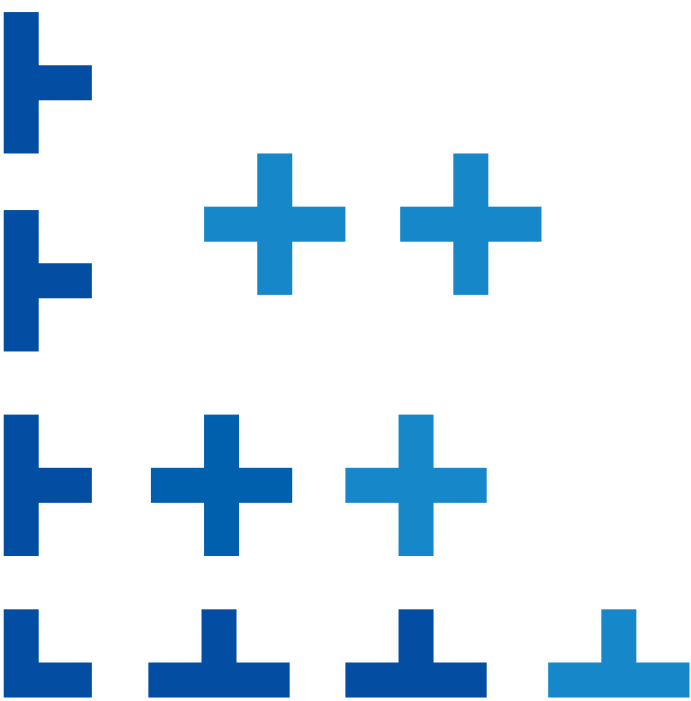




VISUAL IDENTITY GUIDELINES 2014 - 2020





VISUAL IDENTITY MANUAL

CONTENTS

List of Acronyms

1. Introduction

2. Malta' European Structural and Investment Funds 2014 – 2020 Logos

- 2.1 Corporate Identity – Official Logos
- 2.2 Corporate Identity – Sub-Logos
- 2.3 Language

3. Technical Specifications for Logo(s), EU Emblem and Maltese Flag

- 3.1 European Structural and Investment Funds Logos – Full Colour
- 3.2 European Structural and Investment Funds Logos – Monochrome
- 3.3 European Structural and Investment Funds Logos – Outline
- 3.4 European Structural and Investment Funds Logos – Reversed
- 3.5 The EU Emblem and Maltese Flag
 - 3.5.1 The EU Emblem
 - 3.5.2 The Maltese Flag
- 3.6 Parliamentary Secretariat for the EU Presidency 2017 and EU Funds logo
- 3.7 Colour Codes
- 3.8 Typography
 - 3.8.1 Typeface
 - 3.8.2 Supportive Typefaces
- 3.9 Unacceptable Usage

4. Positioning of Logo(s)

- 4.1 Official EU Funds Logo's Size
- 4.2 Protection Area
- 4.3 Positioning of Logo with compulsory Emblem/Flag and Text
 - 4.3.1 Positioning of Logo(s) on its Own
 - 4.3.2 Positioning of Co-Financing Banner on its own
- 4.4 Position of Logo with Third Party or Scheme / Project Logos
 - 4.4.1 Multiple Third Party Logos
- 4.5 Examples of Template Structures

5. Co-financing Banners

- 5.1 Co-financing Banners' Requirements
- 5.2 Co-financing Banners

6. Graphical Guidelines on Publicity and Information Measures

- 6.1 Billboards
 - 6.1.1 Compulsory Billboards
 - 6.1.2 Optional billboards
- 6.2 Plaques
 - 6.2.1 Compulsory Plaques
 - 6.2.2 Optional Plaques
- 6.3 Stickers (also for Aid Schemes)
- 6.4 Posters / Signs
 - 6.4.1 Compulsory Posters / Signs
 - 6.4.2 Optional Posters / Signs
- 6.5 Promotional Material
- 6.6 Publications and Information Materials, Collaterals and Print Advertising
 - 6.6.1 Power-Point Presentation
- 6.7 Audio-Visual
 - 6.7.1 Audio (Radio)
 - 6.7.2 Audio-visual (TV, online video, documentary, etc.)
- 6.8 Websites and Social Media
 - 6.8.1 Websites
 - 6.8.2 Social Media
 - 6.8.2.1 Facebook Beneficiary Profile
 - 6.8.2.2 YouTube Beneficiary Profile
 - 6.8.2.3 Twitter Beneficiary Profile
- 6.9 Press Releases / Articles / Sponsored Articles / Advertorials
 - 6.9.1 Press Releases / Articles
 - 6.9.2 Sponsored Articles / Advertorials
 - 6.9.3 Newsletters

