the agency on topical issues in the drugs field. The series has addressed themes such as outreach work, drug substitution treatment and the prosecution of drug users. It is particularly useful to policy-makers, practitioners in the drugs field and the media.



Front cover – (148 mm x 210 mm) – shown here at 64% of actual size



Sample inside spread – shown here at 27% of actual size



Sample inside spread – shown here at 27% of actual size



Sample inside spread – shown here at 27% of actual size

OUR PUBLICATIONS

MANUALS

EMCDDA Manuals are practical handbooks providing step-by-step advice to programme-planners and evaluators. This series is aimed in particular at professionals and grassroots practitioners working in the drugs field.



Front cover – (210 mm x 210 mm) – shown here at 45% of actual size



Sample inside spread – shown here at 19% of actual size

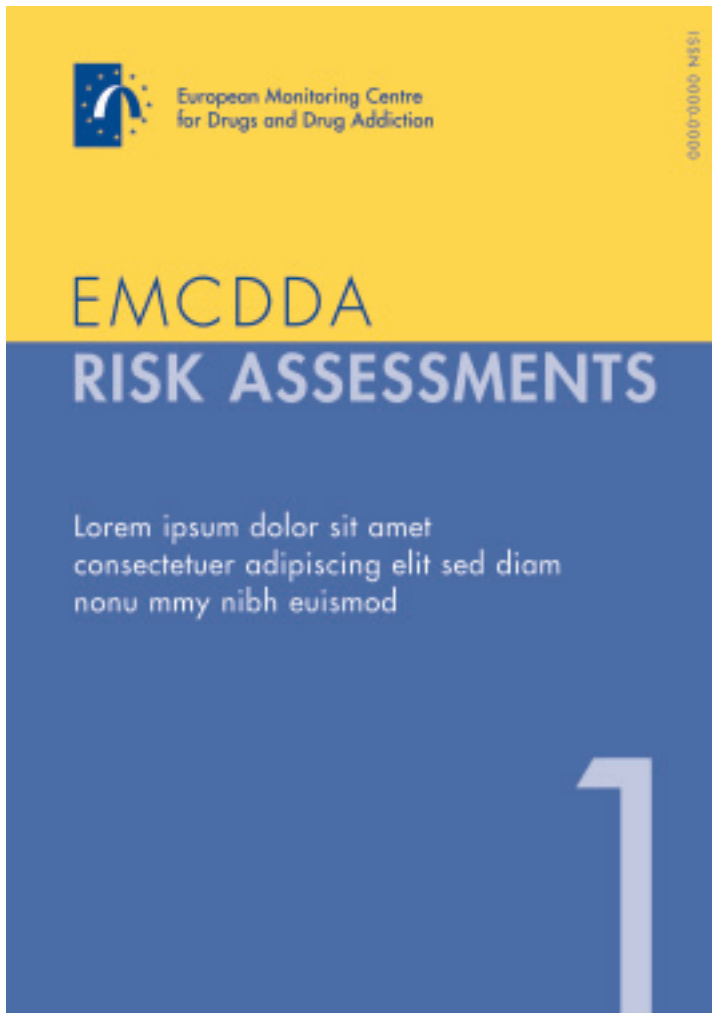


Sample inside spread – shown here at 19% of actual size



Sample inside spread – shown here at 19% of actual size

EMCDDA Risk assessments are publications examining the health and social risks of individual synthetic drugs on the basis of research carried out by the agency and its partners. This series also presents risk-assessment guidelines and advice on implementing an early-warning system on new synthetic drugs. This system, set up in 1997, aims to rapidly exchange information on the production, traffic, use and risks of these substances.



Front cover – (148 mm x 210 mm) – shown here at 64% of actual size



Sample inside spread – shown here at 27% of actual size



Sample inside spread – shown here at 27% of actual size



Sample inside spread – shown here at 27% of actual size

OUR PUBLICATIONS

DRUGNET EUROPE (NEWSLETTER)

Drugnet Europe is the EMCDDA's bimonthly newsletter which features latest news on the agency's activities. It has a broad distribution throughout the world and across all of the agency's target groups. Artwork files in five languages may be found on the accompanying CD-ROM.



Front cover – (210 mm x 297 mm) – shown here at 45% of actual size



Sample inside spread – shown here at 19% of actual size



Sample inside spread – shown here at 19% of actual size



Sample inside spread – shown here at 19% of actual size

Drugs in focus is a series of bimonthly policy briefings, each concentrating on specific drug-related topics. The briefings are targeted primarily at policy-makers in the EU but are also popular among the media and professionals working in the drugs field. Artwork files in 12 languages may be found on the accompanying CD-ROM.



Front cover – (210 mm x 297 mm) – shown here at 45% of actual size



Front cover translations – (210 mm x 297 mm) – shown here at 14% of actual size



Sample inside spread – shown here at 19% of actual size



Sample inside spread – shown here at 19% of actual size



Back cover – shown here at 19% of actual size

OUR PUBLICATIONS

CD-ROMS

The template proposed below has been designed for the production of EMCDDA CD-ROMs. These provide an effective alternative tool for distributing information.



CD front cover – shown here at 75% of actual size



CD inside cover and CD label – shown here at 75% of actual size

4. OUR PRESENTATION MATERIAL

Presentation brochure

Publications catalogue

A4 Products and services brochure

A5 Products and services brochure

Programme brochure

Presentation folder

Portable exhibition stand

Poster (two-language version)

Poster (four-language version)

PowerPoint® presentation

This section describes a range of EMCDDA presentation materials, conceived to promote the agency, in general, and its products and services, in particular. Developed under the EMCDDA's marketing activities, they are widely distributed through mailings, promotions or via staff at key events.

All materials, whether in print or on screen, should project the organisation's corporate identity. In addition to pointers for brochures and leaflets, the following pages therefore include advice on how to compile a PowerPoint® presentation in accordance with the agency's visual and written personality.

Artwork files are available on the accompanying CD-ROM.

This brochure offers an informative introduction to the EMCDDA and its work. It covers the agency's mandate, objectives and areas of expertise and is the agency's leading presentation item. Among others, it is distributed to groups visiting the agency or to delegates at key drug-related events.

