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

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.

Union for the Mediterranean
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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.

Union for the Mediterranean
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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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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.

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Logo Sizes

Maximum size:

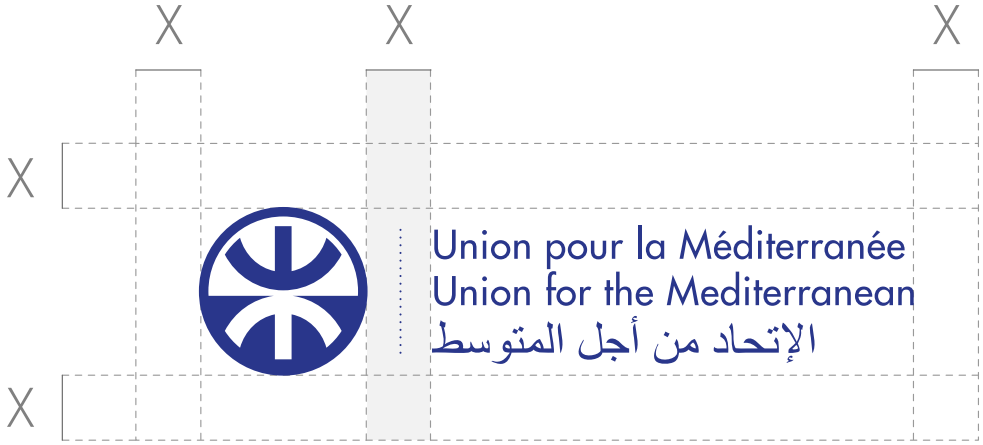
There is no maximum size for the use of the logo; its size will vary according to the support used.

Minimum size:

The minimum size accepted is the following:

Minimum frame:

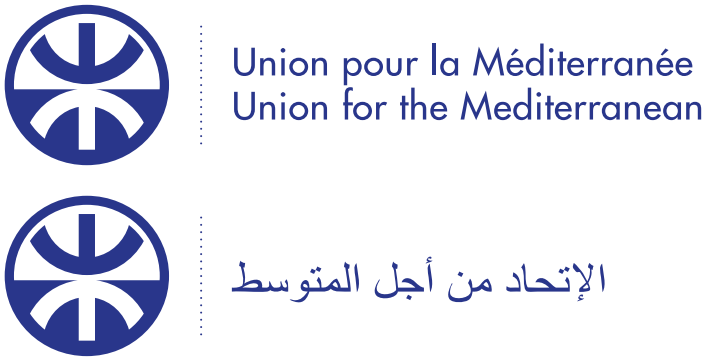
The minimum frame accepted is the following:



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:

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 :

The UfM Secretariat
is co-funded by the
EUROPEAN UNION

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 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 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

* See the following link to more information:
http://eacea.ec.europa.eu/about/logos/eu-emblem-rules-hr.pdf

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
Sverige

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 :
"Les opinions et positions exprimées dans ce rapport / document / film/ cette étude / conférence représentent celles de l'auteur et ne reflètent pas nécessairement la position du Gouvernement suédois."

Arabic:
الدراسة/الوثيقة/المؤتمر/الفيلم لا تعبر بالضرورة عن رؤى وآراء حكومة السويد.
الرؤى والآراء المذكورة في هذا التقرير/هذه

Spanish:
"Las opiniones y posiciones expresadas en este informe / estudio / 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".

Arabic:
هذا التقرير/هذه الدراسة/الوثيقة/المؤتمر/الفيلم من النسخة الأصلية للغات أخرى.
حكومة السويد غير مسؤولة عن أي أخطاء أو حذف في ترجمة

Spanish:
"El Gobierno sueco no se hace responsable de los errores u omisiones en la traducción de la versión original de este informe / estudio / documento / conferencias / esta película a otro idioma."

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.

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

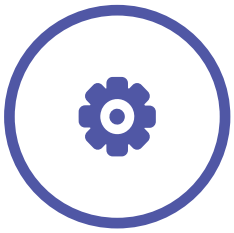
- Business Development & Employme
- Higher Education & Research
- Social & Civil Affairs

Sustainable development

- Water & Environment
- 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

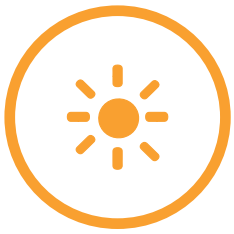
Water & Environment

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

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.

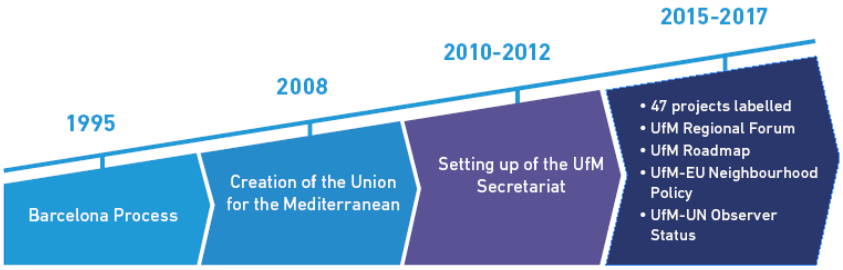
Once the image complies with the previous parameters, it has to respond to a series of parameters which will depend on the type of photography.

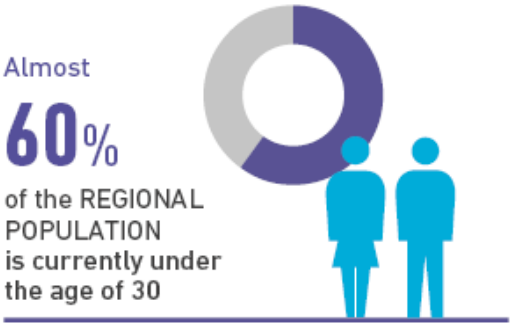
Pictures that include people shall be inclusive and non-discriminatory. Ideally, the pictures will reflect as much as possible the multicultural component of the Mediterranean.