7. Implementing Publicity and Information Measures

8. Resources/Others

- 8.1 Copyright/and use by Third Parties

- 8.2 Downloads
- 8.3 Contact Details

List of Acronyms

CF	Cohesion Fund
EAFRD	European Agricultural Fund for Rural Development
EMFF	European Maritime and Fisheries Fund
ERDF	European Regional Development Fund
ESF	European Social Fund
ESIF	European Structural and Investment Funds
EU	European Union
FPD	Funds and Programmes Division
MA	Managing Authority
MT	Malta
OP	Operational Programme
PPCD	Planning and Priorities Co-ordination Division
SMEs	Small and Medium Sized Enterprises

1. INTRODUCTION

The *Communication Strategy for Malta: European Structural and Investment Funds (ESIF) 2014-2020* has been developed in accordance with Article 116 of Regulation (EU) No. 1303/2013 of the European Parliament and of the Council of 17th December 2013 laying down common provisions of the European Regional Development Fund (ERDF), the Cohesion Fund (CF), the European Social Fund (ESF), the European Agricultural Fund for Rural Development (EAFRD), and the European Maritime and Fisheries Fund (EMFF). As per Article 116(2), the Strategy was submitted to the Monitoring Committee for approval within six (6) months of the adoption of the Operational Programmes concerned.

Section 5.1 – *Communication Measures* of the said Strategy makes reference to the *Visual Identity Guidelines*; stating that it should ensure that the graphical and technical specifications are used in a coherent manner by the Managing Authority, Intermediate Bodies, Beneficiaries and other stakeholders. It also requires the development of a visual identity in order for all measures and activities co-funded through ESIF to be immediately and consistently recognizable by all target audiences in Malta and Gozo over the entire 2014-2020 programming period. To this effect, the Managing Authority has drawn up a coordinated logo in order to promote a clear and holistic image for the ESIF, as well as reflecting the role played by both the European Union (EU) and Malta. Moreover, additional six sub-logos were designed¹ to complement the EU Funds logo; nonetheless, these are to be used in specific cases only as indicated by the Managing Authorities². These logos complement the obligatory EU Emblem, the National Maltese Flag, and the compulsory text (co-financing text/banner) as identified under Section 6 – *Graphical Guidelines on Publicity and Information Measures* of this document. These five elements altogether (the EU Emblem, the National Flag of Malta, the co-financing text, the EU Funds logo, as well as the Parliamentary for the EU Presidency 2017 and EU Funds) are being referred to as the visual identity requirements.

In short, these guidelines provide:

- Technical specifications for the EU Funds logo(s);
- Graphical guidelines for information and publicity measures. These set out the appropriate use of the ESIF logos, in relation to the EU Emblem and the National Flag of Malta on different media;
- Provide specifications in relation to the implementation of publicity and information.

¹ The additional six logos represent the European Regional Development Fund (ERDF), the Cohesion Fund (CF), the European Social Fund (ESF), the European Agricultural Fund for Rural Development (EAFRD) and the European Maritime and Fisheries Fund (EMFF), as well as the SME Initiative.

² The Managing Authorities are the Planning and Priorities Co-Ordination Division (PPCD) for ESF, ERDF and CF, and the Funds and Programming Division (FPD) for EAFRD and EMFF.

Moreover, the *Visual Identity Guidelines* further complement Articles 115-117 and Annex XII of Regulation (EU) No. 1303/2013, Commission Implementing Regulations (EU) No. 763/2014³, 808/2014⁴, and 821/2014⁵, together with ESIF's Communication Strategy for Malta 2014-2020.

The *Visual Identity Guidelines* provide sufficient guidelines on the layout of information and publicity measures. Nonetheless, should there be the need for additional advice and assistance on the implementation of these requirements beyond what is included in these guidelines, the Communications Unit within the respective Managing Authority should be consulted beforehand. These guidelines, together with the EU Funds logos and other supportive materials indicated in Section 8 – *Resources and Others*, are available for download from the website:

www.eufunds.gov.mt.

Disclaimer: It is also important to note that the Regulation (EU) No. 1303/2013 and the Commission Implementing Regulations (EU) No. 763/2014, 808/2014, and 821/2014, and any amendments thereof, supersede any guidance provided. It is therefore the responsibility of the user to ensure that s/he is well familiar with such obligations. Failure to comply with such Regulations will lead to loss of Funds.

