Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

Visual identity guidelines

Logos

The logo of the Union for the Mediterranean is formed by two main parts (they should never be used separately): 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 three languages: English, French and Arabic.

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PANTONE REFLEX BLUE C

B/W Version

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

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100% BLACK

Negative Version

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

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You can find all the logo versions on the following link:
https://ufmsecretariat.org/wp-content/uploads/2018/03/UfM_Logos.zip

Logo Variations

The vertical version of the logo will be used when the design requires it.

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Logo Sizes

Maximum logo size:

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

Minimum logo size:

The minimum size accepted is the following:

3,2 cm

0,75 cm

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Clearance space:

The minimum frame accepted is the following:

X   X   X

X

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X
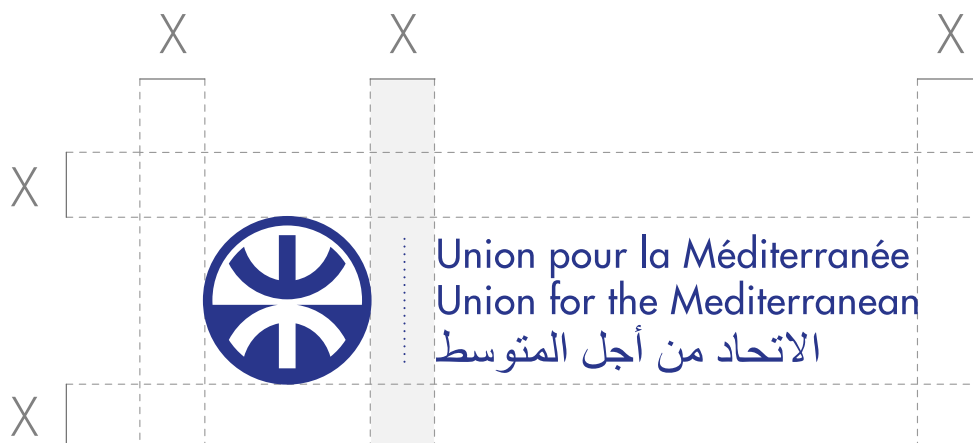
Incorrect uses

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.

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The logo can only be used with the official colors.

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The colors of the logo can not be inverted, the white part of the logo must always be on the top.

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Other logos to be included

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

The UfM Secretariat
is co-funded by the
EUROPEAN UNION

This logo will always be included on the cover of documents, publications, newsletters and other printed materials.
For events co-organised with other institutions, the EU emblem should be there together with the other partners, especially if a given activity /event has been funded/co-funded by the EU.

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 prescibed 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 size of the logo should be at least of the same size and proportions of the other partners' logos. It can be bigger but not smaller.
- The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.

The UfM Secretariat
is co-funded by the
EUROPEAN UNION

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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.

Logo:

The logo in different languages and formats can be downloaded directly through this link, where you can also find the identity and design principles:

https://identity.sweden.se/buildingblocks/primary-building-blocks-always-use#logos

The Logo is used with 'Sverige' translated into the same language that is used for the communication material in question.

Wording to accompany the logo

The logo is to be used with the indication:

English:
"With financial support from"

French:
"Avec le soutien financier de "

Arabic:

"بدعم مالي من"

Spanish:
"Con el apoyo financiero de"

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.

Pantone Reflex Blue C

C100 M89 Y0 K0
R0 G20 B137
#001489

Pantone 7672 C

C85 M84 Y0 K6
R76 G65 B132
#4C4184

Pantone 801 C

C85 M0 Y8 K0
R0 G154 B206
#009ACE

Gray 40% Black

C0 M0 Y0 K40
R167 G167 B167
#A7A7A7

100% Black

C0 M0 Y0 K100
R0 G0 B0
#000000

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.