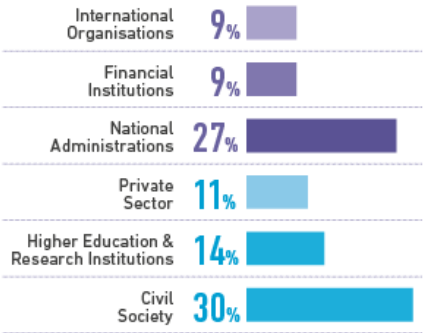
When it comes to pictures displaying only landscapes/cities, it is important that those always be taken from a UfM Member State.

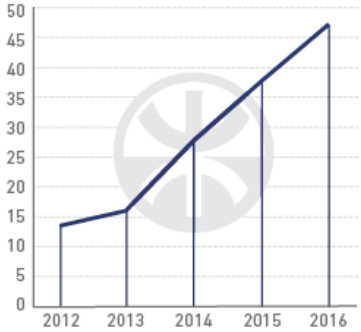
Graphics, charts and grids

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, chars and grids which comply with the previous parameters.





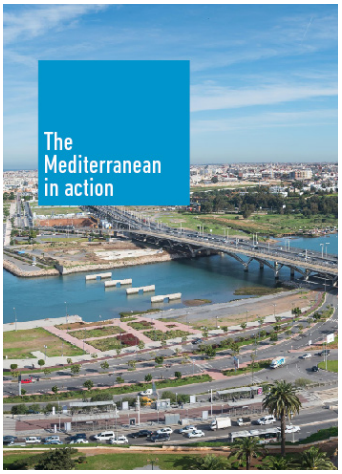




Backgrounds and boxes

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, brain drain and youth employability.

The port association Intermed Gateways and the UfM Secretariat organised the first Mediterranean Ports Forum in Marseille, France on 29-30 November 2016 with the aim of facilitating maritime transport, promoting shipping, logistics and transport connections and fostering cooperation amongst the ports of the Euro-Mediterranean region and further afield.

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.

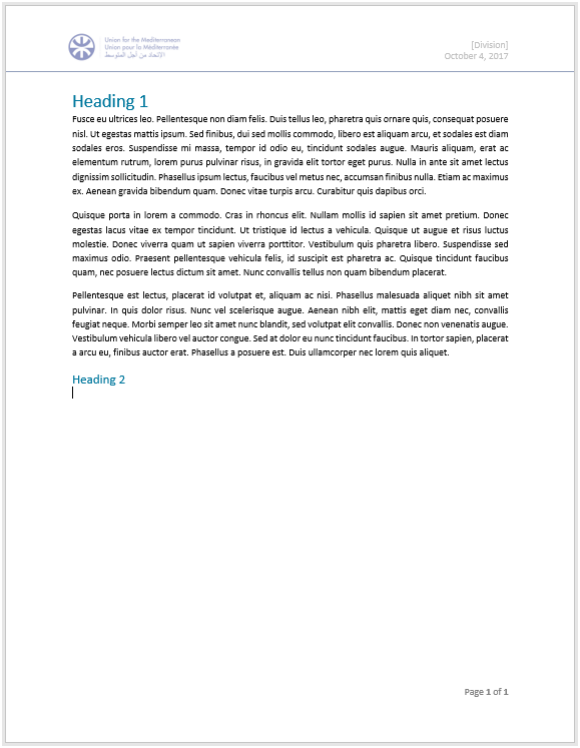
Applications

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

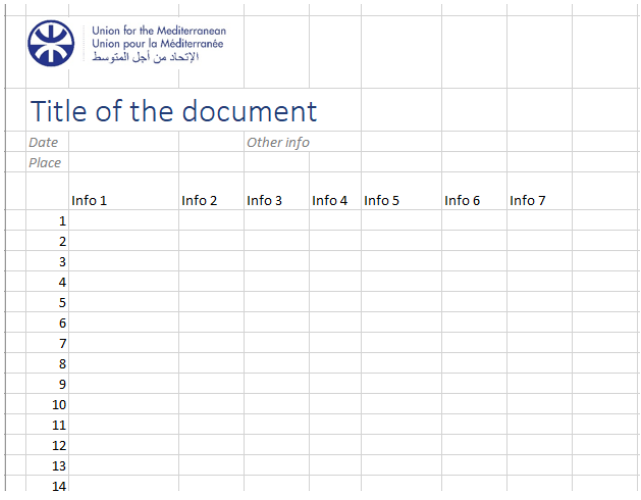
For specific applications not included in this document or similar to those shown, please contact the communication team.