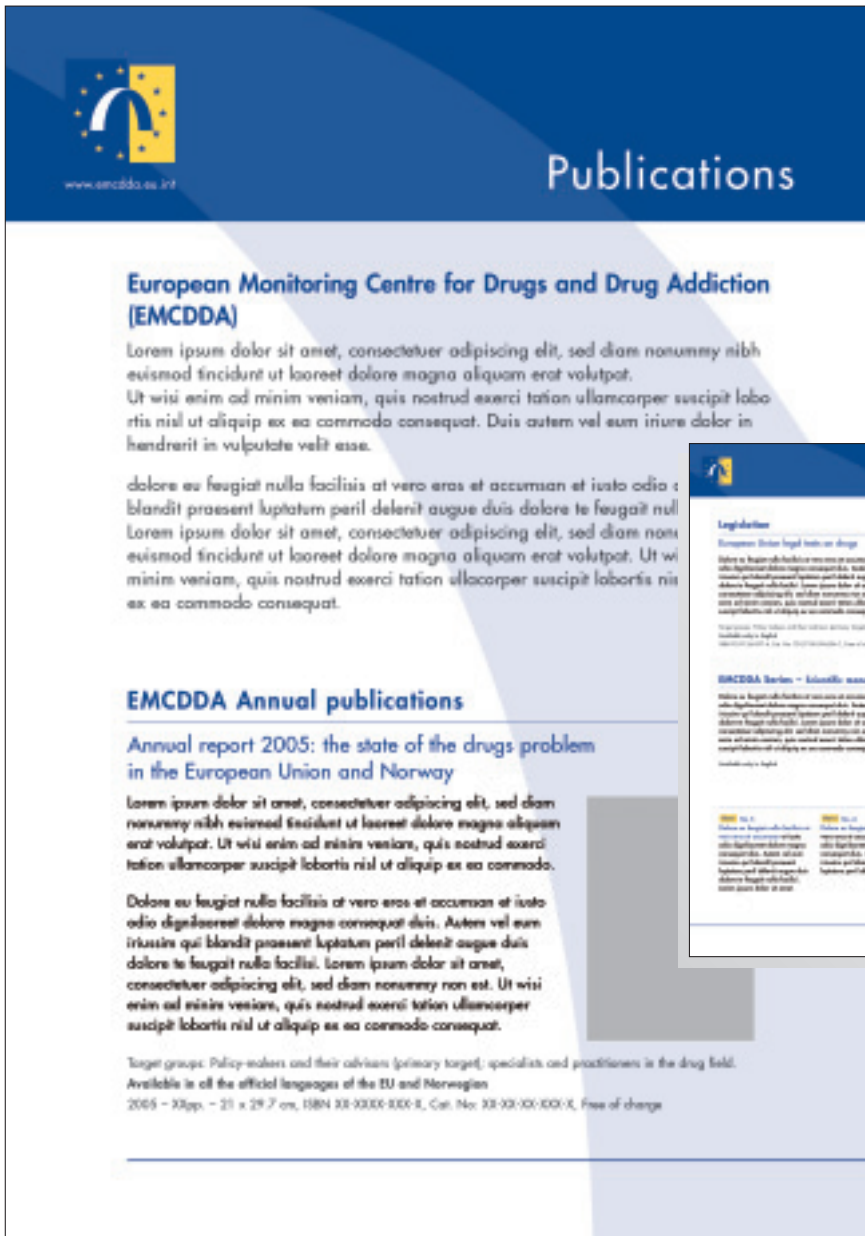


Front cover – (210 mm x 210 mm) – shown here at 65% of actual size

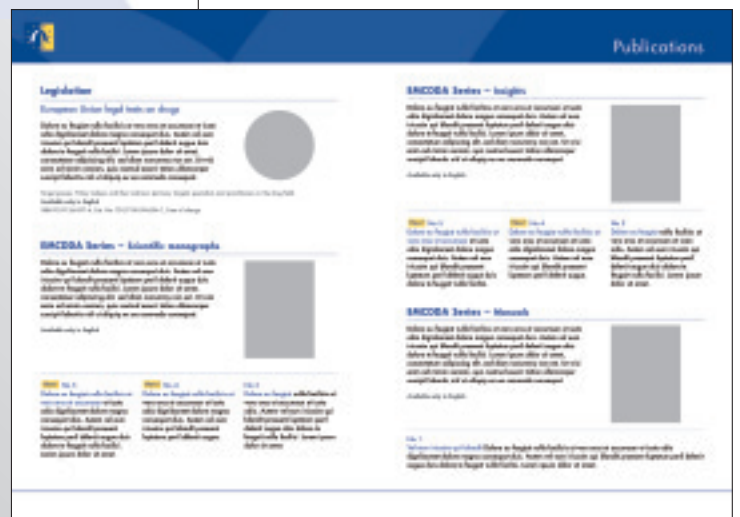


Back cover – shown here at 25% of actual size

A publications catalogue is released every autumn to advertise new titles in the EMCDDA publications series. Its release is timed to coincide with the Frankfurt Book Fair. The catalogue may also be displayed at conferences or distributed through targeted mailings, encouraging interest in the agency's reports.



Front cover – (210 mm x 297 mm) – shown here at 55% of actual size



Sample inside spread – shown here at 23% of actual size

OUR PRESENTATION MATERIAL

A4 PRODUCTS AND SERVICES BROCHURE

The brochure option below is designed to market a range of EMCDDA products, from unpublished scientific reports and literature reviews, to databases, electronic products and publications. It is an ideal vehicle for publicising materials in a particular subject area and may be tailored to an important event in a specific domain.



Front cover – (210 mm x 297 mm) – shown here at 55% of actual size



Sample inside spread – shown here at 23% of actual size

This brochure aims to market individual EMCDDA products, such as a new title in the publications programme. The leaflet may contain an extract of the publication's contents, details on further titles in the series, ordering information and other products available on the same subject. It may be displayed at conferences or distributed through targeted mailings to stimulate interest.



Front cover – (148.5 mm x 210 mm) – shown here at 80% of actual size



Sample inside spread – shown here at 33% of actual size

While the presentation brochure offers an overview of the EMCDDA's mandate and work in general, this brochure may provide more detailed descriptions of each EMCDDA programme area. It can also be adapted to present the agency's annual or triennial work programmes.



Front cover – (210 mm x 297 mm) – shown here at 55% of actual size



Sample inside spread – shown here at 23% of actual size

This folder may be used to hold documentation at meetings or to distribute compilations of brochures and reports. It is recommended that the folder be produced with varying spine dimensions to accommodate both bulky and condensed information. Artwork files for both 10 mm and 20 mm spine folders can be found on the accompanying CD-ROM.



Folder cover – (220 mm x 305 mm) –
shown here at 47% of actual size



Folder inside – (440 mm x 305 mm) –
shown here at 20% of actual size

OUR PRESENTATION MATERIAL

PORTABLE EXHIBITION STAND

An EMCDDA exhibition stand has been developed for use at key promotional events. The stand may be set up at EMCDDA conferences or at other high-level functions requiring a presentation of the agency's work. The recommended dimensions for the stand are 3280 mm x 2232 mm, but may be changed to accommodate a different style of stand.



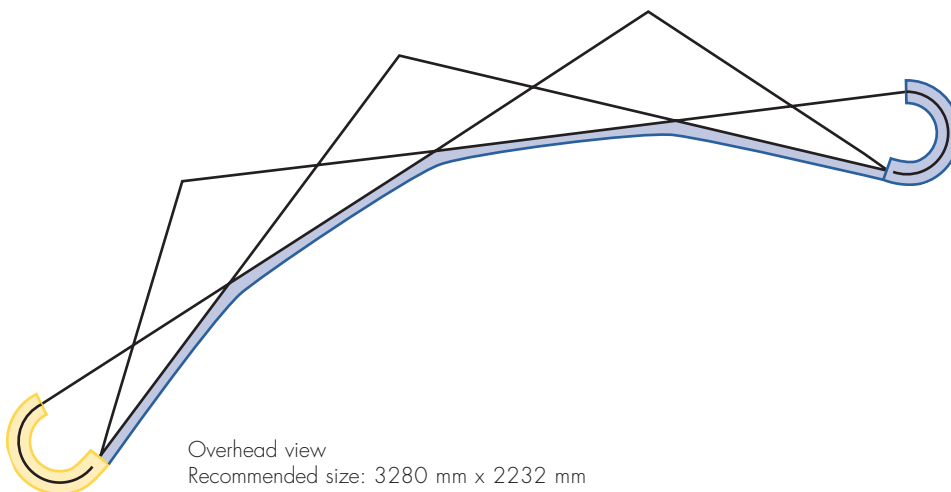
Rounded-end panel on left



Middle section panels



Rounded-end panel on right



Overhead view
Recommended size: 3280 mm x 2232 mm

The EMCDDA poster may be adapted for different purposes, such as publicising key meetings or launching new products. It may also be used simply to present the organisation itself. The version below allows for short descriptions in two languages. Areas have been left in the lower section of the poster to allow for the insertion of suitable photography.