³ Commission Implementing Regulation (EU) No. 763/2014 of 11 July 2014 laying down rules for applying Regulation (EU) No. 508/2014 of the European Parliament and of the Council on the EMFF as regards the technical characteristics of information and publicity measures and instructions for creating the Union emblem.

⁴ Commission Implementing Regulation (EU) No. 808/2014 of 17 July 2014 laying down rules for the application of Regulation (EU) No. 1305/2013 of the European Parliament and of the Council on support for rural development by the EAFRD.

⁵ Commission Implementing Regulation (EU) No. 821/2014 of 28 July 2014 laying down rules for the application of Regulation (EU) No. 1303/2013 of the European Parliament and of the Council as regards detailed arrangements for the transfer and management of programme contributions, the reporting on financial instruments, technical characteristics of information and communication measures for operations and the system to record and store data.

2. EUROPEAN STRUCTURAL AND INVESTMENT FUNDS 2014-2020 LOGOS

2.1 Corporate Identity: Official Logos

The European Structural and Investment (ESI) Funds logos were locally designed to reflect the role of the European Union (EU), together with the national contribution in the implementation of the ESI Funds 2014-2020, in line with Regulation (EU) No. 1303/2013 and the Commission Implementing Regulations (EU) No. 763/2014, 808/2014, and 821/2014.

Thus, given the major role the EU plays in funding a broad range of programmes and projects covering areas such as regional and urban development, employment, education, and social inclusion, agriculture and rural development, maritime and fisheries policies, research and innovation, and humanitarian aid, colours from the EU Emblem colour palette, the dark blue on one side and the yellow on the other, were incorporated in the EU Funds logo. In between, from bottom left to top right, the colour gradient symbolises ascension and growth. Moreover, the visual identity is built incorporating the *plus* sign – a symbol associated with giving, adding value, and positivity.

In addition, '2014-2020' indicates the duration of the programming period – a seven-year period whereby EU-funded investments will be directed towards a number of key areas in line with Malta's priorities as well as the Europe 2020 targets.



Figure 1: Restricted official EU Funds logo

The unrestricted EU funds logo should be used on information and publicity material where there is maximum availability of space and the breathing space is not encroached upon (e.g. billboards).

In case where space is limited, the restricted EU funds logo should be used. This includes most templates, information, publicity material and layouts such as A4 and A5 where the logo needs to be used with a third party logo and the Parliamentary Secretariat for EU funds and EU Presidency 2017.

Further details on the correct usage of the EU Funds is included in Section 4 – *Positioning of Logos*.

2.2 Corporate Identity: Sub-Logos

As indicated in Section 3 – *Technical Specifications for Logos, EU Emblem and Maltese Flag* an additional six sub-logos were designed to symbolize the six different thematic areas wherein the five ESIF are thriving. The logo icon used for each sub-logo fits into the logo icon used for the ‘EU funds for Malta 2014-2020’. This signifies all the different areas EU funding is investing in with the overarching aim to foster the right environment for socio-economic growth and job creation as well as a more inclusive society that will enable Malta to reach its targets at national and EU level.

These sub-logos are to be used at programme level and not at operational level, unless otherwise authorised by the Managing Authority.

2.3 Language

All logos have a Maltese and an English version to facilitate their inclusion in all media channels.

Users are to feature the appropriate logo in the language used for the kind of media created and/or aimed for.

All publicity and information materials should be in Maltese or in English throughout.

Should an item be produced in both languages (e.g. advert on the Government Gazette), both language versions of the compulsory text should be featured. An example of a compulsory text incorporating both languages is illustrated in Section 4.3.2 – *Positioning of Co-Financing Banner on its Own*, Figure 7.

3. TECHNICAL SPECIFICATIONS FOR LOGOS, EU EMBLEM AND MALTESE FLAG

This section illustrates the technical specifications for the reproduction of the ESI Funds logos, the Parliamentary Secretariat for the EU Presidency 2017, the EU Emblem, and the Maltese Flag. Users must abide by these specifications to ensure the correct version of the logos, EU Emblem and national Flag is used in accordance with the medium to be utilised.

It is important that the logos, EU Emblem, and Maltese Flag are always used in the same format (e.g. full colour or monochrome). The use of logos in full colour on a white background is highly recommended, especially given that Article 4(1) of the Commission Implementing Regulations highlighted that the EU Emblem shall be used whenever possible and a monochrome version may only be used in justified cases.













The official EU Funds logos, EU Emblem, Maltese Flag, and co-financing banners, are available to download in *jpeg* format and/or *eps* format from the www.eufunds.gov.mt website.

