Visual identity guidelines
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Introduction

This manual contains approved standard graphic elements of the Union for the Mediterranean visual identity system. Please use and adhere to these guidelines, which are fundamental yet flexible enough to allow for individual expression.

What is the UfM? *

The Union for the Mediterranean: an action-driven organisation with a common ambition.

The Union for the Mediterranean (UfM) is a unique intergovernmental Euro-Mediterranean organisation which brings together all 28 countries of the European Union and 15 countries of the Southern and Eastern Mediterranean. The UfM provides a forum to enhance regional cooperation and dialogue, as well as the implementation of concrete projects and initiatives with tangible impact on the citizens of its Member States, with an emphasis on young people, in order to address the three strategic objectives of the region: stability, human development and integration.

The Secretariat of the Union for the Mediterranean is the platform to operationalise decisions taken by the Member States, implementing strategic regional projects through a specific methodology based on dynamic multi-partner networks and the exchange of best practices and innovative tools: more than 45 regional projects labelled by the Member States worth over €5 billion, mainly in the areas of inclusive growth, youth employability, women empowerment, student mobility, sustainable urban development and climate action.

* Translation of the official text of the UfM on the annex
Logos and usage

The logo of the Union for the Mediterranean is formed by two main parts: the isotype, which represents the Mediterranean Sea with a ship reflected in the sea; for that reason, the white/transparent color will always be on top, while the blue/dark color will stay at the bottom.

The second part of the logo displays the name of the institution in the three official languages: English, French and Arabic.

B/W Version

The B/W version of the logo will only be used in monochromatic black and white projects.

Negative Version

The negative version will be applied on dark backgrounds where its original version would not be displayed correctly.
Logo Variations

The vertical version of the logo will be used when the design requires it (vertical), or when the logo is coupled with the title of a document.

Logo Sizes

**Maximum size:**

There is no maximum size for the use of the logo; its size will vary according to the support used.

**Minimum size:**

The minimum size accepted is the following:

![Minimum size diagram]

**Minimum frame:**

The minimum frame accepted is the following:

![Minimum frame diagram]
**Incorrect uses**

The following examples display the incorrect applications of the UfM logo.

The logo should always display the name of the Union for the Mediterranean in its three official languages: English, French and Arabic.

The logo can only be used with the official colors.

The colors of the logo can not be inverted, the white part of the logo must always be on the top.
Use of the UfM logo by Project promoters

The logo is used to identify UfM-labelled projects and to signal the fact that a specific project adheres to a set of sound financial and management principles and common objectives and is therefore supported by all of the 43 Member countries of the Union for the Mediterranean. It is a seal of quality that certifies the project’s regional focus and its capacity to create a series of best practices that could be potentially emulated by other regional, national and/or local actors. UfM-labelled project promoters shall display the UfM logo on different communication channels and materials used in the framework of the project. These include but are not limited to:

**Project website:**
The UfM logo shall be displayed on the labelled project’s own website, next to the project’s name, or alongside the other institutional support logos.

**Promotional materials:**
The UfM logo shall be displayed on flyers, project factsheets and other promotional materials elaborated by the promoter on the project.

**Press Releases:**
The UfM logo shall be displayed on any press releases launched by the promoter. If related to a UfM-labelled project, a joint press release may be considered. Please contact the UfM Communication team for more information in this regard.

**Banners, roll-ups and posters:**
The UfM logo shall be displayed on any support materials used in events, such as banners, roll-ups and posters. If used, the logo should be big enough to be visible, depending on the actual size of the surface it is printed on.

NB: Please note that the UfM logo may not be used by the promoter in channels and materials with no direct connection with a UfM-labelled project, or to promote projects with no official UfM endorsement.