A1 poster – (594 mm x 841 mm) – shown here at 22% of actual size



A1 poster without photographs – (594 mm x 841 mm) – shown here at 8% of actual size

OUR PRESENTATION MATERIAL

POSTER (FOUR-LANGUAGE VERSION)

This version of the poster allows for slightly shorter textual descriptions in four languages. Areas have been left in the lower section of the poster to allow for the insertion of suitable photography.

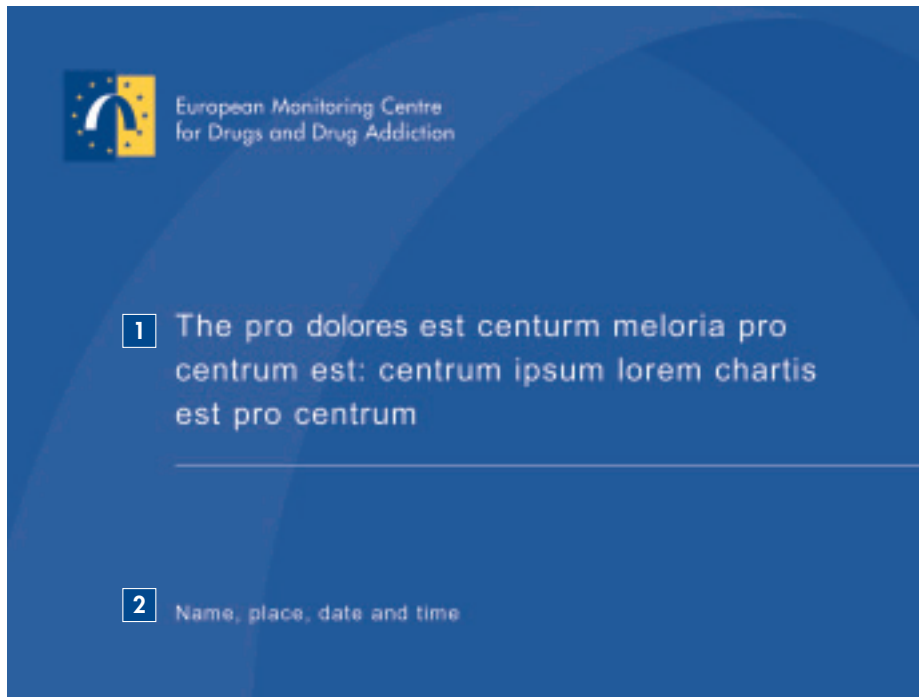


A1 poster without photographs – (594 mm x 841 mm) – shown here at 8% of actual size

A1 poster – (594 mm x 841 mm) – shown here at 22% of actual size

EMCDDA staff regularly represent the agency at conferences, seminars and similar events where they are required to deliver speeches or lectures on drug-related issues. These pages display the EMCDDA's master layouts for PowerPoint® presentations and offer advice and guidelines for compiling such communications.

In order to 'get the message right', users will first of all need to familiarise themselves with some of the earlier sections of this manual which cover: style and tone, language, corporate colours, typography and the EMCDDA marque construction. These sections provide guidelines on how the presentation should look and sound, in keeping with the agency's visual and written identity.



TYPOGRAPHY – TITLE SLIDE

- 1** Main title
font: 24 pt
colour: white

- 2** Details
font: 16 pt
colour: white



TYPOGRAPHY – SLIDE 1

- 1** Main title
font: 30 pt
colour: blue

- 2** Body copy
font: 26 pt
colour: black

Slide templates – (297 mm x 210 mm) – shown here at 41% of actual size

OUR PRESENTATION MATERIAL

POWERPOINT® PRESENTATION (CONTINUED)

To help maintain audience attention, text should be interspersed, where appropriate, with illustrative graphs and charts. Text slides should be kept reasonably brief and simple. Where possible, use of bullet points (maximum six per page) is recommended to clarify information. The PowerPoint® templates have been set up to allow for use in any language.

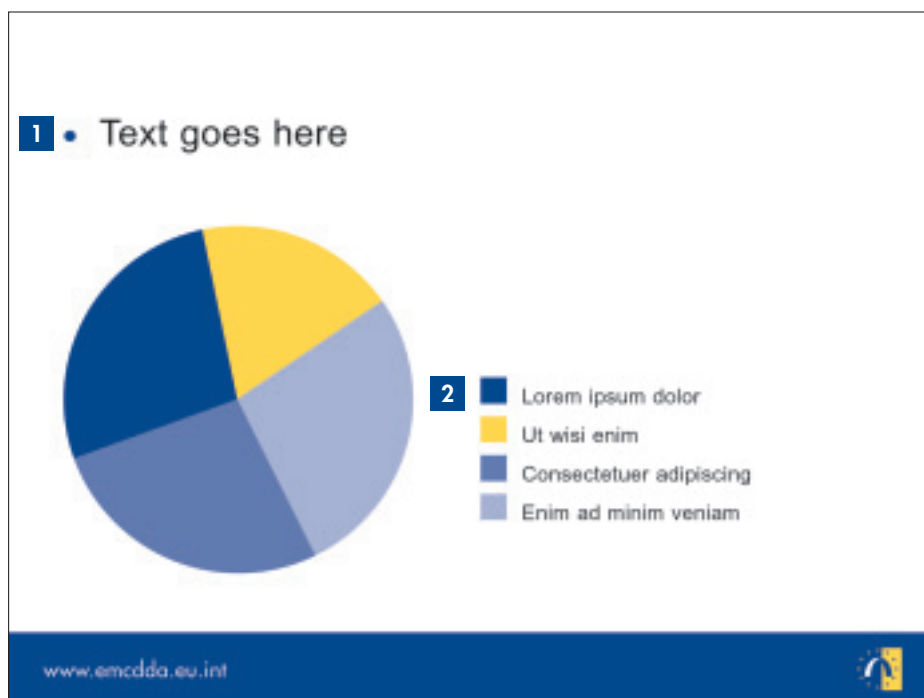
TYPOGRAPHY – SLIDE 2

- 1** Main title
font: 30 pt
colour: white
- 2** Subhead 1
font: 28 pt
colour: white
- 3** Bullet points
font: 20 pt
colour: white
- 4** Footnote
font: 9 pt
colour: white



TYPOGRAPHY – SLIDE 3

- 1** Main title
font: 28 pt
colour: black
- 2** Key
font: 16 pt
colour: black



Slide templates – (297 mm x 210 mm) – shown here at 41% of actual size

5. OUR PRESS MATERIAL

News release

Feature article

Fact sheet

Press review

Press pack folder

Press pack inserts

The influence of the media on public opinion and awareness is widely acknowledged, as is their contribution to raising the visibility of the EMCDDA in society as a whole. The media are therefore considered essential channels of communication from the EMCDDA to its target audiences and, as such, must be properly served.