Institutional documents

Word template

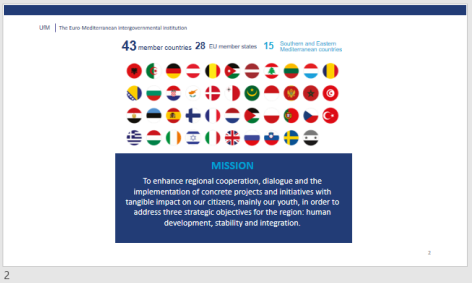


Excel template

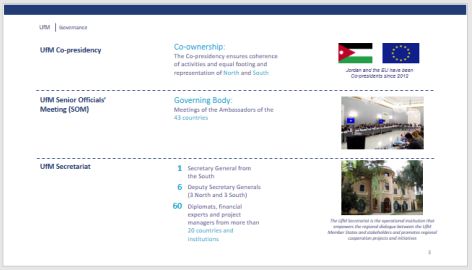


Powerpoint Template

1



2



3

4

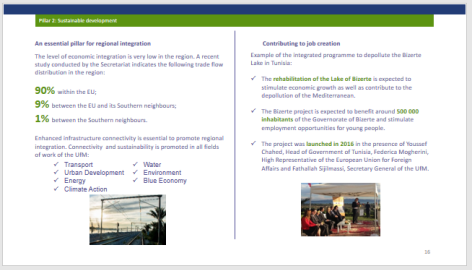
7

8

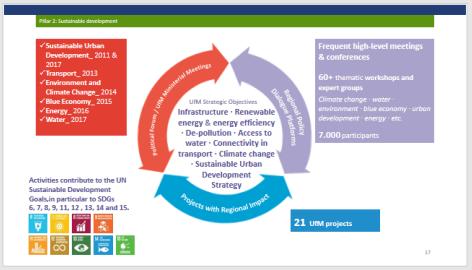
9

10

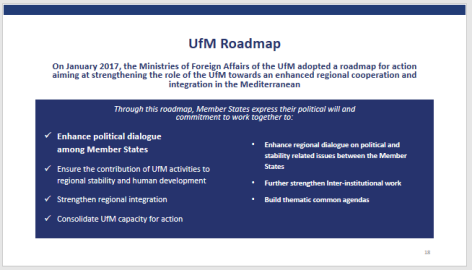
15



16



17



18

UfM Click to add text

Click to add title

- Click to add text

- Click to add text

2

UfM Click to add text

Click to add title

- Click to add text

- Click to add text

3

Click to add title

Click to add text

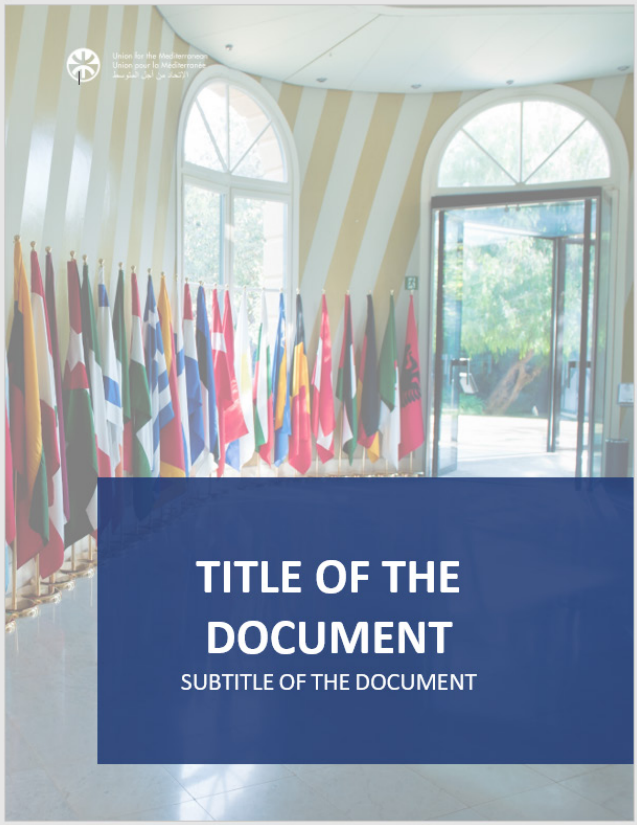
Click to add text

- Click to add text

- Click to add text

4

Sectorial Report



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

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Introduction

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse congue interdum quam, non aliquet risus eleifend a. Vestibulum eleifend, ipsum a elementum vehicula, turpis diam rutrum ex, vel finibus quam elit vitae lorem. Sed semper volutpat velit, ac convallis nunc bibendum ut. Suspendisse potenti. Integer pharetra sagittis aliquam. Nunc nulla mi, luctus non leo in, aliquam tristique turpis. Quisque tincidunt eu nibh quis euismod. Etiam iaculis elementum vehicula.

Cras rhoncus eu risus ullamcorper condimentum. Phasellus elementum luctus tempus. Pellentesque sollicitudin viverra leo. Aliquam lobortis porta cursus. Vivamus maximus, nisi in semper rutrum, mauris neque venenatis tortor, imperdiet convallis odio ipsum vel dui. Nunc nec risus non nulla ullamcorper efficitur. Nam dapibus massa ut ex viverra molestie. Nulla sodales in dui ut vulputate. Donec egestas semper laoreet. Maecenas et urna leo.

Image description

Duis vel feugiat nunc. Ut ultrices magna in tellus imperdiet, eu viverra augue suscipit. Praesent sed egestas massa. Donec id nisl vel felis eleifend condimentum. Donec malesuada sapien a lobortis eleifend. Cras at justo ac nunc iaculis semper ut id urna. In ullamcorper efficitur nibh, sit amet condimentum tortor dapibus quis. Nulla accumsan, orci at porta consectetur, nibh elit rhoncus turpis, eget gravida elit enim nec nisi. Aenean facilisis suscipit malesuada.

Vivamus sed egestas leo. Praesent vitae mi sit amet arcu blandit porttitor. Aenean ut ligula vel magna egestas placerat. Phasellus accumsan rutrum condimentum. Vivamus odio neque, iaculis eu orci ac, sodales sagittis est. Vivamus in nunc eu erat varius sagittis. Vestibulum velit dolor, iaculis non eros non, ultricies luctus ipsum.