Sentence to be used accompanying UfM logo:

Sentence to be used accompanying the UfM logo:
Project labelled by the UfM

*A project labelled by the UfM*

Expressions to use in a text:
“... is a UfM labelled project”
“has been granted / has received the UfM label”
“was officially labelled by the UfM member countries”
Use of the UfM logo by partners

There are three cases when the use of the UfM logo by third parties is allowed automatically:
• It is a UfM-labelled project
• We have signed a MOU or partnership agreement
• There is an active collaboration and the institution is well known and respectable (ex. OECD)

Besides these cases, the use of the logo of the UfM is subject to the positive assessment of both the division (incl. DSG) and the Communication Unit.
In case of doubt or reservation from any of the parties, it is to be referred to the Executive Committee.

Once these criteria are respected:

1. The Communication Unit should be informed so as to ensure the correct diffusion of the activity
2. A correct visibility of the logo should be ensured. Example:
   With the support of:

   ![UfM Logo]

3. In the case of an event, it should be introduced in the UfM event calendar both internal and online
Other logos to be included

European Union

In all designs, publications and documents including the UfM logo, the following EU logo should be included:

This logo will always be included on the cover of the documents or publications, on the bottom of the design for branding material.

Basic rules of the EU emblem*:
- The minimum height of the EU emblem shall be 1 cm.
- The name of the European Union shall always be spelled out in full.
- The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana.
- Italic and underlined variations and the use of font effects are not allowed.
- The positioning of the text in relation to the EU emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way.
- The font size used should be proportionate to the size of the emblem.
- The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.

* See the following link to more information:
Sweden

The partnership agreement signed with the Swedish Cooperation Agency Sida on 24 January (entry into force on 1 February) 2017 legally binds the UfM Secretariat to give visibility to Sweden in all the studies/reports/documents/events/communication material funded through the agreement.

For any initiative financed by SIDA, the following logo should be included:

![Sweden logo](image)

Instructions for how the 'Brand Sweden' identity shall be used can be found on sweden.identitytool.com. Sweden logotypes in various languages can also be found for download there. Templates (invitations, folders, posters etc.) in the layout program InDesign can be downloaded from sharingsweden.se.

Whenever the logotype is used on the material of other stakeholders, whether printed or electronic, the role of Sweden in the specific context should be clear. If the context is not self-explanatory an additional text on Sweden's role should be included.

**Wording to accompany the logo:**

The logo is to be used with the indication:

**English:**

"With financial support from the government of"

**French:**

"Avec le soutien financier du Gouvernement de"

**Arabic:**

"بدعم مالي من"

**Spanish:**

"Con el apoyo financiero del Gobierno de"
Disclaimer

In addition to the logo, the following disclaimer is to be used if the material relates to any content/views expressed:

**English:**
“The views and opinions expressed in this report/study/document/conference/film do not necessarily reflect those of the Government of Sweden.”

**French:**

**Arabic:**
"الرؤى والأراء المذكورة في هذا التقرير/هذه الروى والأراء المذكورة لا تعبر بالضرورة عن رؤى وأراء حكومة السويد." 

**Spanish:**
“Las opiniones y posiciones expresadas en este informe/documento/conferencia/película no reflejan necesariamente las del Gobierno de Suecia.”

Translations

The following disclaimer is to be added to for translation purposes:

**English:**
“The Government of Sweden is not responsible for any errors or omissions in the translation of this report/study/document/conference/film from the original version to other languages”.

**French:**
“Le Gouvernement suédois ne peut être tenu responsable d’éventuelles erreurs ou omissions dans la traduction de la version originale de ce rapport/cette étude/ce document/cette conférence/ce film vers une autre langue.”
**Concrete examples**

The following examples, aim to provide ideas on how best to insert the mentions for different types of publications:

For webnews, include:
- Either at the end of the webnews: "With financial support from the government " + logo
- Or within the text of the webnews: “With financial support from the government of Sweden” within the text, no need for the logo

For Press Releases, include within the text: “With financial support from the government of Sweden”

For the Event calendar on the web: include
- “With financial support from the government of” and logo and
- “The views and opinions expressed in this conference do not necessarily reflect those of the Government of Sweden.”