In order to relay information effectively, journalists need a timely supply of high-quality information presented in a media-friendly format, with concepts and terminology clearly explained. The success of the agency's media relations programme therefore depends on: the careful crafting of materials communicated; the timeliness and relevance of information issued; and the capacity to cope with information demands.

This section demonstrates the tools used by the EMCDDA to communicate to both written and broadcast media. These are generally distributed to journalists electronically and are also uploaded to the EMCDDA website in a special *News and media services* section. This area of the site is designed to familiarise journalists with the work of the agency and to enhance coverage of drug-related stories.

Artwork files are available on the accompanying CD-ROM.

EMCDDA news releases are published between 15 and 20 times per year in various EU languages. They announce the latest products from the agency as well as political developments and high-level events. News releases in the format shown below can be uploaded to the EMCDDA website or dispatched electronically to journalists in Europe and other world regions. Microsoft Word® templates are available in 12 languages (the 11 official languages of the European Union plus Norwegian).



Sample inside page – shown here at 30% of actual size

Front cover template – (210 mm x 297 mm) – shown here at 60% of actual size

EMCDDA feature articles are produced on an occasional basis. Generally, they offer a more in-depth description of a new study or publication and complement shorter news releases on the same subject. Feature articles in the format shown below can be uploaded to the EMCDDA website or dispatched electronically to journalists in Europe and other world regions. These articles are offered to specialised magazines and newspapers as ready-made pieces and may be accompanied by photographs or other illustrative material. The master Microsoft Word® template may be adapted to different languages.



European Monitoring Centre
for Drugs and Drug Addiction

FEATURE ARTICLE from the EU drugs agency in Lisbon

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Contact: Name Surname, Title, Department • emailname@emcdda.eu.int
Rua da Cruz de Santa Apolonia 23-25, 1149-045 Lisbon, Portugal
Tel. (351) 218 11 30 00 • Fax (351) 218 13 17 11 • info@emcdda.eu.int • http://www.emcdda.eu.int

No. 6/2005

1 Lorem ipsum dolor sit amet 2005/06/26

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1 Lorem ipsum dolor sit amet 2

Sample inside page – shown here at 30% of actual size

Front cover template – (210 mm x 297 mm) – shown here at 60% of actual size

EMCDDA fact sheets are designed for inclusion in press packs at conferences and seminars and complement the news releases and feature articles. They can contain background information on a given theme, quotations, glossaries or similar information. Fact sheets in the format shown below can be uploaded to the EMCDDA website or dispatched electronically to journalists in Europe and other world regions. The master Microsoft Word® template may be adapted to different languages.



Sample inside page – shown here at 30% of actual size

Front cover template – (210 mm x 297 mm) – shown here at 60% of actual size

OUR PRESS MATERIAL

PRESS REVIEW

Monitoring and recording coverage of the EMCDDA in the media is an essential way of following up and assessing the impact of the agency's press actions. An internal press review is produced on a quarterly basis while a press review dedicated to the launch of the EMCDDA's annual reports is produced yearly.

The diagram illustrates the components of a press review. On the left is a cover template for the 'PRESS REVIEW ANNUAL REPORT 2005'. It features the EMCDDA logo and the website 'www.emcdda.eu.int'. The main text reads 'The pro dolores est centum meloria pro centrum est centrum ipsum lorem chartis est pro centrum meloria est ipsum the lorem est chartis pro dolores'. At the bottom, it specifies 'European Parliament, Brussels' and '26 June 2005'. To the right is a 'Press clippings page' with fields for 'Publication', 'Date', and 'Page'. Below these are 'Date divider' and 'Category divider' sections. The 'Date divider' is labeled 'JUNE 2005'. The 'Category divider' is labeled 'ARTICLES BY EMCDDA STAFF'. In the center, a stack of 'Country dividers' is shown, with the top one labeled 'BELGIUM'. Other country names visible on the dividers include DENMARK, ESTONIA, FINLAND, FRANCE, GERMANY, GREECE, IRELAND, ITALY, LITHUANIA, MALTA, NETHERLANDS, POLAND, PORTUGAL, ROMANIA, SLOVAKIA, SLOVENIA, SPAIN, SWEDEN, SWITZERLAND, and UNITED KINGDOM.

Press review cover template – (210 mm x 297 mm) – shown here at 60% of actual size

Country dividers

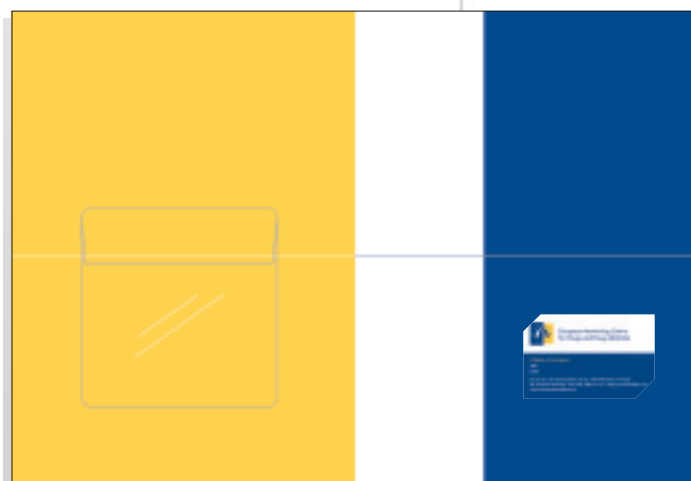
Category divider

Press review dividers – (210 mm x 297 mm) – all shown here at 25% of actual size

This folder is designed to hold EMCDDA press materials and products and may be used at news conferences or in press mailings. It is recommended that the folder be produced with varying spine dimensions to accommodate both bulky and condensed information.

Artwork files are available on the accompanying CD-ROM.

Folder – (220 mm x 305 mm) –
shown here at 50% of actual size



Folder inside – (440 mm x 305 mm) –
shown here at 20% of actual size

OUR PRESS MATERIAL

PRESS PACK INSERTS

A cardboard insert page has been designed to carry photographs inside the press pack. Alternatively, photographs may be offered digitally on CD-ROM or diskette and inserted into the pack.

Artwork files are available on the accompanying CD-ROM.