Human development
Pantone 164 C

C0 M59 Y80 K0
R225 G127 B65
#FF7F41

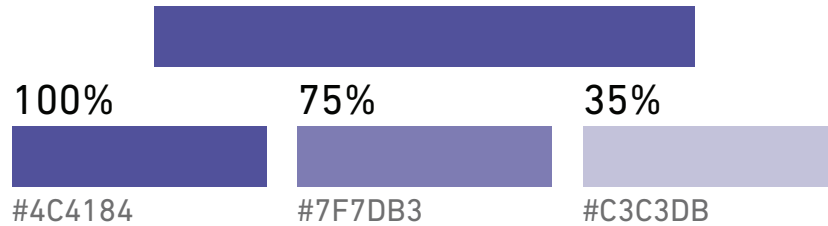### Sustainable development
Pantone 3278 C
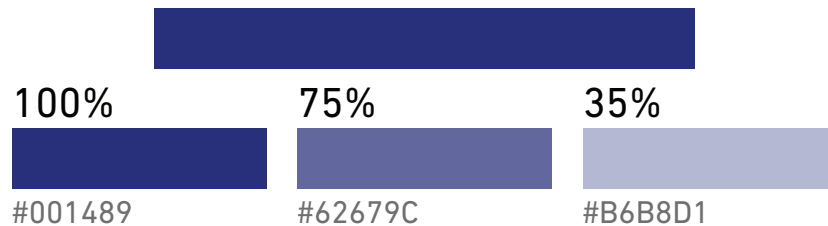
C99 M0 Y69 K0
R0 G155 B119
#009B77

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.
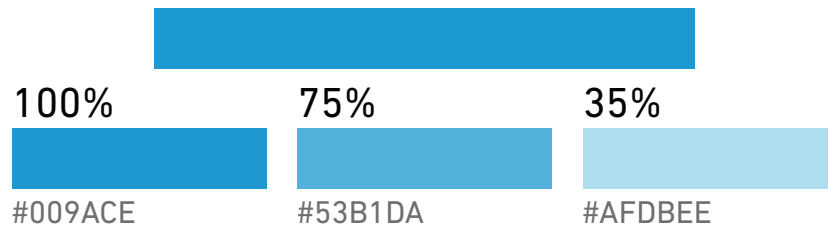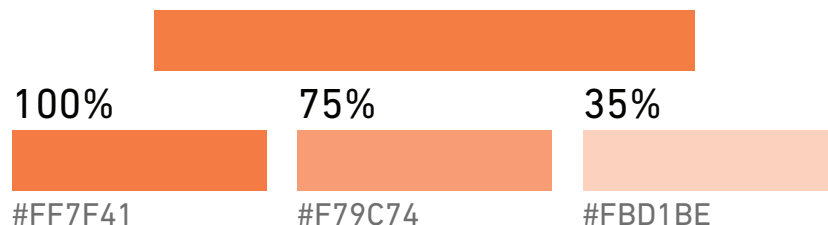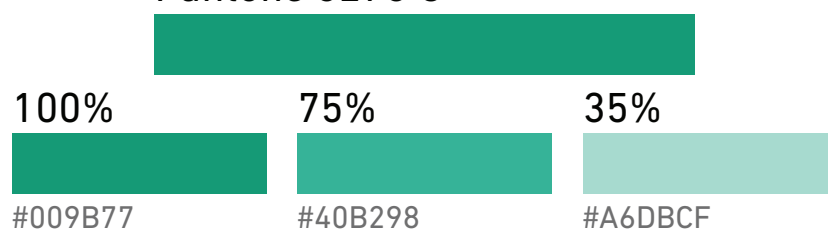
Pantone 7672 C

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   #454E9B   #1A08A0

#794091   #405E91   #0846A0

#5D1CDB   #0029CE   #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

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.

Human development

Business Development & Employment

Higher Education & Research

Social & Civil Affairs

Sustainable development

Water, Environment & Blue Economy
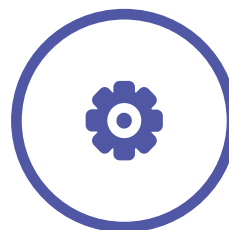
Energy & Climate Action

Transport & Urban Development

Business Development & Employment

Business Development & Employment

Pantone 7670 C

C80 M74 Y0 K0
R86 G82 B148
#565294

Higher Education & Research

Higher Education & Research

Pantone 279 C

C68 M34 Y0 K0
R65 G143 B222
#418FDE

Social & Civil Affairs

Social & Civil Affairs

Pantone 170 C

C0 M48 Y50 K0
R255 G134 B116
#FF8674

Water, Environment & Blue Economy

Water, Environment & Blue Economy
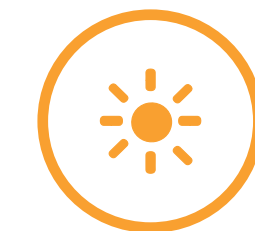
Pantone 334 C

C99 M0 Y70 K0
R0 G151 B117
#009775

Energy & Climate Action

Energy & Climate Action

Pantone151 C

C0 M60 Y100 K8
R255 G130 B0
#FF8200

Transport & Urban Development

Transport & Urban Development

Pantone Red 032 C

C0 M86 Y63 K0
R239 G51 B64
#EF3340

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