For the agenda/documents of an event:
- Include on the last page “The views and opinions expressed in this conference do not necessarily reflect those of the Government of Sweden.”
Color palette

The main color palette is composed of five colors. The first three colors are the main colors for designs; they are three cold tones that represent the colors of the Mediterranean Sea. The first blue tone is the color used for the logo, while the second and third ones are a purple and a light blue tone, which are the most frequently used. The grey and black colors are usually used for text and the body of designs.

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Pantone Code</th>
<th>RGB Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone Reflex Blue C</td>
<td>C100 M89 Y0 K0 R0 G20 B137</td>
<td>#001489</td>
</tr>
<tr>
<td>Pantone 7672 C</td>
<td>C85 M84 Y0 K6 R76 G65 B132</td>
<td>#4C1F84</td>
</tr>
<tr>
<td>Pantone 801 C</td>
<td>C85 M0 Y8 K0 R0 G154 B206</td>
<td>#009ACE</td>
</tr>
<tr>
<td>Gray 40% Black</td>
<td>C0 M0 Y0 K40 R167 G167 B167</td>
<td>#A7A7A7</td>
</tr>
<tr>
<td>100% Black</td>
<td>C0 M0 Y0 K100 R0 G0 B0</td>
<td>#000000</td>
</tr>
</tbody>
</table>

Secondary palette

The secondary palette is composed of two colors, which will be used when referring to the UfM’s two main pillars of action: the orange is the color attributed to Human Development, while the green will be used for Sustainable Development related topics.

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Pantone Code</th>
<th>RGB Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human development</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone 164 C</td>
<td>C0 M59 Y80 K0 R225 G127 B65</td>
<td>#FF7F41</td>
</tr>
<tr>
<td>Sustainable development</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pantone 3278 C</td>
<td>C99 M0 Y69 K0 R0 G155 B119</td>
<td>#009B77</td>
</tr>
</tbody>
</table>
Cromatic harmony

Gradients:
The chromatic harmony of each color will be used for the infographics and graphics with gradient colors. The gradients will be made of the original Pantone tone, with a 75% and 35% opacity.

**Pantone 7672 C**

100%  75%  35%

#4C4184  #7F7DB3  #C3C3DB

**Pantone Reflex Blue C**

100%  75%  35%

#001489  #62679C  #B6B8D1

**Pantone 801 C**

100%  75%  35%

#009ACE  #53B1DA  #AFDBEE

**Pantone 164 C**

100%  75%  35%

#FF7F41  #F79C74  #FBD1BE

**Pantone 3278 C**

100%  75%  35%

#009B77  #40B298  #A6DBCF
Composite colors:

For all other designs that will need different colors and tones, the following ones shall be used. They are compatible with the main colors and its use will only be considered correct if they are coupled with the main and/or secondary color palette.

- #6A459B
- #45E9B
- #1A08A0
- #794091
- #405E91
- #0846A0
- #5D1CDB
- #029CE
- #0BA2DB
- #0B75E5
- #0B39DB
- #0BE5E2
- #333333
- #878787
- #D1D2D4
- #FF3B34
- #E57825
- #FFAF34
- #026950
- #09B25B
- #09AAB2
**Typography**

The official typography of the UfM is **DIN Next LT**. It is a Sans Serif typography, simple and clear, which makes it easy to read. The italic style is used for quotes and text written in a foreign language.

The bold style is used for titles, names of projects and/or initiatives or to emphasize a specific sentence.

**DIN Next LT**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

**Alternative typography**

In the exceptional case where it is impossible to use the official typography, the use of **Calibri** will be accepted as an alternative. Calibri is a typography that will be found in all computers and software.

Just like **DIN Next LT**, **Calibri** is a Sans Serif typography, simple and clear, which makes it easy to read.

**Calibri**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 8 9
Sectorial divisions
Sectorial divisions

Projects and initiatives are implemented within the framework of the UfM in the following six sectorial divisions.