Insert for photographs – (210 mm x 297 mm) – shown here at 65% of actual size

6. OUR CONFERENCE MATERIAL

Conference brochure

Conference programme

Conference proceedings

Invitation, participant's badge and name plates

Banners

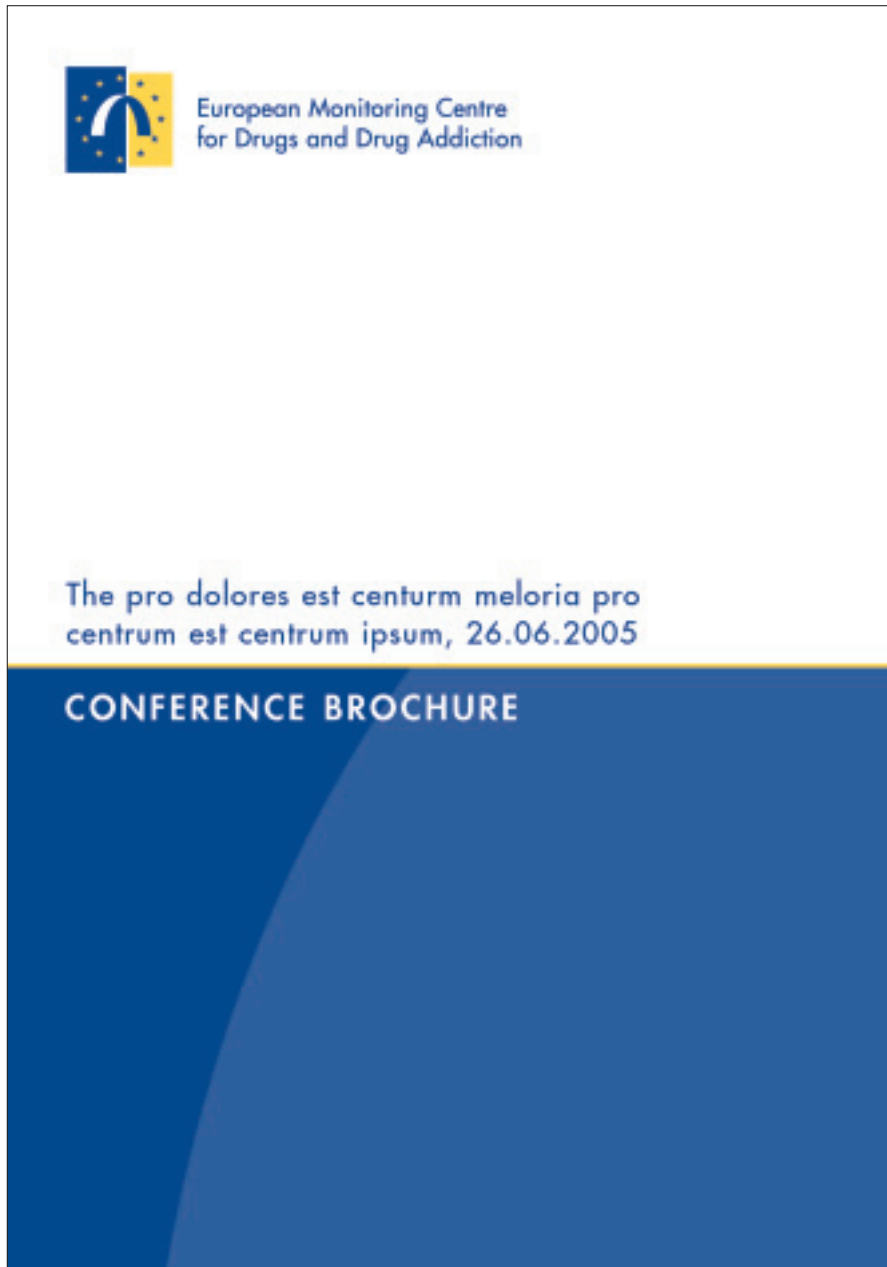
Document briefcase

Occasionally the EMCDDA organises high-level conferences on important topics relating to its ongoing work programme. Such events are an invaluable way for the agency to exchange views and expertise with key players working in the drugs field.

This section presents materials that have been specially designed to publicise these events and their findings. They include conference invitations, brochures, programmes and proceedings as well as advertising banners, delegates' name plates and badges.

Artwork files are available on the accompanying CD-ROM.

This brochure introduces the chosen theme of the conference and outlines the main issues at stake. It is also used to promote conference attendance.



Front cover – (148 mm x 210 mm) – shown here at 80% of actual size

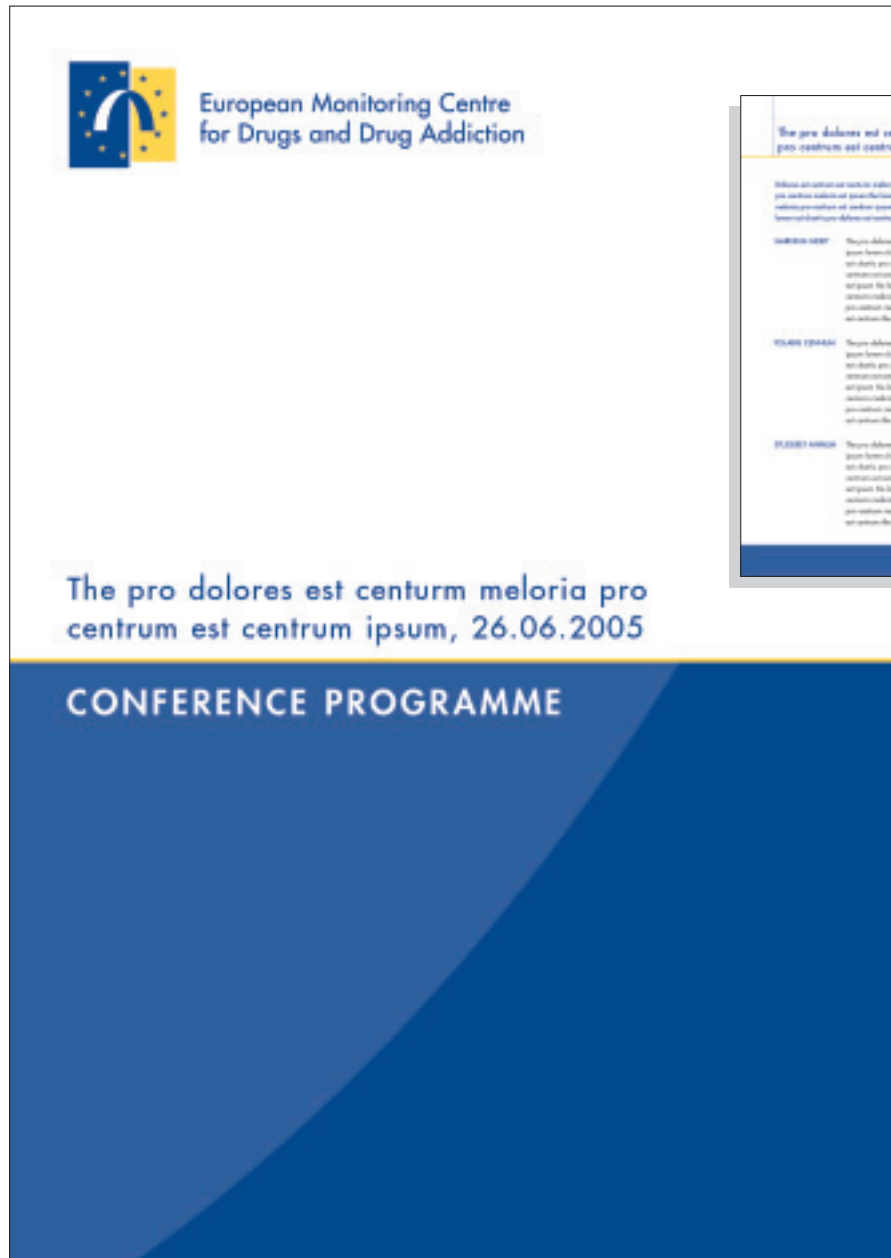


Back cover – shown here at 40% of actual size

OUR CONFERENCE MATERIAL

CONFERENCE PROGRAMME

Distributed among participants, this conference programme details the main items on the agenda.



