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## The Anna Lindh Foundation Unveils New Visual Identity

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Nicosia, 9th November 2012: The Anna Lindh Foundation launched today a new visual identity and logo on the occasion of its 42 country annual Networks meeting, held this year in Nicosia under the EU Presidency of Cyprus. The new identity is a landmark moment for the institution, which was launched in 2005 to promote cultural relations across the Mediterranean, representing the Foundation's coming of age as the central institution for intercultural dialogue in the Euro-Med framework.



Designed by Layerhead, a Lebanese young design company, the logo is conceived on the principal of 'Unity in Diversity' with the Foundation as a unique institution shared by 42 Euro-Med civil societies. The new icon is illustrated by diverse pebbles of the Mediterranean Sea, with the blue colouring representing the sea itself, and the warm orange indicating the nature of the Foundation as a catalyst for intercultural action. The fresh and modern type-face also illustrates the aspiration of the Foundation as an institution actively present on the ground across the region and at the institutional level.

The launch of the logo has been timed to mark the start of the Foundation's 3rd triennial phase of operation (from 2012 to 2014) and the road to the next edition of the Anna Lindh Mediterranean Forum which will take place in Marseilles from 4th to 7th April 2013. The Forum will be a unique gathering, bringing together youth leaders, civil society groups, influential policy-makers and intercultural experts from all 42 countries of the Euro-Med region for the very first time following the historic Arab Awakening and the social impact of the economic crisis in Europe.

The new visual identity is now being applied across the Network of Anna Lindh National Civil Society Networks, as well as in relation to the Foundation's website portal and main communication tools.

For more information, log on to [www.euromedalex.org](http://www.euromedalex.org) or contact ALF Press Officer [sarah.zaaimi@bibalex.org](mailto:sarah.zaaimi@bibalex.org) [✉](#)

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