The icons assigned to each division are used with a specific color coding. For each sector, the main color for headings and graphics is changed.
Higher Education & Research

Social & Civil Affairs

Water & Environment
Energy & Climate Action

Pantone 151 C

Transport & Urban Development

Pantone Red 032 C
Graphic resources
Graphic resources

For graphic content from the UfM, used by the institution or stakeholders, the following disclaimer must be included:

LEGAL NOTICE

© Union for the Mediterranean, [year] (the copyright is only of the UfM because they have the contractual relationship)
Reproduction is authorised provided the source is acknowledged.

Images and pictures

The images and pictures have to comply with a few parameters.

The main parameter lies in the quality of the image: it shall be in high resolution, be clear enough and in focus. The picture should be correctly illuminated and with a proper white balance.

Once the image complies with the previous parameters, it has to respond to a series of parameters which will depend on the type of photography.

Pictures that include people shall be inclusive and non-discriminatory. Ideally, the pictures will reflect as much as possible the multicultural component of the Mediterranean.

© Union for the Mediterranean, 2023
When it comes to pictures displaying only landscapes/cities, it is important that those always be taken from a UfM Member State.

**Graphics, charts and grids**

For graphs and charts, the design should be clear and easy to understand, using solid colors without patterns or gradients. Avoid using strokes on graphs and charts as much as possible, keeping its use solely for text frames and text outlines.

The following examples show graphics, charts and grids which comply with the previous parameters.
Backgrounds and boxes

The backgrounds and boxes used will have different formats depending on the situation. They shall display solid colors, without patterns or gradients, while always using the official UfM colors (main palette or approved gradients). Boxes will be squares and rectangles, with no rounded corners.

In the example shown below, the boxes are used over pictures. In this case, all the boxes/backgrounds will have a 75% to 65% opacity, except for the cases in which the text cannot properly be read. In those cases, the box should have a 100% opacity.

In the second example, the boxes used are not coupled with a picture. In this case, the boxes/backgrounds shall always have a 100%, while using a solid color.

December 2016 saw the launch of a new regional dialogue process related to higher education internationalisation and academic mobility in the Euro-Mediterranean area involving relevant experts from UfM Member States, the European Commission and stakeholders. The participants of the first meeting agreed on adopting a comprehensive approach on mobility issues and a clear methodological framework which will be developed under the auspices of the UfM Secretariat over the coming months. The meeting provided an opportunity to debate the impact and sustainability of university partnerships as well as the issues of governance and capacity-building, migrant and refugee students credit recognition, visas, border control and youth employability.

In order to ensure a proper readability, please note that dark backgrounds should always display light text, while light backgrounds should display black or grey text.
Applications

You can find below some examples of the applications of the visual identity document.

For specific applications not included in this document or similar to those shown, please contact the communication team.

Institutional documents

Word template

Excel template
Applications

Powerpoint Template

Our belief

- Regional challenges (for regional solutions)
- Partnerships matter (collective challenges require collective solutions)
- Shared vision (building confidence through common understanding)
- Support for regional development
- Commitment and action
- Promotion of dialogue and mutual understanding

The 3 Ps: Policies in Action – Strategic Objectives

- Policies
- Partnerships
- Products

UMF | Regional Forum

2016
- Ministerial Meetings Include:
  - Ministerial level (9th December)
  - Political level (7th December)
- UMF Regional Forum (1st December)
- Specialfocus on: Sustainable Development

2017
- Ministerial Meetings Include:
  - Ministerial level (9th December)
  - Political level (7th December)
- UMF Regional Forum (1st December)
- Special focus on: Sustainable Development

UMF | Political Forum to advance regional dialogue

- The UMF’s Strategic Approach
  - Strengthening of the Political Forum
  - Ministerial meetings
  - Policy dialogue
  - Engagement of stakeholders

Sustainable development for the benefit of regional integration

UMF Roadmap

- On January 2017, the UMF adopted a roadmap for action among the member States that aims at reinforcing regional cooperation and integration.