Front cover – (148 mm x 210 mm) – shown here at 80% of actual size



Sample inside spread – shown here at 30% of actual size



Back cover – shown here at 30% of actual size

Available after each major conference, this publication records the event's highlights and results. Its main purpose is to provide delegates with a succinct reminder of the topics discussed, conclusions drawn and follow-up recommended. It may also be sent to non-attendees with a general interest in the topic.



Front cover – (210 mm x 297 mm) – shown here at 55% of actual size



Sample inside spread - shown here at 23% of actual size

OUR CONFERENCE MATERIAL

INVITATION, PARTICIPANT'S BADGE AND NAME PLATES

A conference invitation, participant's badge and name plates have also been developed for EMCDDA conferences. The EMCDDA identity is carried across all items.

The participant's badge and name plates are available as Microsoft Word® templates.



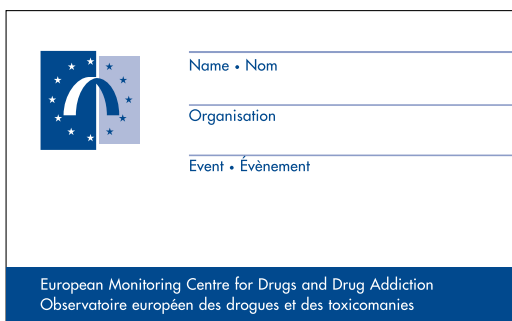
Invitation front cover – (120 mm x 120 mm) – shown here at 75% of actual size



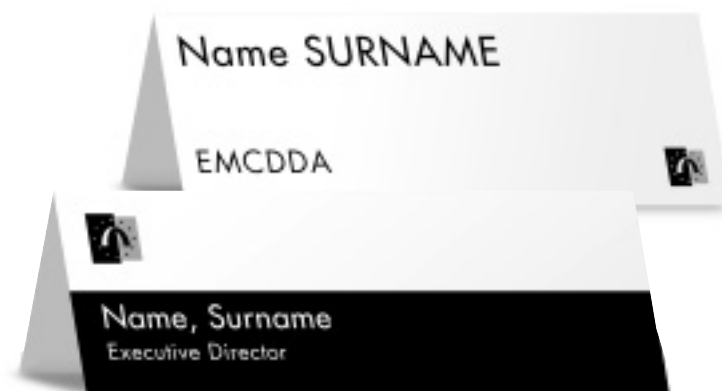
Invitation sample inside spread – shown here at 32% of actual size



Invitation back cover – shown here at 32% of actual size



Participant's badge template – (90 mm x 55 mm) – shown here at 75% of actual size



Name plate templates – folded A3 (420 mm x 148.5 mm) – shown here at 35% of actual size

The horizontal and vertical banners shown below have been designed to appear in strategic positions at conference venues. They may be hung outside the conference building and/or inside the main hall. The type of material used in the production of the banners will depend on whether they are intended for inside or outside use. The recommended dimensions for the banners are 2000 mm x 6000 mm but these can be changed as necessary to suit the location requirements.



Horizontal banners – 6000 mm x 2000 mm recommended size

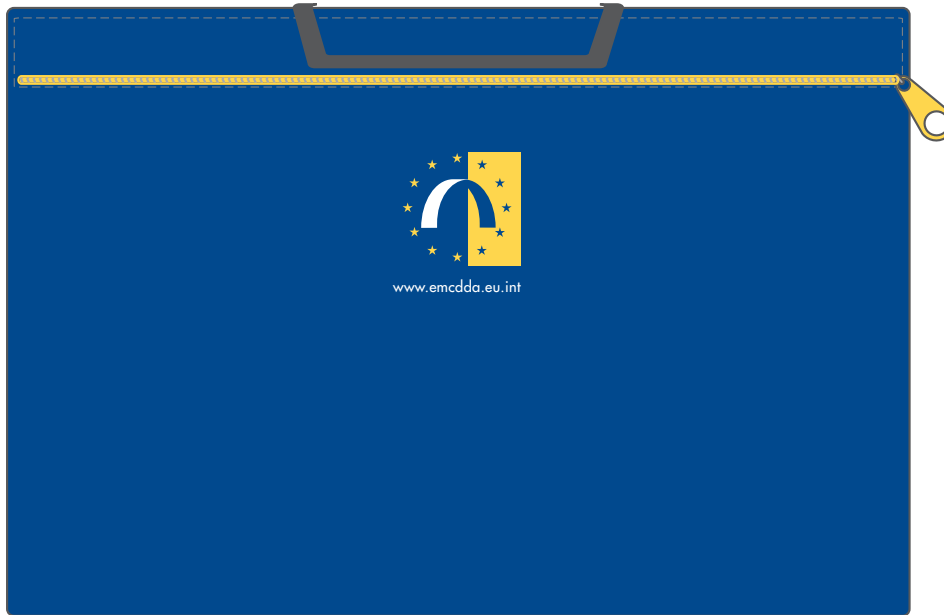


Vertical banners – 2000 mm x 6000 mm recommended size

OUR CONFERENCE MATERIAL

DOCUMENT BRIEFCASE

Conference delegates may be issued with an EMCDDA document briefcase for the easy transportation of papers.



Document briefcase

7. OUR PROMOTIONAL & DISPLAY MATERIAL

Mousepads

Pencils, pens and bookmark

Fabric document bag and plastic carrier bag

Stickers, pins and anti-stress ball

T-shirts and ties

Umbrellas

Plaques

Flags

A range of branded promotional and display items has been developed to help increase awareness of the EMCDDA.

All promotional and display material must be produced in accordance with the agency's image and clearly represent its visual identity.

These items may be presented at exhibitions, book fairs and conferences or similar promotional events.

Artwork files are available on the accompanying CD-ROM.

Two mousepad options have been designed for the EMCDDA. The first uses a segment of the agency's arch symbol, while the other uses the continuous contemporary arch motif. Both publicise the EMCDDA website.



Mousepads – (210 mm x 210 mm) – shown here at 56% of actual size

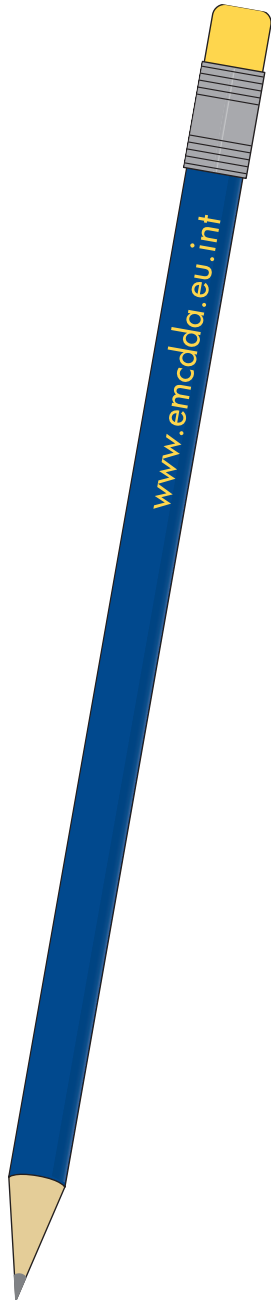
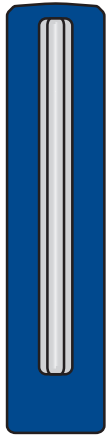
OUR PROMOTIONAL & DISPLAY MATERIAL

PENCILS, PENS AND BOOKMARK

Pens and pencils may be produced in EMCDDA blue or yellow. The pen displays the agency's multilingual marque while the pencil shows the EMCDDA website address. The bookmark features a simple striking design using a segment of the agency's arch symbol.



