



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

VISUAL IDENTITY GUIDELINES



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ufmsecretariat.org



The UfM Secretariat
is co-funded by the
EUROPEAN UNION

What is the UfM?

Official short description of the UfM. To be inserted, when applicable, on the publication's inside cover, credits page or back cover.

The Union for the Mediterranean (UfM) is an intergovernmental organisation that brings together all countries of the European Union and 16 countries of the Southern and Eastern Mediterranean to enhance regional cooperation, dialogue, and the implementation of projects and initiatives with tangible impact to address the three strategic objectives of the region: stability, inclusive and sustainable development, and integration.

The Secretariat of the Union for the Mediterranean, based in Barcelona, is the permanent structure dedicated to this partnership. It ensures the operational follow-up of the regional priorities identified. In partnership with key international actors, it promotes region-wide cooperation projects and initiatives that address the root causes of the current regional security, environmental, and socio-economic challenges.



Logo

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 colour will always be on top, while the blue/dark colour will stay at the bottom. The second part of the logo displays the name of the institution in three languages: English, French and Arabic.

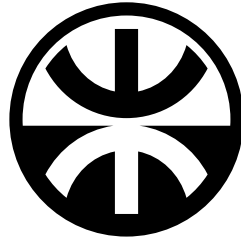


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PANTONE REFLEX BLUE C

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. As in the general application, the white/transparent colour will always be on top, while the blue/dark colour will stay at the bottom.



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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.

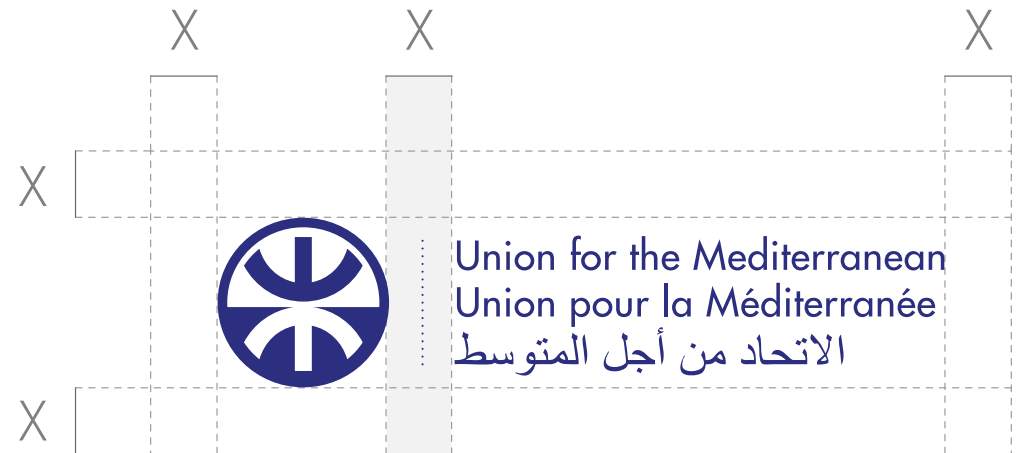
Minimum logo size:

The minimum size accepted is the following:



Clearance space:

The minimum frame accepted is the following:



You can find all the logo versions on the following links:

www.ufmsecretariat.org/wp-content/uploads/2021/09/UfM_VisualIdentityGuidelines_Logos.zip
www.ufmsecretariat.org/downloads

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 colours.

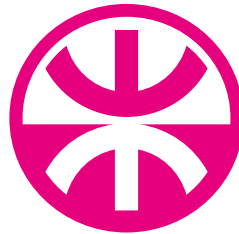
The colours of the logo cannot be inverted, the white part of the logo must always be on the top.



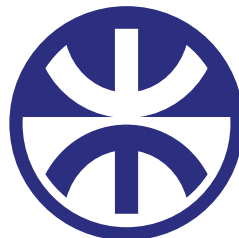
Union pour la Méditerranée
Union for the Mediterranean



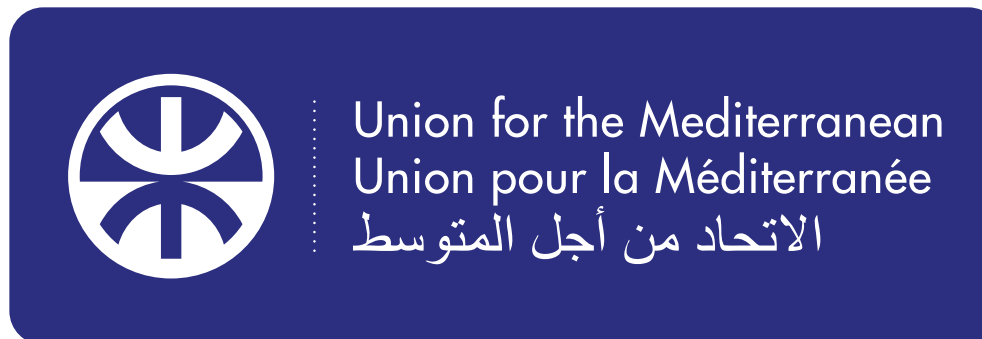
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Other logos to be included

European Union

In all designs, publications, documents and other printed material that include the UfM logo, the following EU logo should be included.