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Etiam eros mi, iaculis dapibus nisl quis, vehicula feugiat dui. Nam facilisis felis lacinia turpis elementum commodo. Vestibulum imperdiet est elit, vel dapibus odio consectetur fringilla. Nullam quis fermentum nisi. Nam sit amet egestas dolor, quis accumsan tellus. Sed mattis, odio tincidunt sollicitudin venenatis, velit mauris sagittis nibh, non blandit augue turpis eu nibh. In gravida interdum dictum. Proin in nibh rhoncus, commodo elit in, lobortis felis. Ut gravida vulputate ipsum sed rutrum. Donec sed sodales sem, condimentum egestas mauris. Maecenas arcu ante, maximus sed sollicitudin vitae, fringilla sed orci.

Chapter 1

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1.1. Title 2

Cras rhoncus eu risus ullamcorper condimentum. Phasellus elementum luctus tempus. Pellentesque sollicitudin viverra leo. **Aliquam lobortis** porta cursus. Vivamus maximus, nisi in semper rutrum, mauris neque venenatis tortor, imperdiet convallis odio ipsum vel dui. Nunc nec risus non nulla ullamcorper efficitur. Nam dapibus massa ut ex viverra molestie. Nulla sodales in dui ut vulputate. Donec egestas semper laoreet. Maecenas et urna leo.

Duis vel feugiat nunc. Ut ultrices magna in tellus imperdiet, eu viverra augue suscipit. Praesent sed egestas massa. Donec id nisl vel felis eleifend condimentum. Donec malesuada sapien a lobortis eleifend. Cras at justo ac nunc iaculis semper ut id urna[1]. In ullamcorper efficitur nibh, sit amet condimentum tortor dapibus quis. Nulla accumsan, orci at porta consectetur, nibh elit rhoncus turpis, eget gravida elit enim nec nisi. Aenean facilisis suscipit malesuada.

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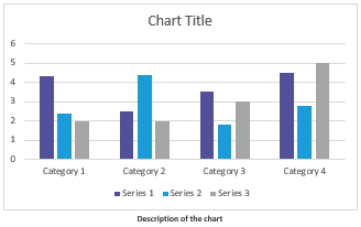
Vivamus sed egestas leo. Praesent vitae mi sit amet arcu blandit porttitor. Aenean ut ligula vel magna egestas placerat. Phasellus accumsan rutrum condimentum. Vivamus in nunc eu *erat varius sagittis*[2]. Etiam varius porttitor euismod. Maecenas consectetur commodo tellus a aliquam. Etiam nec suscipit velit, sed malesuada ipsum. Aenean et est eget ligula efficitur porttitor vel vitae ligula.



Description of the chart

[1] *Definition of the word*
[2] *Definition of the word*

1.2. Title 2

Cras rhoncus eu risus ullamcorper condimentum. Phasellus elementum luctus tempus. Pellentesque sollicitudin viverra leo. Aliquam lobortis porta cursus. **Vivamus maximus**, nisi in semper rutrum, mauris neque venenatis tortor, imperdiet convallis odio ipsum vel dui. Nunc nec risus non nulla ullamcorper efficitur. Nam dapibus massa ut ex viverra molestie. Nulla sodales in dui ut vulputate. Donec egestas semper laoreet. Maecenas et urna leo.

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Duis vel feugiat nunc. Ut ultrices magna in tellus imperdiet, eu viverra augue suscipit. Praesent sed egestas massa. Donec id nisl vel felis eleifend condimentum. Donec malesuada sapien a lobortis eleifend. Cras at justo ac nunc iaculis semper ut id urna. In ullamcorper efficitur nibh, sit amet condimentum tortor dapibus quis. Nulla accumsan, orci at porta consectetur, nibh elit rhoncus turpis, eget gravida elit enim nec nisi. Aenean facilisis suscipit malesuada.

Vivamus sed egestas leo. Praesent vitae mi sit amet arcu blandit porttitor. Aenean ut ligula vel magna egestas placerat. Phasellus accumsan rutrum condimentum. Vivamus odio neque, iaculis eu orci ac, sodales sagittis est. Vivamus in nunc eu erat varius sagittis. Vestibulum velit dolor, iaculis non eros non, ultricies luctus ipsum. Etiam varius porttitor euismod. Maecenas consectetur commodo tellus a aliquam. Etiam nec suscipit velit, sed malesuada ipsum. Aenean et est eget ligula efficitur porttitor vel vitae ligula. Integer pellentesque ullamcorper lectus, venenatis ultricies tellus sollicitudin ac. Duis molestie eu odio a imperdiet.

1.2.1. Title 3

Etiam eros mi, iaculis dapibus nisl quis, vehicula feugiat dui. Nam facilisis felis lacinia turpis elementum commodo. Vestibulum imperdiet est elit, vel dapibus odio consectetur fringilla. Nullam quis fermentum nisi. Nam sit amet egestas dolor, **quis accumsan tellus**. Sed mattis, odio tincidunt sollicitudin venenatis, velit mauris sagittis nibh, non blandit augue turpis eu nibh. In gravida interdum dictum. Proin in nibh rhoncus, commodo elit in, lobortis felis. Ut gravida vulputate ipsum sed rutrum. Donec sed sodales sem, condimentum egestas mauris. Maecenas arcu ante, maximus sed sollicitudin vitae, fringilla sed orci. Cras condimentum vitae turpis id consequat.