- Objectives:
  - Enhance political dialogue among Mediterranean States
  - Strengthen the contribution of UMF actions to regional stability and human development
  - Strengthen regional cooperation
  - Consolidate the UMF role in the region

- Key elements of the roadmap:
  - Political Dialogue
  - Economic Development
  - Social Inclusion
  - Environmental Protection
  - Reconciliation and Justice
Sectorial Report
Chapter 1

1.1. Title 2

Chapter 2

1.2. Title 2
<TITLE>
<Subtitle>
<DATE>
<Place>

<Description of the event>

MODERATOR: Name of the moderator

- Name of the speaker, Institution of the speaker
- Name of the speaker, Institution of the speaker

00:00 - Name of the activity

- Bulletpoint type 1
- Bulletpoint type 1

00:00 - Name of the activity

- Bulletpoint type 2
- Bulletpoint type 2
Event agenda - long version
Applications

Badges

Speakers template

Organiser template

Participants template

VIP template

Press template
Nametag

Organization
Name

Indication poles

Click to add title

UfM-Floor2
wifi! UFM2
Applications

e-Mails and invitations

From: UMF Energy
Sent: Ianes, 17 de Julio de 2017 14:02
To: UMF Energy
Subject: Save the Date 18 October 2017 - UMF Energy and Climate Business Forum

18 October 2017 Cairo, Egypt

The Secretariat of the Union for the Mediterranean is pleased to request you to save the date for 18 October 2017 for the UMF Energy and Climate Business Forum: Releasing renewable energy opportunities in the Euro-Mediterranean Region, to be held in Cairo, Egypt.

In line with the UMF roadmap aiming to “foster regional cooperation in the energy sector (interconnections, interdependency, efficiency, renewable energy, energy mix)”, and in line with the UMF Strategy for the private sector, the UMF Energy and Climate Business Forum will be a milestone in the promotion of the private sector’s role for Euro-Mediterranean regional cooperation in the field of integrated energy transition.

The event will bring together high-level government representatives, stakeholders, private sector investors, international financial institutions and successful investment cases, with the aim of identifying business opportunities and providing updated information and networking.

The event is organised under the auspices of the government of Egypt, in cooperation with the Observatoire Méditerranéen de l’Energie and the World Alliance for Efficient Solutions, and with financial support from the government of Sweden.

With financial support from the government of Sweden.

An invitation, an agenda and other relevant documents will be sent later on.

We look forward to seeing you in Cairo.

Stay up to date

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Background projection at conferences

Conference background

Speaker background

Title background
The design is composed by two documents, the first one for squared screens and the second one for wide screens.
The Union for the Mediterranean (UfM) is the intergovernmental Euro-Mediterranean organisation that brings together 43 countries to enhance regional cooperation and dialogue, as well as the implementation of concrete projects and initiatives with tangible impact on the citizens in order to address the three strategic objectives of the region: stability, human development and integration.

L’Union pour la Méditerranée (UpM) est l’organisation euro-méditerranéenne intergouvernementale réunissant 43 pays dans le but de renforcer la coopération et le dialogue régional à travers la mise en œuvre d’initiatives et de projets ayant un impact tangible sur les citoyens afin de répondre aux trois objectifs stratégiques de la région : la stabilité, le développement humain et l’intégration.

La Unión por el Mediterráneo (UpM) es la organización intergubernamental Euro-Mediterránea que aúna a 43 países con el objetivo de fortalecer la cooperación regional, el diálogo y la implementación de proyectos e iniciativas con impacto tangible en los ciudadanos, abordando así los tres objetivos estratégicos de la región: la estabilidad, el desarrollo humano y la integración.

The Secretariat of the Union for the Mediterranean is the platform to operationalise decisions taken by the Member States, implementing strategic regional projects through a specific methodology based on dynamic multi-partner networks and the exchange of best practices and innovative tools: more than 50 regional projects labelled by the Member States worth over €5 billion, mainly in the areas of inclusive growth, youth employability, women empowerment, student mobility, sustainable urban development and climate action.
French version

L’Union pour la Méditerranée (UpM) est l’organisation euro-méditerranéenne intergouvernementale réunissant les 28 pays de l’Union européenne et les 15 pays du Sud et de l’Est de la Méditerranée. L’UpM vise à renforcer la coopération et le dialogue régionaux à travers la mise en œuvre d’initiatives et de projets concrets ayant un impact tangible sur les citoyens, notamment les jeunes, afin de répondre aux trois objectifs stratégiques de la région : la stabilité, le développement humain et l’intégration.