3.1 European Structural and Investment Funds 2014-2020 Logos: Full Colour

It is recommended that the EU Funds official and sub- logos in full-colour are used over an overall white or light coloured background only. Publication of the ESI Funds logos on coloured or patterned backgrounds as well as the use of logo over images should therefore be avoided.



English Official Logos in Full Colour	Maltese Official Logos in Full Colour
	

The following sub-logos are for use at programme level only, unless otherwise authorised by the Managing Authority.

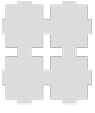









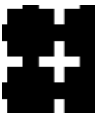

English Sub-Logos in Full Colour	Maltese Sub-Logos in Full Colour
 EU funds for SMEs	 Fondi tal-UE għall- Intrapriżi Żgħar u ta' Daqs Medju
 EU funds for Regional Development	 Fondi tal-UE għall- Iżvilupp Reġjonali
 EU funds for Cohesion	 Fondi tal-UE għall- Koeżjoni
 EU funds for Social Development	 Fondi tal-UE għall- Iżvilupp Soċjali
 EU funds for Maritime and Fisheries	 Fondi tal-UE għas- Sajd u l-Affarijiet Marittimi
 EU funds for Agriculture and Rural Development	 Fondi tal-UE għall- Agrikoltura u l-Iżvilupp Rurali

3.2 European Structural and Investment Funds 2014-2020 Logos: Monochrome

The term monochrome refers to the black-and-white (greyscale) version of the EU Funds official and sub- logos. Monochrome versions are to be utilised on black and white printing (in grey shades) or where only one colour is available (in this case black). These versions are to be reproduced on a white background only.

English Official Logos in Monochrome	Maltese Official Logos in Monochrome
 EU funds for Malta 2014-2020	 Fondi tal-UE għal Malta 2014-2020

The following sub-logos are for use at programme level only, unless otherwise authorised by the Managing Authorities.

English Sub-Logos in Monochrome	Maltese Sub-Logos in Monochrome
 EU funds for Social Development	 Fondi tal-UE għall- Iżvilupp Soċjali
Icon: 15% Black	Icon: 15% Black
 EU funds for Maritime and Fisheries	 Fondi tal-UE għas- Sajd u l-Affarijiet Marittimi
Icon: 70% Black	Icon: 70% Black
 EU funds for SMEs	 Fondi tal-UE għall- Intrapriżi Żgħar u ta' Daqs Medju
Icon: 30% Black	Icon: 30% Black
 EU funds for Agriculture and Rural Development	 Fondi tal-UE għall- Agrikoltura u l-Iżvilupp Rurali
Icon: 50% Black	Icon: 50% Black
 EU funds for Regional Development	 Fondi tal-UE għall- Iżvilupp Reġjonali
Icon: 80% Black	Icon: 80% Black
 EU funds for Cohesion	 Fondi tal-UE għall- Koeżjoni
Icon: 100% Black	Icon: 100% Black

3.3 European Structural and Investment Funds 2014-2020 Logos: Outline

For promotional and/or informative items that require engraving or where outline formats are required, the following outline versions should be utilised.

Users are advised to check the material on which this option is going to be used prior to confirming engraving so as to ensure that the image is reproduced clearly and as required.

English Official Logos in Outline	Maltese Official Logos in Outline
	

The following sub-logos are for use at programme level only, unless otherwise authorised by the Managing Authorities.

English Sub-Logos in Outline	Maltese Sub-Logos in Outline
	
	
	
	
	



3.4 European Structural and Investment Funds 2014-2020 Logos: Reversed

Reversed versions are to be utilised on a black or very dark background as only a one-colour version of the logo should be used (in this case white).

English Official Logos in Reversed



Maltese Official Logos in Reversed



3.5 The EU Emblem and Maltese Flag

Graphical specifications for the EU Emblem and the national Maltese Flag, together with downloadable images for reproduction are available on the eufunds.gov.mt website.

For ease of reference, this section provides an indication of how the EU Emblem and Maltese Flag should be reproduced in colour or monochrome format.

3.5.1 The EU Emblem

For the correct use of the EU Emblem, users are to make reference to Annex II of the Commission Implementing Regulation (EU) No. 821/2014.

The EU Emblem, together with the *Graphic Guide to the European Flag (Emblem)*, are also available to download in either *jpeg* format or *eps* format from the [europa.eu](https://europa.eu/european-union/about-eu/symbols/flag_en) website (https://europa.eu/european-union/about-eu/symbols/flag_en).