> *"Duis vel feugiat nunc. Ut ultrices magna in tellus imperdiet, eu viverra augue suscipit. Praesent sed egestas massa. Donec id nisl vel felis eleifend condimentum. Donec malesuada sapien a lobortis eleifend. Cras at justo ac nunc iaculis semper ut id urna. In ullamcorper efficitur nibh, sit amet condimentum tortor dapibus quis. Nulla accumsan, orci at porta consectetur, nibh elit rhoncus turpis, eget gravida elit enim"*
>
> *Name of the person - Position*

Cras rhoncus eu risus ullamcorper condimentum. Phasellus elementum luctus tempus. Pellentesque sollicitudin viverra leo. Aliquam lobortis porta cursus. **Vivamus maximus**, nisi in semper rutrum, mauris neque venenatis tortor, imperdiet convallis[1] odio ipsum vel dui. Nunc nec risus non nulla ullamcorper efficitur. Nam dapibus massa ut ex viverra molestie. Nulla sodales in dui ut vulputate. Donec egestas semper laoreet. Maecenas et urna leo.

1.2.1.1. Title 4

Vivamus sed egestas leo. Praesent vitae mi sit amet arcu blandit porttitor. Aenean ut ligula vel magna egestas placerat. Phasellus accumsan rutrum condimentum.

1. Numbering type 1
2. Numbering type 1

Maecenas consectetur commodo tellus a aliquam. Etiam nec suscipit velit, sed malesuada ipsum. Aenean et est eget ligula efficitur porttitor vel vitae ligula.

- Bullet level 1
- Bullet level 1
    - Bullet level 2
    - Bullet level 2

Duis vel feugiat nunc. Ut ultrices magna in tellus imperdiet, eu viverra augue suscipit. Praesent sed egestas massa. Donec id nisl vel felis eleifend condimentum. Donec malesuada sapien a lobortis eleifend. Cras at justo ac nunc iaculis semper ut id urna.

a) Numbering type 2
b) Numbering type 2

Duis vel feugiat nunc. Ut ultrices magna in tellus imperdiet, eu viverra augue suscipit. Praesent sed egestas massa. Donec id nisl vel felis eleifend condimentum. Donec malesuada sapien a lobortis eleifend. Cras at justo ac nunc iaculis semper ut id urna.

I. Numbering type 3
II. Numbering type 3

Nullam quis fermentum nisi. Nam sit amet egestas dolor, **quis accumsan tellus**.

- Bullet 2
- Bullet 2

[1] *Definition of the word: Ut ultrices magna in tellus imperdiet, eu viverra augue suscipit. Praesent sed egestas massa. Donec id nisl vel felis eleifend condimentum. Donec malesuada sapien a lobortis eleifend.*

Chapter 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse congue interdum quam, non aliquet risus eleifend a. Vestibulum eleifend, ipsum a elementum vehicula, turpis diam rutrum ex, vel finibus quam elit vitae lorem. Sed semper volutpat velit, ac convallis nunc bibendum ut. Suspendisse potenti. Integer pharetra sagittis aliquam. Nunc nulla mi, luctus non leo in, aliquam tristique turpis. Quisque tincidunt eu nibh quis euismod. Etiam iaculis elementum vehicula.

Title 2

Cras rhoncus eu risus ullamcorper condimentum. Phasellus elementum luctus tempus. Pellentesque sollicitudin viverra leo. Aliquam lobortis porta cursus. **Vivamus maximus**, nisi in semper rutrum, mauris neque venenatis tortor, imperdiet convallis odio ipsum vel dui. Nunc nec risus non nulla ullamcorper efficitur. Nam dapibus massa ut ex viverra molestie. Nulla sodales in dui ut vulputate. Donec egestas semper laoreet. Maecenas et urna leo.

Duis vel feugiat nunc. Ut ultrices magna in tellus imperdiet, eu viverra augue suscipit. Praesent sed egestas massa. Donec id nisl vel felis eleifend condimentum. Donec malesuada sapien a lobortis eleifend. Cras at justo ac nunc iaculis semper ut id urna. In ullamcorper efficitur nibh, sit amet condimentum tortor dapibus quis. Nulla accumsan, orci at porta consectetur, nibh elit rhoncus turpis, eget gravida elit enim nec nisi. Aenean facilisis suscipit malesuada.

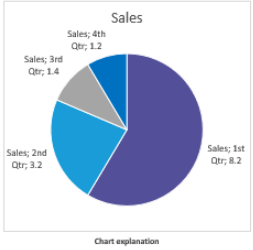


Chart explanation

Vivamus sed egestas leo. Praesent vitae mi sit amet arcu blandit porttitor. Aenean ut ligula vel magna egestas placerat. Phasellus accumsan rutrum condimentum. Vivamus odio neque, iaculis eu orci ac, sodales sagittis est. Vivamus in nunc eu erat varius sagittis. Vestibulum velit dolor, iaculis non eros non, ultricies luctus ipsum. Etiam varius porttitor euismod. Maecenas consectetur commodo tellus a aliquam. Etiam nec suscipit velit, sed malesuada ipsum. Aenean et est eget ligula efficitur porttitor vel vitae ligula. Integer pellentesque ullamcorper lectus, venenatis ultricies tellus sollicitudin ac. Duis molestie eu odio a imperdiet.