For events co-organised with other institutions, this EU emblem should be together with the other partners, especially if a given activity / event has been funded/co-funded by the EU.

For more information on the EU emblem guidelines visit:
[European Commission](#)

You can download the EU logos through this [link](#).



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Sweden

The partnership agreement signed with the Swedish Cooperation Agency Sida binds the UfM Secretariat to give visibility to Sweden in all the studies/reports/documents/events/communication material funded through the agreement.

Logo:



Sweden
Sverige

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://sharingsweden.se/the-sweden-brand/brand-visual-identity/brand-marks#main-logo>

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“

Other logos to be included

German Development

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 below combination of the German cooperation logo and the GIZ logo can be obtained from the UfMS Communications Unit at communication@ufmsecretariat.org or downloaded via this [link](#).

You can find more information on GIZ corporate design principles [here](#).

You can find more information on German Cooperation visual guidelines [here](#).



german
cooperation

DEUTSCHE ZUSAMMENARBEIT

Implemented by

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Colour palette

The main colour palette is composed of five colours. The first three colours are the main colours for designs; they are three cold tones that represent the colours of the Mediterranean Sea.

The first blue tone is the colour 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 colours are usually used for text and the body of designs.

The colour palette and the typography guidelines are to be followed in all institutional publications except:

- **Events**
- **Documents and publications derived from events**

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 colour attributed to Inclusive Development, while the green will be used for Sustainable Development related topics.

- **The colour attributed to Inclusive Development will correspond to UfM activities related to: social and civil affairs; economic development and employment; higher education and research.**
- **The colour attributed to Sustainable Development will correspond to UfM activities related to: water, environment and blue economy; energy and climate action; transport and urban development.**

Inclusive development

Pantone 164 C



C0 M59 Y80 K0
R225 G127 B65
#FF7F41

Sustainable development

Pantone 3278 C



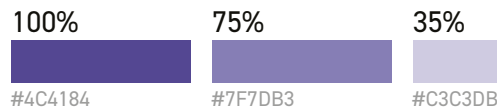
C99 M0 Y69 K0
R0 G155 B119
#009B77

Chromatic harmony

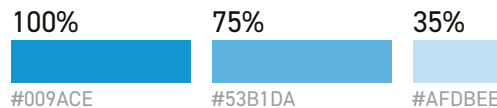
Gradients

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

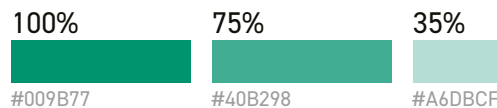
Pantone 7672 C



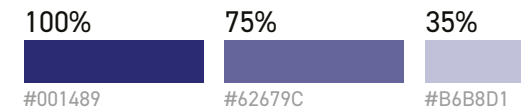
Pantone 801 C



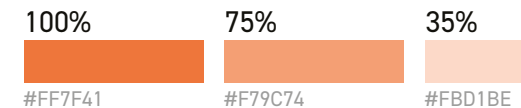
Pantone 3278 C



Pantone Reflex Blue C



Pantone 164 C



Composite colours

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



#6A459B



#454E9B



#1A08A0



#5D1CDB



#794091



#405E91



#0846A0



#0B75E5



#0029CE



#0BA2DB



#333333



#878787



#0B39DB



#0BE5E2



#FF3B34



#E57825



#D1D2D4



#026950



#09B25B



#09AAB2



#FFAF34

Typography

The official typography of the UfM is **DIN 2014**. 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.

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

DIN Condensed, for titles and highlighted texts.

**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

Bilo, exclusively for long texts. This typeface shall only be used for long texts, as a complement to one of the official typefaces (DIN) in headings.

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

DIN 2014 Narrow, for titles and highlighted texts. It's possible to use it in Regular or Bold.

**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

Minion, exclusively for long texts. This typeface shall only be used for long texts, as a complement to one of the official typefaces (DIN) in headings.

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 (for example, in PowerPoint or Word documents). Calibri is a typography that will be found in all computers and software. Just like DIN 2014, Calibri is a Sans Serif typography, simple and clear, which makes it easy to read.

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

Sectoral Divisions

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




Economic Development & Employment




Pantone 7670 C



C80 M74 Y0 K0
R86 G82 B148
#565294



Higher Education & Research



Pantone 279 C



C68 M34 Y0 K0
R65 G143 B222
#418FDE



Social & Civil Affairs



Pantone 170 C



C0 M48 Y50 K0
R255 G134 B116
#FF8674



Water, Environment & Blue Economy



Pantone 334 C



C99 M0 Y70 K0
R0 G151 B117
#009775



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



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