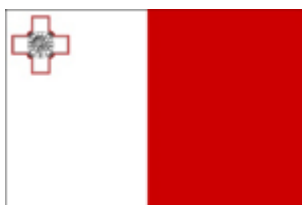
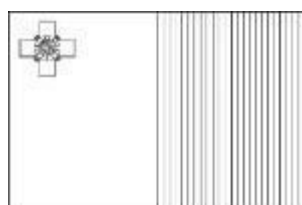
EU Emblem in Full Colour**EU Emblem in One Colour****EU Emblem in Monochrome****EU Emblem, Full Colour, on Coloured or Patterned Background**

If there is no alternative to a coloured background, the users are to put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle.

3.5.2 The Maltese Flag

The *Graphical Specifications for the National Flag of Malta* are available for download from the www.gov.mt website

(<https://www.gov.mt/en/About%20Malta/Documents/National%20Flag%20Graphical%20Specifications.pdf>).

Maltese Flag in Full Colour**Maltese Flag in Monochrome**

3.6 Parliamentary Secretariat for the EU Presidency 2017 and EU Funds Logo

This section illustrates the Maltese and English versions of the Parliamentary Secretariat for the EU Presidency 2017 and EU Funds's logo. It is highly recommended that the logo is produced on an overall white or light-coloured background only.

The colour of the logo should not be changed.

The minimum height of the Maltese Emblem should preferably be 2 cm and it should always be the same height of the EU Funds logo. However, in case where space is restricted, all logos, EU Emblem and Maltese Flag can be reproduced in a 1.5 cm scale.

It is important to note that the Parliamentary Secretariat for the EU Presidency 2017 and EU Funds' logo should not feature on tenders, recruitment, contracts, adverts for procurement and recruitment, promotional items, training material, etc. published by the beneficiaries or other stakeholders. The Parliamentary Secretariat for the EU Presidency 2017 and EU Funds' logo should only be inserted once the project has been approved.

In case where the user is to include the Parliamentary Secretariat for the EU Presidency 2017 and EU Funds' logo and the logo of its respective Ministry, the Maltese Emblem should feature only once and the Ministries should be listed under each other as shown in the example below.

Parliamentary Secretariat for European Funds in
English

Parliamentary Secretariat for European Funds in
Maltese



GOVERNMENT OF MALTA
PARLIAMENTARY SECRETARIAT
FOR EUROPEAN FUNDS



GVERN TA' MALTA
SEGRETARJAT PARLAMENTARI
GĦALL-FONDI EWROPEJ

Examples of Two Ministries under a Single Maltese Emblem



GOVERNMENT
OF MALTA

OFFICE OF THE PRIME MINISTER
PARLIAMENTARY SECRETARIAT
FOR EUROPEAN FUNDS



GVERN
TA' MALTA

UFFIĊĊJU TAL-PRIM MINISTRU
SEGRETARJAT PARLAMENTARI
GĦALL-FONDI EWROPEJ

3.7 Colour Codes

The colours of the EU Emblem inspire the colour palette of the official ESI Funds logo. For consistency and recognition, it is important that the colours of the logos are faithfully reproduced using the values indicated in this section.

The black gradients of the sub-logos are provided in Section 3.2 - *European Structural and Investment Funds 2014-2020 Logos: Monochrome*.

EU Emblem Blue

Spot: Pantone REFLEX BLUE

Process: C 100 M 80 Y 0 K 0

Online: R 0 G 51 B 153

#003399



EU Emblem Yellow

Spot: Pantone YELLOW

Process: C 0 M 100 Y 0 K 0

Online: R 255 G 242 B 0

#fff200



Spot: Pantone REFLEX BLUE

80%

Process: C 100 M 65 Y 0 K 0

Online: R 3 G 78 B 132

#034ea2



Spot: Pantone REFLEX BLUE

65%

Process: C 80 M 36 Y 0 K 0

Online: R 22 G 137 B 202

#1689ca



Process: C 0 M 0 Y 0 K 70

Online: R 109 G 110 B 113

#6d6e71



Process: C O M O Y O K 40

Online: R 167 G 169 B 172

#a7a9ac



3.8 Typography

3.8.1 Typeface

Caecilia LT Std Roman

AaBbCc123

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 : ' @ (& ! €)

font.

The typeface used for the ESI Funds logos is **Caecilia LT Std**.