Events

Event agenda - short version

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

<TITLE>

<Subtitle>

< DATE >
< Place >

< Description of the event Praesent nec arcu sit amet mi rutrum vehicula. Fusce posuere dictum urna, nec dignissim purus interdum at. Aliquam molestie aliquet eros, eu condimentum est. Praesent bibendum, neque vel placerat mattis, felis felis porta odio, in convallis tortor augue id sem. In hac habitasse platea dictumst. Vestibulum eget enim pharetra ex aliquam semper at dapibus libero. Integer ut imperdiet lorem. Aliquam posuere, elit vitae interdum dignissim, ligula mauris tincidunt nibh, ac feugiat odio nunc eget nisl. >

00:00 - Name of the activity

< Description of the activity Nam vel vestibulum urna, et elementum diam. Vivamus laoreet elit eget iaculis tristique. Donec posuere hendrerit libero, aliquet pulvinar risus iaculis sit amet. >

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

< Praesent bibendum, neque vel placerat mattis, felis felis porta odio, in convallis tortor augue id sem. In hac habitasse platea dictumst. Vestibulum eget enim pharetra ex aliquam semper at dapibus libero. Integer ut imperdiet lorem. Aliquam posuere, elit vitae interdum dignissim, ligula mauris tincidunt nibh, ac feugiat odio nunc eget nisl. >

- Bulletpoint type 1
- Bulletpoint type 1

00:00 - Name of the activity

< Praesent bibendum, neque vel placerat mattis, felis felis porta odio, in convallis tortor augue id sem. In hac habitasse platea dictumst. >

- Bulletpoint type 2
- Bulletpoint type 2

1

Event agenda - long version

Logos:

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

Follow the UfM Secretariat on:

ufmsecretariat
@UfMSecretariat
union-for-the-mediterranean

2 Title of the event

#EventOfTheEvent

< Event title >

< Box to include some description or text >

< Black text in the box >

< CONTEXT>

< Normal text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed accumsan justo ac nulla pulvinar, fusce tempus, lorem at ornare tempus, ex mauris hendrerit elit, at tincidunt est nunc sed lacus. Vivamus in ante diam. Curabitur aliquam semper erat.

< OBJECTIVES >

Etiam facilisis blandit luctus. Curabitur euismod dictum diam, non cursus dolor mattis nec. Sed pulvinar, libero at eleifend porta, malesuada est nisl cursus leo, nec imperdiet ipsum nisi vel diam. Vivamus rutrum, mauris vulputate. Mauris ac eleifend lorem. In lectus pellentesque, nec malesuada risus tristique ac. Sed vestibulum, mi at eleifend elementum, commodo.

1. Bullet point 3
2. Bullet point 3
3. Bullet point 3

< CONTENT>

Sed vitae mi est. Cras eu vehicula risus. Nullam vitae eleifend lectus. Vestibulum rutrum vestibulum, mauris. Fusce vitae augue elit. Vivamus vitae tincidunt eros, quis iaculis enim. Sed massa nulla, aliquet a odio vel, sollicitudin nec, magna. In lacinia ornare massa finibus gravida. Fusce gravida, augue in fermentum fermentum, turpis tortor varius est, fringilla vehicula leo dui ut dolor. Nam hendrerit sem, cursus a suscipit, In id ex cursus.

- Bullet point 1
- Bullet point 1

< PARTICIPANTS>

Ex dui pellentesque nunc, et eleifend augue dolor, et erat tortor. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nulla quam nibh, imperdiet nec ultrices at, cursus, faucibus tortor. Nam finibus in augue at ex mollis. Sed non velit, et non rutrum cursus. Donec faucibus pharetra dui, elementum tincidunt nisi. >

3 Title of the event

< DAY - NUMBER - MONTH >

00:00 < Name of the activity >

< Box description 2 >

- *< Questions >*

MODERATOR: Name of the moderator, *position and organization*

Keynote addresses:

- Name of the interlocutor, *position and organization*
- Name of the interlocutor, *position and organization*
- Name of the interlocutor, *position and organization*

Panelists:

- Name of the interlocutor, *position and organization*
- Name of the interlocutor, *position and organization*
- Name of the interlocutor, *position and organization*

4 Title of the event

#EventOfTheEvent

Notes

Title of the event 5

Practical information

LANGUAGE

< Normal text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed accumsan justo ac nulla pulvinar, fusce tempus, lorem at ornare tempus, ex mauris hendrerit elit, at tincidunt est nunc sed lacus. Vivamus in ante diam. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed accumsan, pulvinar nulla pulvinar, fusce tempus, lorem at ornare tempus, ex mauris hendrerit elit, at tincidunt est nunc sed lacus. Vivamus in ante diam. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed accumsan, pulvinar nulla pulvinar, fusce tempus, lorem at ornare tempus, ex mauris hendrerit elit, at tincidunt est nunc sed lacus. Vivamus in ante diam. >

VENUE

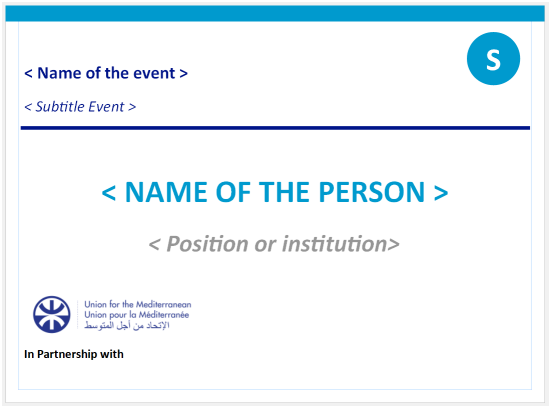
< Normal text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed accumsan justo ac nulla pulvinar, fusce tempus, lorem at ornare tempus, ex mauris hendrerit elit, at tincidunt est nunc sed lacus. Vivamus in ante diam. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed accumsan, pulvinar nulla pulvinar, fusce tempus, lorem at ornare tempus, ex mauris hendrerit elit, at tincidunt est nunc sed lacus. Vivamus in ante diam. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed accumsan, pulvinar nulla pulvinar, fusce tempus, lorem at ornare tempus, ex mauris hendrerit elit, at tincidunt est nunc sed lacus. Vivamus in ante diam. >