Le Secrétariat général de l’Union pour la Méditerranée est la plateforme qui permet la mise en œuvre des décisions prises par les 43 États membres, à travers une méthodologie spécifique basée sur des réseaux multipartenaires promouvant la création de synergies et l’échange de bonnes pratiques, et la mise en place d’initiatives et de projets régionaux dans des secteurs stratégiques. Aujourd’hui, plus de 50 projets régionaux ont été labellisés par les États membres pour une valeur de plus de 5 milliards d’euros, dans les domaines de la croissance inclusive, l’employabilité des jeunes, le renforcement du rôle des femmes, la promotion de la mobilité étudiante, ainsi que le développement urbain durable et l’action pour le climat.

Arabic version

النمو المستدام والشامل للجميع، وصلاحية الشباب للتوظيف، وتمكين المرأة، وتنقل الطلبة، والتنمية الحضرية المتكاملة، وتغير المناخ.

هناك أكثر من 05 مشروعًا أوربيًا تميزت من خلال بلوطILLE 5 مليارات يورو من نحية الدول الأعضاء خصًا الاتحاد، وتركت أعمًا في مجالات استراتيجية عند منهجية معينة استنادًا إلى الشبكات الديناميكية المتعددة الشركت، وتتبادل الممارسات المثلى والموجهات الإبداعية.

الأمانة العامة للاتحاد هي منصة تفعيل القرارات التي تتخذها الدول الأعضاء بتنفيذ مشروع أوربي ينظم على مواطننا، مع التأكيد على الشباب، بغية تحقيق أهداف المنطقة الاستراتيجية الثلاثة، وهي الاستقرار والتنمية البشرية والتكامل.

الخمسة عشر. يتيح الاتحاد من أجل المتوسط منتدى لتعزيز التعاون وال الحوار الإقليميين وتنفيذ مشاريع وتبادلات محددة لها أثر ملموس في المتوسط منظمة حكومية دولية تجمع بين بلدان الاتحاد الأوروبي الثمانية والعشرين كلها وبلدان جنوب وشرق البحر الأبيض المتوسط.

الاتحاد من أجل

Spanish version

La Unión por el Mediterráneo (UpM) es la organización intergubernamental Euro-Mediterránea que agrupa a los 28 países de la Unión Europea y a 15 países del Sur y Este del Mediterráneo. La UpM tiene como objetivo fortalecer la cooperación regional, el diálogo y la implementación de proyectos e iniciativas concretos con impacto tangible en los ciudadanos, principalmente en los jóvenes, abordando así los tres objetivos estratégicos de la región: la estabilidad, el desarrollo humano y la integración.

El Secretariado General de la Unión por el Mediterráneo operacionaliza las decisiones tomadas por los Estados miembros a través de una metodología específica basada en plataformas de cooperación que aúnan a todos los actores clave de la región y promueven la construcción de sinergias, el intercambio de buenas prácticas y la implementación de iniciativas y proyectos regionales en sectores estratégicos. Actualmente, los más de 50 proyectos aprobados por los Estados miembros suponen un valor de más de 5.000 millones de euros, y se centran en los ámbitos de crecimiento inclusivo, empleo joven, empoderamiento socioeconómico de la mujer, movilidad estudiantil, desarrollo urbano y acción sobre el clima.
Sectorial reports: Disclaimers

Disclaimer on Publications

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The content of this [report/study/article/publication...] does not reflect the official opinion of the Union for the Mediterranean and the European Commission. Responsibility for the information and views expressed in the [...] / [therein] lies entirely with the author(s).


More information on the Union for the Mediterranean is available on internet (http://www.ufmsecretariat.org)

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More information on the Union for the Mediterranean is available on internet (http://www.ufmsecretariat.org)

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