The logos are type set in the **Bold and Roman** weights of this font and should never be substituted for another

Caecilia LT Std Bold

AaBbCc123

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 : ' @ (& ! €)

EU - Caecilia LT std Bold 70% Black
 funds - Caecilia LT std Roman 40% Black
 for - Caecilia LT std Roman 40% Black
Malta - Caecilia LT std Bold 70% Black

The ESI Funds logos' font and colour gradients are as follows:

3.8.2 Supportive Typefaces

Ideally, **Caecilia LT** should also be seen as a support font for headings and display type. **Calibri**, **Arial**, or **Times New Roman** should be used for the co-financing text, taglines and if possible for body type of documents so that a consistent approach is kept.

3.9 Unacceptable Usage

The ESI Funds logos should be reproduced as represented in the above technical specifications, in the appropriate proportions, and no form of modification is admissible. The section shows examples of incorrect use of the logos, EU Emblem and Maltese Flag.

Distortion of Logo



Users must not: (i) distort the logo; (ii) change its proportions; (iii) position the logo in an angle other than horizontal.

Refer to Section 4.1 – *Official [EU Funds](#) Logos' Size*.



The position and size of its components cannot be altered.

Refer to Section 4.1 – *Official [EU Funds](#) Logos' Size*.



The colour palette cannot be modified.

Refer to Section 3.7 – *Colour Codes*.



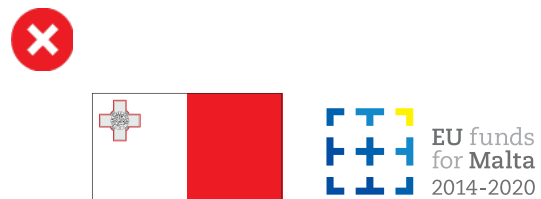
The logo must always appear in full.

Refer to Section 4.1 – *Official [EU Funds](#) Logos' Size*.



No other font should be used.

Refer to Section 3.8 – *Typography* should be used.



The logo should never be smaller than the Maltese flag, EU emblem, or any other logo.

Refer to Section 4.3 – *Positioning of Logo with Compulsory Emblem/Flag and Text*.

Dark or Patterned Background (In the case of use over a dark background the reversed (white) version of the logo should be used.)



Do not use the main logo over images or heavy patterns and busy backgrounds.

Refer to Section 3.1 - *European Structural and Investments Funds 2014-2020 Logos: Full Colour.*



Do not use the logo over a colour that diminishes its legibility or over a background colour taken from the brand colour palette.

Refer to Section 3.1 - *European Structural and Investments Funds 2014-2020 Logos: Full Colour.*



The logo must not be reproduced in a white box when used over a black or dark background.

Refer to Section 3.4 – *European Structural and Investments Funds 2014-2020 Logos: Reversed.*



The logo must not be framed in a white border when used in its reversed version over a black or dark background.

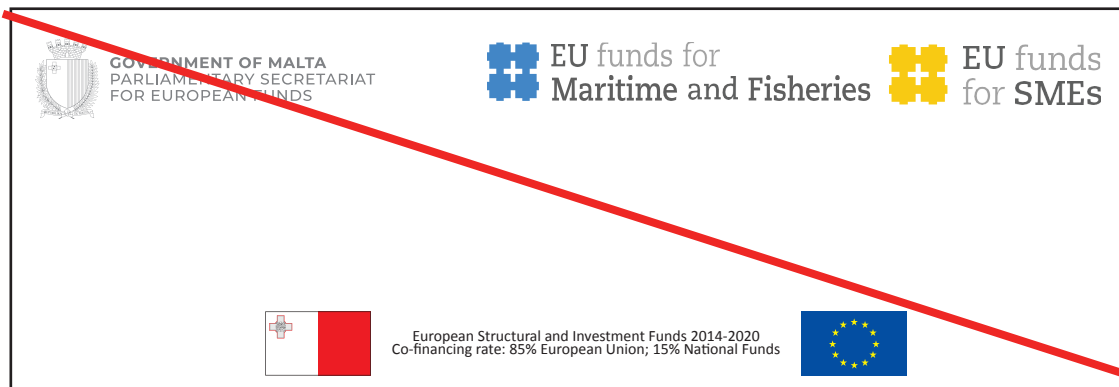
Refer to Section 3.4 – *European Structural and Investments Funds 2014-2020 Logos: Reversed.*



The reverse version is only available in white and no other colour can be used.

Refer to Section 3.4 – *European Structural and Investments Funds 2014-2020 Logos: Reversed.*

Multiple Funds



All logos should be the same size. Moreover, in case where there is reference to more than one Fund, the official EU Funds logo and co-financing text should be used.

Refer to Section 4.3 - *Positioning of Logo with Compulsary Emblem/Flag and Text* and Section 5- *Co-Financing Banners*.