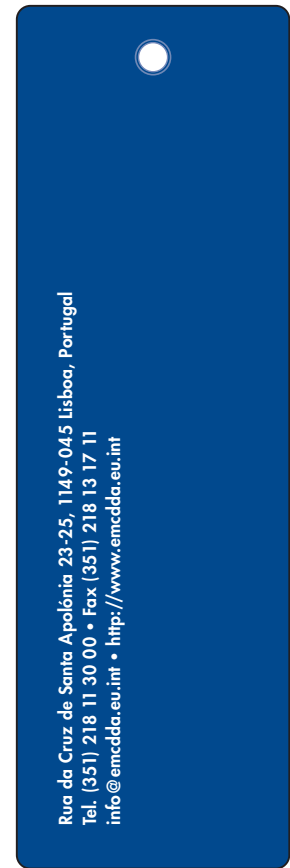
Pen



Pencil



Bookmark front



Bookmark back

Recommended size – 50 mm x 160 mm – shown here at 71% of actual size

OUR PROMOTIONAL & DISPLAY MATERIAL

FABRIC DOCUMENT BAG AND PLASTIC CARRIER BAG

These two items display the agency's multilingual marque and may be used at seminars, fairs, exhibitions and other similar events.



Fabric document bag



Plastic carrier bag

OUR PROMOTIONAL & DISPLAY MATERIAL

STICKERS, PINS AND ANTI-STRESS BALL

EMCDDA stickers may be produced in three colour options as shown below.
The pins display the EMCDDA symbol only and the anti-stress ball, the multilingual marque.



Stickers – (70 mm x 70 mm) –
shown here at 100% of actual size



Stickers – colour variations



Anti-stress ball

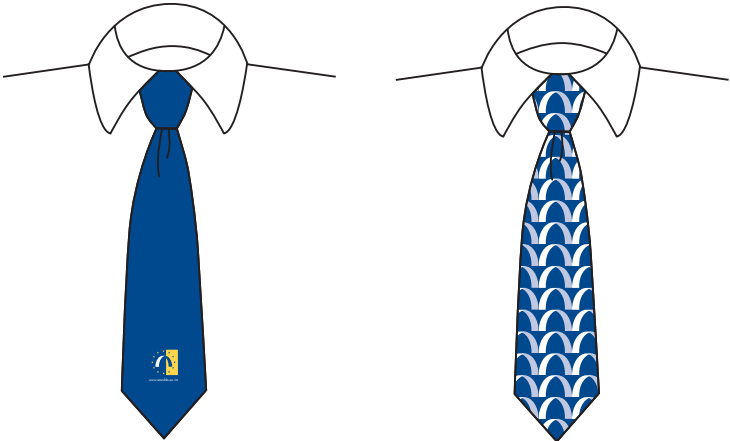


Pins

Two tie options are shown below. The first of these features the agency's multilingual marque against a plain background. The second uses the continuous arch motif.

Round-neck and polo-style T-shirts have been designed for the agency. Both styles may be produced in a variety of EMCCDDA colours, with the agency's multilingual marque on the left breast.

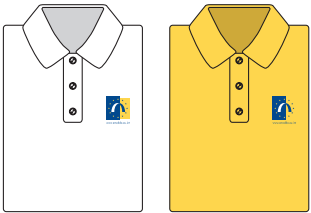
Ties



Round-neck T-shirts



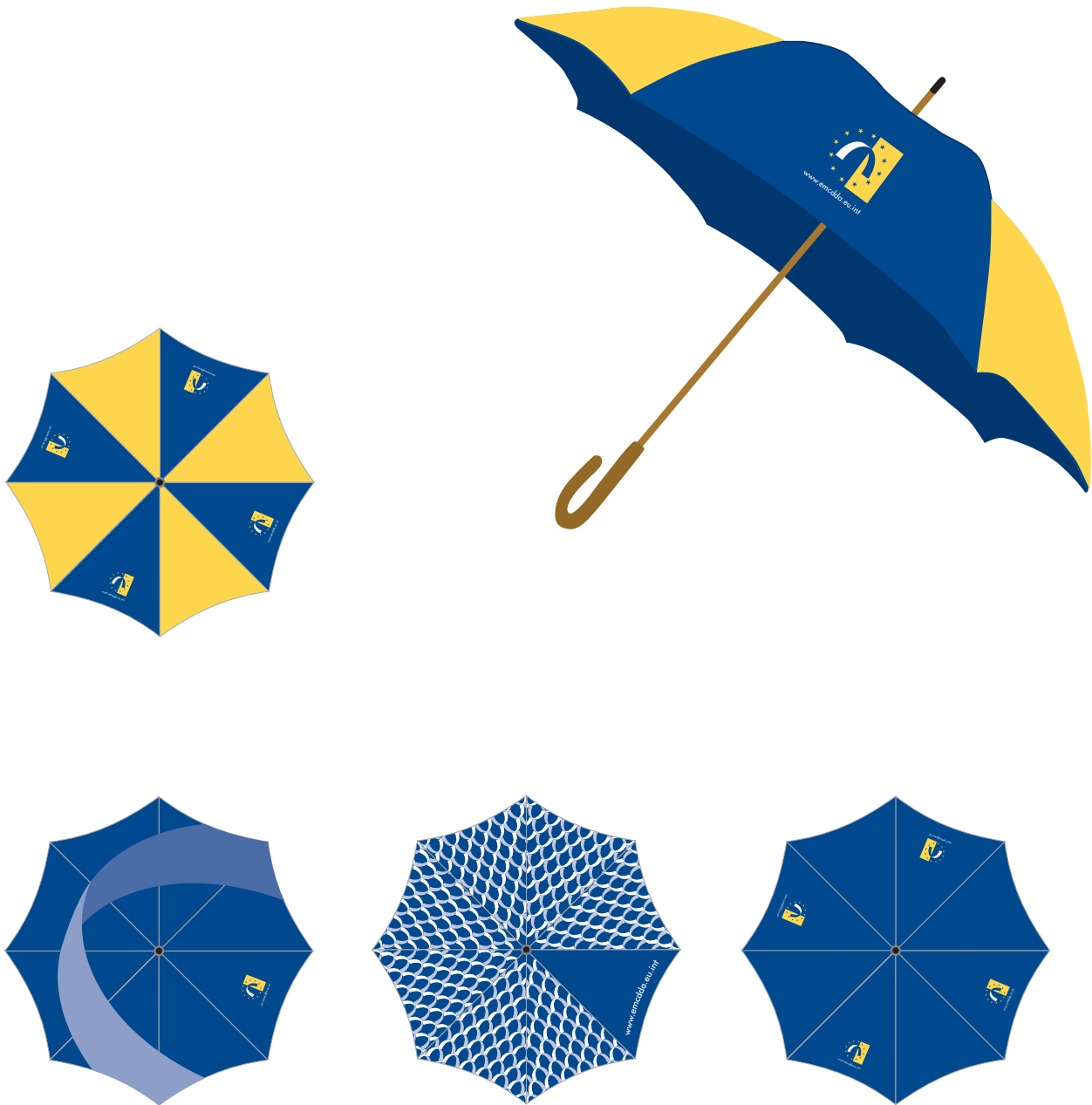
Polo-style T-shirts



OUR PROMOTIONAL & DISPLAY MATERIAL

UMBRELLAS

Umbrellas may be produced in a variety of striking designs, featuring the agency's colours, multilingual marque and continuous arch motif.



