



Governance projects

How to use the
UfM label

Two fundamental preliminary things

- The **mission logo** and the **UfM label** are **two different elements**.
They must be kept separated.
- **Each logo** has a **space** around it.
This margin must always be guaranteed.

The UfM label

the **label
mention**



the **UfM logo**

Margins



Correct proportions



Examples of proper use

Letterhead

 Green living areas |  Interreg Euro-MED | 

Title



"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

PP LOGO PP LOGO PP LOGO

A project labelled by the UfM

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

 Co-funded by
the European Union |  Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

Innovative sustainable economy



Title

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

PP LOGO PP LOGO PP LOGO PP LOGO PP LOGO

Examples of proper use

PPT model



A PPT slide template for the 'Green living areas' project. The slide features a green header bar at the top. In the top left corner is the 'Green living areas' logo (a green circle with a stylized tree). Next to it are the 'Interreg Euro-MED' logo and the 'Co-funded by the European Union' logo (the EU flag). The main content area has a light gray background. It contains a large green title 'Title' and a smaller gray subtitle 'subtitle'. In the bottom right corner of the content area is a small white box containing the 'UfM' logo and the text 'A project labelled by the UfM' followed by the 'Union for the Mediterranean' logo and its name in English and Arabic.

PP LOGO PP LOGO PP LOGO

Green living areas | Interreg Euro-MED | Co-funded by the European Union

Title

subtitle

A project labelled by the UfM

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



A PPT slide template for the 'Sustainable tourism' project. The slide features a pink header bar at the top. In the top left corner is the 'Sustainable tourism' logo (a pink circle with a stylized tree). Next to it are the 'Interreg Euro-MED' logo and the 'Co-funded by the European Union' logo (the EU flag). The main content area has a light pink background. It contains a large pink title 'Title' and a smaller gray subtitle 'subtitle'. In the bottom right corner of the content area is a small white box containing the 'UfM' logo and the text 'A project labelled by the UfM' followed by the 'Union for the Mediterranean' logo and its name in English and Arabic.

PP LOGO PP LOGO PP LOGO

Sustainable tourism | Interreg Euro-MED | Co-funded by the European Union

Title

subtitle

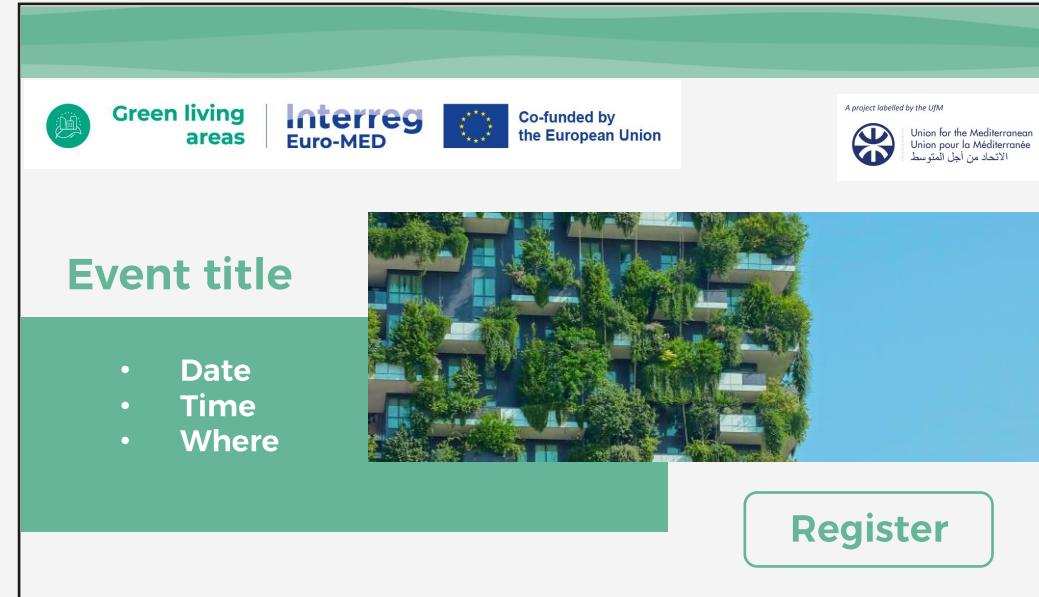
A project labelled by the UfM

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



Examples of proper use

Save the date



This template features a green header bar with the 'Green living areas' logo, the 'Interreg Euro-MED' logo, and the 'Co-funded by the European Union' logo. Below the header is a white section containing the event title 'Event title' and a list of three items: 'Date', 'Time', and 'Where'. To the right of this text is a large image of a modern building covered in extensive greenery. At the bottom right is a green button labeled 'Register'.



This template has a pink header bar with the 'Sustainable tourism' logo, the 'Interreg Euro-MED' logo, and the 'Co-funded by the European Union' logo. Below the header is a white section containing the event title 'Title' and a pink box for 'Date', 'Time', and 'Where'. To the left of the title is an illustration of a person with a bicycle looking out at a cityscape. At the bottom right are three grey boxes labeled 'PP LOGO'.

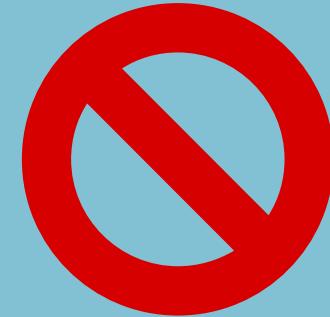
Interreg
Euro-MED



Co-funded by
the European Union

A project labelled by the UfM
Union pour la Méditerranée
الاتحاد من أجل المتوسط

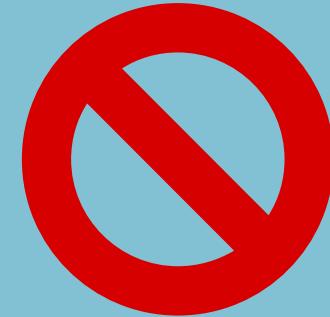
Do not



- Logos are **too close** each other (There is a risk that they look like one element and not two separate ones)
- **Margins are not respected**
- **Missing mention** of label on UfM logo



Do not



- Logos are too close each other
(There is a risk that they look like one element and not two separate ones)
- Margins are not respected



Do not

Interreg
Euro-MED



Co-funded by
the European Union

Natural
heritage



- The UfM label is **bigger than the EU flag**

Interreg
Euro-MED



Co-funded by
the European Union



Making the Mediterranean Green Transition happen