CONTACT

< Normal text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed accumsan justo ac nulla pulvinar, fusce tempus, lorem at ornare tempus, ex mauris hendrerit elit, at tincidunt est nunc sed lacus. Vivamus in ante diam. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed accumsan, pulvinar nulla pulvinar, fusce tempus, lorem at ornare tempus, ex mauris hendrerit elit, at tincidunt est nunc sed lacus. Vivamus in ante diam. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed accumsan, pulvinar nulla pulvinar, fusce tempus, lorem at ornare tempus, ex mauris hendrerit elit, at tincidunt est nunc sed lacus. Vivamus in ante diam. >

6 Title of the event

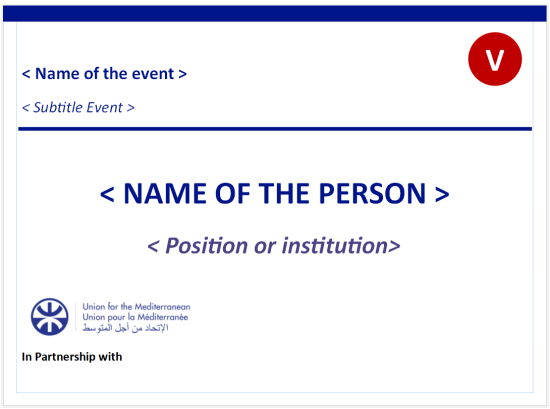
Badges



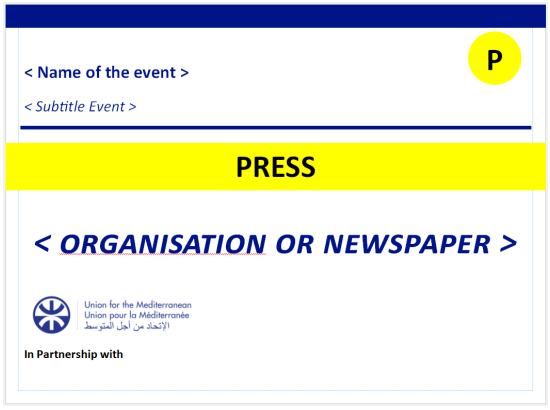
Speakers template

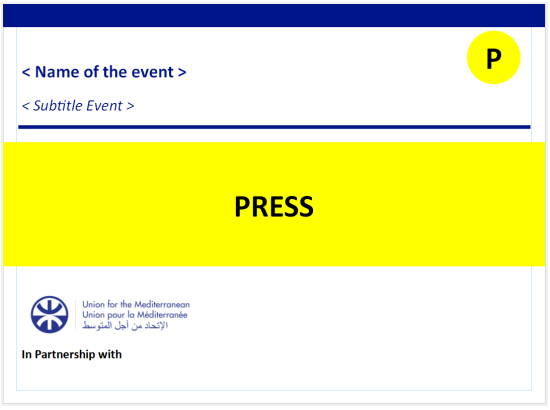
Organiser template

Participants template



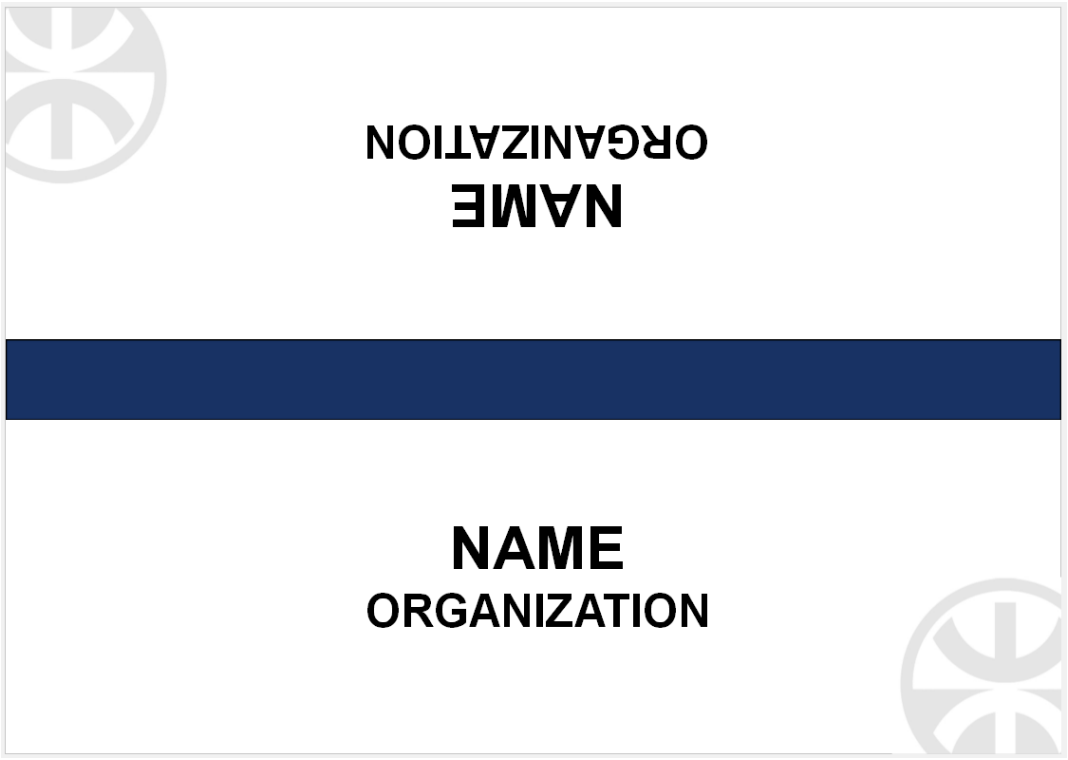
VIP template





Press template

Nametag



Indication poles

e-Mails and invitations

From: UfM Energy
Sent: lunes, 17 de julio de 2017 14:02
To: UfM Energy
Subject: SAVE THE DATE 18 OCTOBER 2017 - UfM 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 **UfM Energy and Climate Business Forum: Releasing renewable energy opportunities in the Euro-Mediterranean Region**, to be held in Cairo, Egypt.

