

## Clima-Med logo chart & graphical guidelines

### Style Guide

The Clima-Med name in conjunction with the EU emblem serves to bring under a single brand the global nature and actions of the project which is to support the transition towards sustainable, low-carbon and climate-resilient development in the south Mediterranean region.

The Clima-Med name and EU emblem present a consolidated and coordinated initiative to address climate change by improving climate change governance and mainstreaming climate action, supporting the development and implementation of local Sustainable Energy Access and Climate Action Plan (SEACAPs), including greenhouse gases inventories and climate vulnerability and risk assessments. The EU funded Clima-Med project's aim is to enhance energy security and adaptive capacity of partner countries while fostering their transition to low carbon and climate-resilient economy, thereby contributing to more stable, efficient, competitive and climate-resilient socioeconomic contexts.

As the main tool of the project identity, the logo was designed to be modern, easily readable and streamlined, yet professional, efficient and high-end; recognized, memorable and the most effective in conveying the values, vision and mission of the project;

### Positioning

The logo should always be situated in a clear, readable location. The logo must always have good contrast with the background to ensure maximum impact and readability.

As much as it will be used across billboards and posters, the design works on a wide range of media and applications, such as on the business cards, flyers, pin badges, and accommodate smaller, yet

necessary items, such as notepads, USB keys, pen and something as small as a website favicon.

It could also work in both horizontal and vertical formats.

## **EU Visibility:**

Clima-Med is an EU funded project; using the name of the EU programme in conjunction with the EU emblem follow the rules outlined in these guidelines or is in line with our visual identity rules

([https://ec.europa.eu/info/sites/info/files/use-emblem\\_en.pdf](https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf))

The EU project name is always to be combined with the EU flag. The EU emblem must remain distinct and separate and cannot be mingled with, or modified by, any other visual mark, brand or text.

# Languages: English, French and Arabic

English:

**Clima-Med**  
Acting for Climate in  
South Mediterranean



French:

**Clima-Med**  
Agir pour le climat dans  
le sud de la Méditerranée



Arabic:

**Clima-Med**  
العمل من أجل المناخ  
في جنوب المتوسط



## Clima-Med Color Palette

**Clima-Med**  
Acting for Climate in  
South Mediterranean



Funded by  
the European Union

Dark Blue	C	95	R	12
	M	65	G	78
	Y	40	B	105
	K	23		

Light Blue	C	76	R	13
	M	15	G	165
	Y	23	B	188
	K	0		

## **Name Typeface**

English Typeface: Chrysanthi Unicode

French Typeface: Chrysanthi Unicode

Arabic Typeface: GESS two

## **Written style:**

The words Clima-Med (the initial letters of each word are in capital) with a dash between Clima and Med.

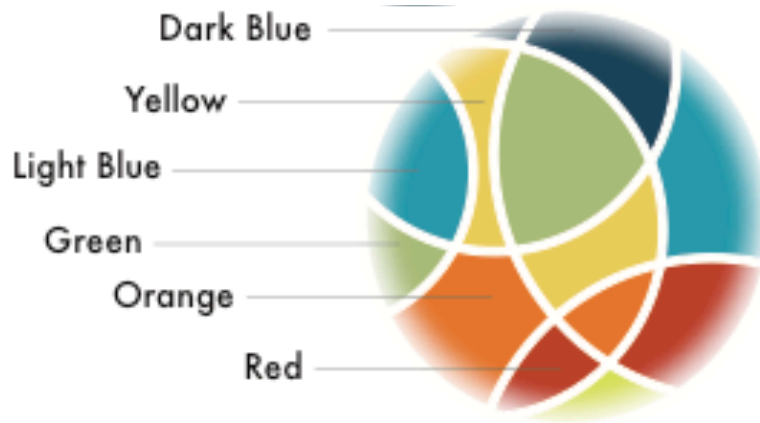
The logo should not be misinterpreted, modified or added to.

## The Globe Visual

The Globe creates a solid visual brand for the project and will be as well used as a background icon as presented below; or when combined with photos as on the roll-up posters, whereby the images could be changed depending on the needs, media and subjects.

No other colors than the ones on the color palettes should be used to create the logo or the Globe Icon.






Dark Blue		C 95	R 12
		M 65	G 78
		Y 40	B 105
		K 23	

Green		C 33	R 178
		M 11	G 195
		Y 63	B 127
		K 0	

Light Blue		C 76	R 13
		M 15	G 165
		Y 23	B 188
		K 0	

Red		C 14	R 206
		M 88	G 68
		Y 100	B 39
		K 3	

Yellow		C 7	R 240
		M 15	G 208
		Y 79	B 84
		K 0	

Black			

Orange		C 0	R 245
		M 61	G 129
		Y 96	B 38
		K 0	

White			

## Alternate Versions

Use the full color version of the logo wherever possible. If that isn't a viable option due to color constraints, background, or continuity in a larger group of logos, there is a Black & White version available. Do not use the logo in full black.