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.

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.

You can find all the logo versions on the following link:
**Logo Variations**

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

**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**

**Clearance space:**

The minimum frame accepted is the following:

```
X  X  X
X
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.

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.
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 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 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.

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"
The partnership agreement signed with the German Development Cooperation binds the UfM Secretariat to give visibility to the German Development Cooperation in all the studies/reports/documents/events/communication material funded or co-funded through the agreement.

Whenever required, the following combination of logos should be included:

These logos will always be included on the cover, the imprint or the back cover of documents, publications, newsletters, and other printed materials.

For events co-organised with other institutions, the logos should also appear together with the other partners.

The above combination of the German cooperation logo and the GIZ logo can be obtained from the UfM Communications Unit at communication@ufmsecretariat.org

You can find more information on GIZ corporate design principles here: https://www.giz.de/cdc/en/html/index.html

Note: You can look for specific topics under “Keywords A – Z”
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.

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.

**Cromatic harmony**

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.

**Gradients:**

Pantone 7672 C

100% 75% 35%

Pantone Reflex Blue C

100% 75% 35%

Pantone 801 C

100% 75% 35%

**Human development**

Pantone 164 C

100% 75% 35%

**Sustainable development**

Pantone 3278 C

100% 75% 35%
Color palette and Typography

**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
- #0029CE
- #5D1CDB
- #0BA2DB
- #0B75E5
- #0B39DB
- #0BE5E2
- #333333
- #B78787
- #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
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**
- Economic Development & Employment
- Higher Education & Research
- Social & Civil Affairs

**Sustainable development**
- Water, Environment & Blue Economy
- Energy & Climate Action
- Transport & Urban Development

**Business Development & Employment**

**Higher Education & Research**
- Pantone 279 C

**Social & Civil Affairs**
- Pantone 170 C

**Water, Environment & Blue Economy**
- Pantone 334 C
Energy & Climate Action

Pantone 151 C
C0 M60 Y100 K8
R255 G130 B0
#FF8200

Transport & Urban Development

Pantone Red 032 C
C0 M86 Y63 K0
R239 G51 B64
#EF3340