EU Emblem Misuse (Refer to Section 3.5.1 – *The EU Emblem*)



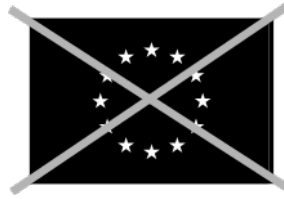
The stars of the EU Emblem should not be upside down.



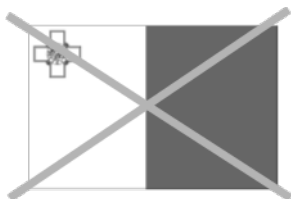
All the stars should be upright.



The stars are wrongly positioned in the circle: they must appear in the position of the hours on the face of a clock.



The correct monochrome reproduction should be used.

Maltese Flag Misuse (Refer to Section 3.5.2 – *The Maltese Flag*)

The correct monochrome reproduction should be used.

4. POSITIONING OF LOGOS

4.1 Official EU Funds Logo's Size

The official EU Funds unrestricted logo has been designed to be reproduced at a **minimum height of 2 cm and width of 10.5 cm** as illustrated in Figure 2. On the other hand, the restricted EU Funds logo has been designed to be reproduced at a **minimum height of 2 cm and width of 4.7 cm**. When the logos are reproduced at a greater or smaller scale, the users should respect its proportions.

On the web the minimum size of the icon is **40 pixels x 40 pixels**. There is no maximum reproduction size of the logo.

As indicated in Section 2.1 - *Corporate Identity: Official Logos*, where the main ESI Funds logo needs to be used in a restricted space the versions reproduced in Figure 4 should be used.



Figure 2: Actual size of the ESI Funds restricted logo.

4.2 Protection Area

'Breathing space' ensures that the EU Funds logos stands out and is not visually compromised by any other elements that may be placed within the same field of vision. Therefore, the logo should always be surrounded by space that is free from other elements.

The ideal clearance space to be allowed, which is equally spaced between the edges and any other logo(s). This area is defined by the measure of 'x', where in this case 'x' is equal to the full size of the icon. This should change proportionally depending on the size of the logo.

4.3 Positioning of Logo with Compulsory Emblem/Flag and Text

These three items, the EU Emblem, the National Flag of Malta, and the co-financing text, must always be displayed on all information and publicity material co-financed by the Operational Programmes, unless otherwise authorised by the Managing Authority.

The Parliamentary Secretariat logo should always appear at the top right-hand side, the EU Funds logo at the top left-hand corner and the third party logos in the middle. If the third party logo does not fit between these two logos, it should be included underneath the EU Funds logo, unless otherwise authorised by the Managing Authority. The EU Emblem, National Flag of Malta and compulsory text should be positioned at the bottom of the space, as illustrated in Figure 3.

The EU Funds logo, the Parliamentary Secretariat logo, the EU Emblem and the Maltese flag must never be rendered smaller than other logos placed in the same field of vision. **The minimum height of all logos and flags should preferably be 2 cm, however, in specific cases where space is restricted all logos and flags can be scaled down to not less than 1.5 cm.**