Umbrellas – shown from above

The plaques shown below have been designed to appear at the reception door (Plaque A) and entrance gate (Plaque B) of the EMCDDA.

The recommended dimensions for Plaque A are 560 mm x 372 mm and for Plaque B 280 mm x 186 mm. These dimensions may be changed as necessary.

Screenprinting onto clear Perspex® is recommended for the production of these plaques. However, they may also be engraved, embossed or screenprinted onto metals or Pantone® 288, Pantone® 122 and white materials.

TYPOGRAPHY

EMCDDA

font: Futura

size: 24 pt

tracking: 3

leading: 40 pt

colour: Pantone® 288 C

colour: Pantone® 122 C



Plaque A – (560 mm x 372 mm) – shown here at 20% of actual size



Plaque B – (280 mm x 186 mm) – shown here at 40% of actual size

OUR PROMOTIONAL & DISPLAY MATERIAL

FLAGS

The EMCDDA flag has been designed to appear at the entrance to the agency's premises. The blue version is recommended for this purpose.



Flags – 1600 mm x 1120 mm recommended size – shown here at 10% of actual size

Both versions may be used at high-level events organised by the EMCDDA or where the agency or the Reitox focal points are represented. The type of material used in the production of the flags will depend on whether they are intended for inside or outside use. The recommended dimensions are 1600 mm x 1120 mm but these may be changed as necessary.



Flags – 1600 mm x 1120 mm recommended size – shown here at 4% of actual size

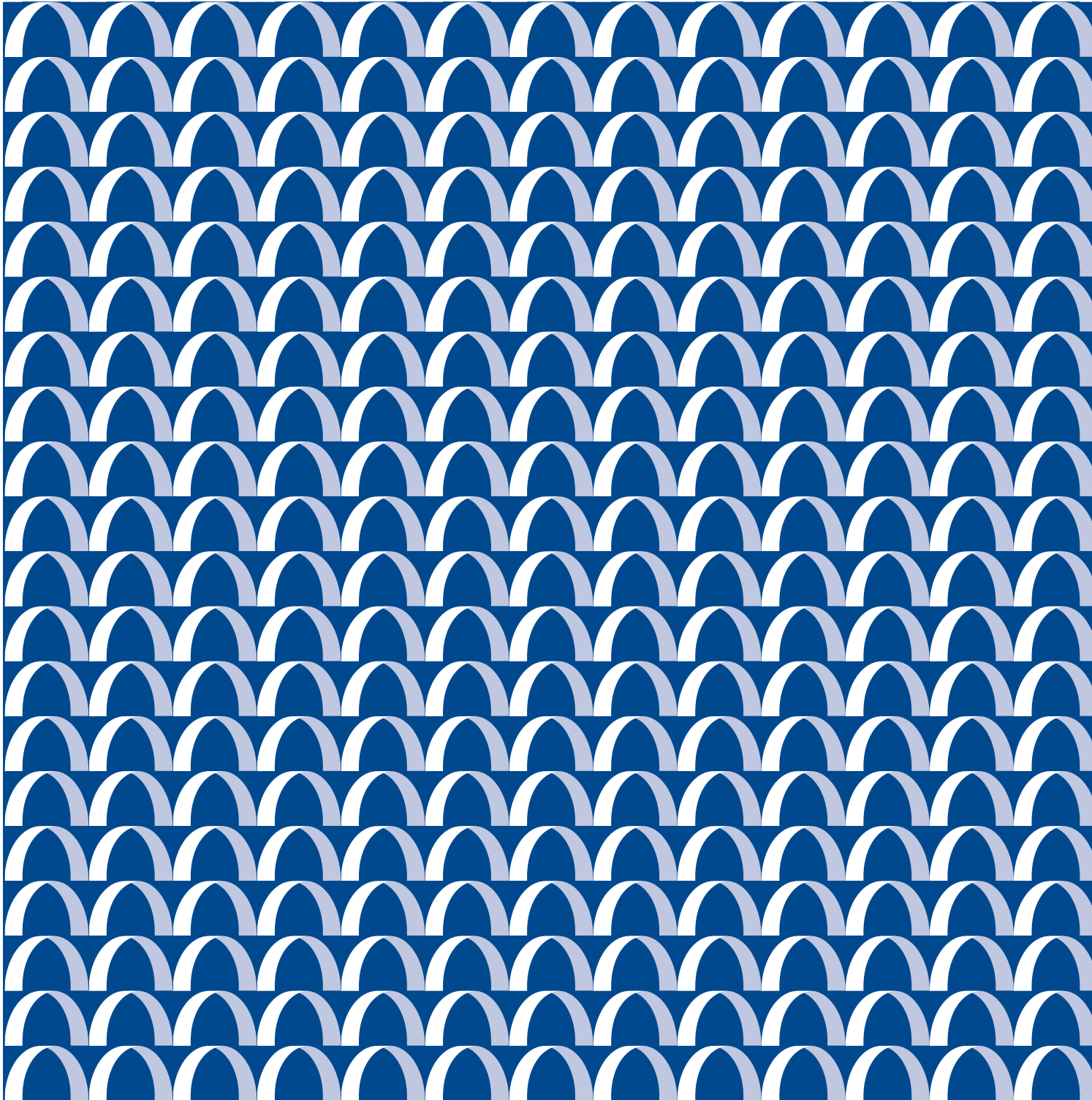
REFERENCE MATERIAL

EMCDDA arch motif

EMCDDA blue

EMCDDA yellow

A continuous motif has been created based on the EMCDDA arch. This contemporary design is largely used in promotional and display materials but may also be adapted for other purposes.



REFERENCE MATERIAL

EMCDDA BLUE – PANTONE® 288 C

Colour results may vary depending on the materials used in printing.
In all cases (coated or uncoated), please match final colours to the Pantone® swatches below.

288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C
288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C
288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C
288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C
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288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C
288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C	288 C

REFERENCE MATERIAL

EMCDDA YELLOW – PANTONE® 122 C

Colour results may vary depending on the materials used in printing.
In all cases (coated or uncoated), please match final colours to the Pantone® swatches below.

122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C
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122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C
122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C
122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C
122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C
122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C
122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C	122 C