In line with the UfM roadmap aiming to "foster regional cooperation in the energy sector (interconnections, interdependency, efficiency, renewable energy, energy mix)", and in line with the UfM Strategy for the private sector, the UfM 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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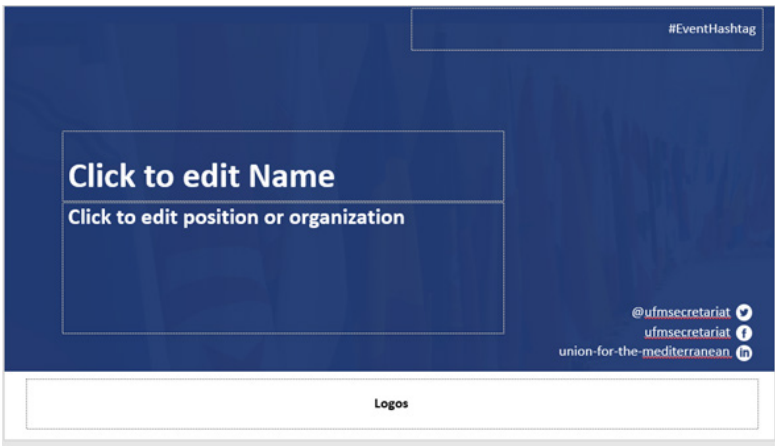
Palacio de Pedralbes, Pere Duran Farell, 11 | Barcelona 08034 | Spain | info@ufmsecretariat.org

Background projection at conferences

Conference background



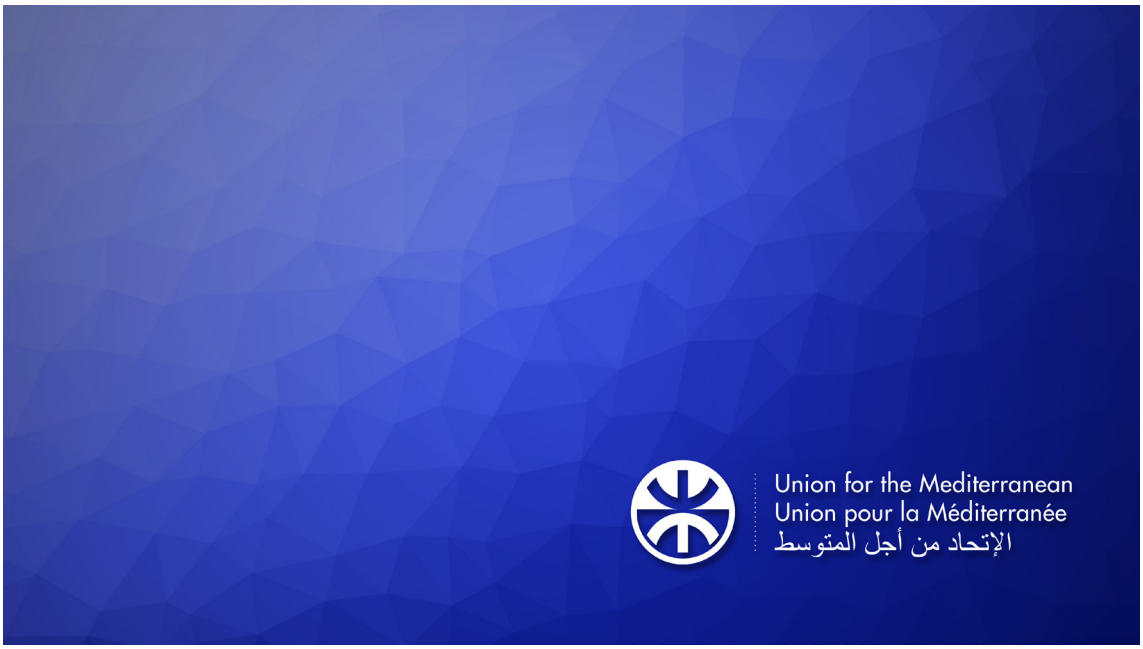
Speaker background

Title background

Other

Desktop Background

The design is composed by two documents, the first one for squared screens and the second one for wide screens.



Annex

Official text "About the UfM"

Short version

English version

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.

French version

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.

Arabic version

Spanish version

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.

Long version

English version

The Union for the Mediterranean: building bridges for the future
The Union for the Mediterranean (UfM) is the intergovernmental Euro-Mediterranean organisation that brings together all 28 countries of the European Union and 15 countries from 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, 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 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 oeuvre 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 الطلاب، والتنمية الحضرية المتكاملة، وتغير المناخ.
هناك أكثر من 05 مشروعاً إقليمياً تربو قيمتها على 5 مليارات يورو منحتها الدول الأعضاء ختم الاتحاد، وتركز أغلبها في مجالات استراتيجية من خلال منهجية معينة استناداً إلى الشبكات الديناميكية متعددة الشركاء وتبادل الممارسات المُثلى والمنهجيات الابتكارية.
الأمانة العامة للاتحاد من أجل المتوسط هي منصة تفعيل القرارات التي تتخذها الدول الأعضاء بتنفيذ مشاريع إقليمية
على مواطنينا، 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 والحوار الإقليميين وتنفيذ مشاريع ومبادرات محددة لها أثر ملموس
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 aúna 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 juvenil, empoderamiento socioeconómico de la mujer, movilidad estudiantil, desarrollo urbano y acción sobre el clima.

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

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