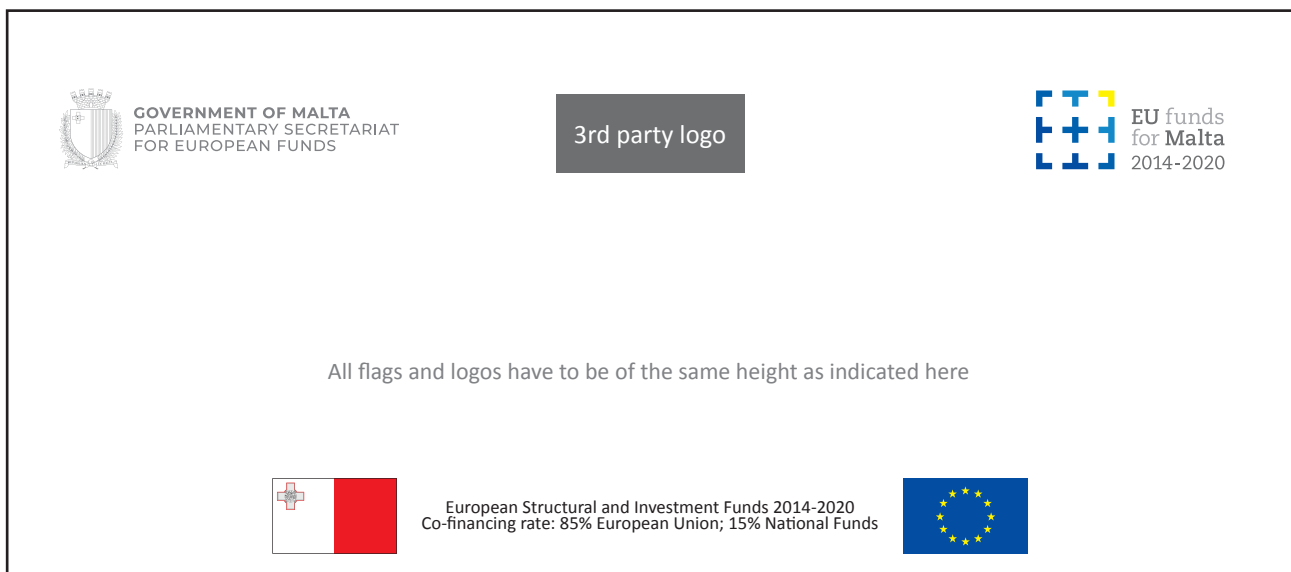


Figure 3: Template illustrating the insertion of all logos, including third party logo, and co-financing banner.

4.3.1 Positioning of Logo(s) on its Own

The EU Funds logos and the Parliamentary Secretariat logo(s) can only feature on its/their own in articles, published press releases, statements and supplements, and on websites as a link to the Managing Authority's website, if authorised by the Managing Authority.

4.3.2 Positioning of Co-Financing Banner on its Own

In the case of adverts for procurement or recruitment issued on the Government Gazette, the user may only use the co-financing banner, in both Maltese and English as indicated in the example hereunder. This derogation emanates from the layout in which the Government Gazette is set and is only applicable in such cases where this publication is made use of. If the user encounters other such instances, the attention of the Managing Authority should be drawn.

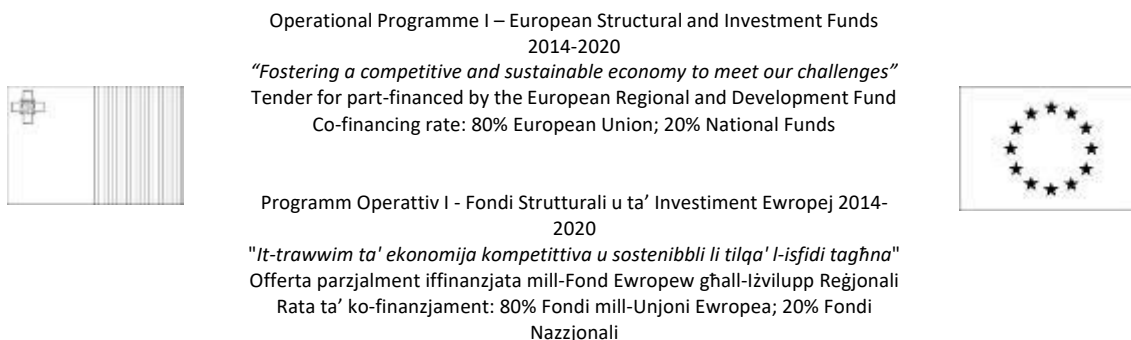


Figure 4: Co-Financing banner in both the English and Maltese languages.

4.4 Position of Logo with Third Party or Scheme / Project Logos

Third party logo(s) refer to the logos of entities that form part of the co-financing of the project being funded under the ESI Funds. The positioning of such logos should be as highlighted in Section 4.3 – *Positioning of Logo with Compulsory Emblem/Flag and Text* and Section 4.5 – *Examples of Template Structures*. In the case where Intermediate Bodies / Beneficiaries opt to create a visual identity for the scheme or project they implement, the sizing of such logo when utilised in conjunction with the EU Funds logo should follow the same guidelines as indicated above.

The same principle should be applied in the case of project partners who are not providing any share of co-financing but contributing indirectly to the project. Nevertheless, the user is always requested to consult with the Managing Authority for further advice.

With regard to logo(s) of sponsors, the user should consult the Managing Authority for further advice. Each request will be dealt with on a case-by-case basis.

4.4.1 Multiple Third Party Logos

In the case of multiple third party logos, the user should either insert the logos under the EU Funds logo and place them next to each other or place them in the middle under each other. This depends on the availability of space. In either case, a safe distance (clear space) between all logos should always be kept as indicated above.

4.5 Examples of Template Structures

Figures 5 and 6 below provide a clear example how the logos and co-financing banners should be inserted in any publication material.



Figure 5: An A5 template in a portrait layout. The third party logo should be placed underneath the EU Funds logo due to restricted space.

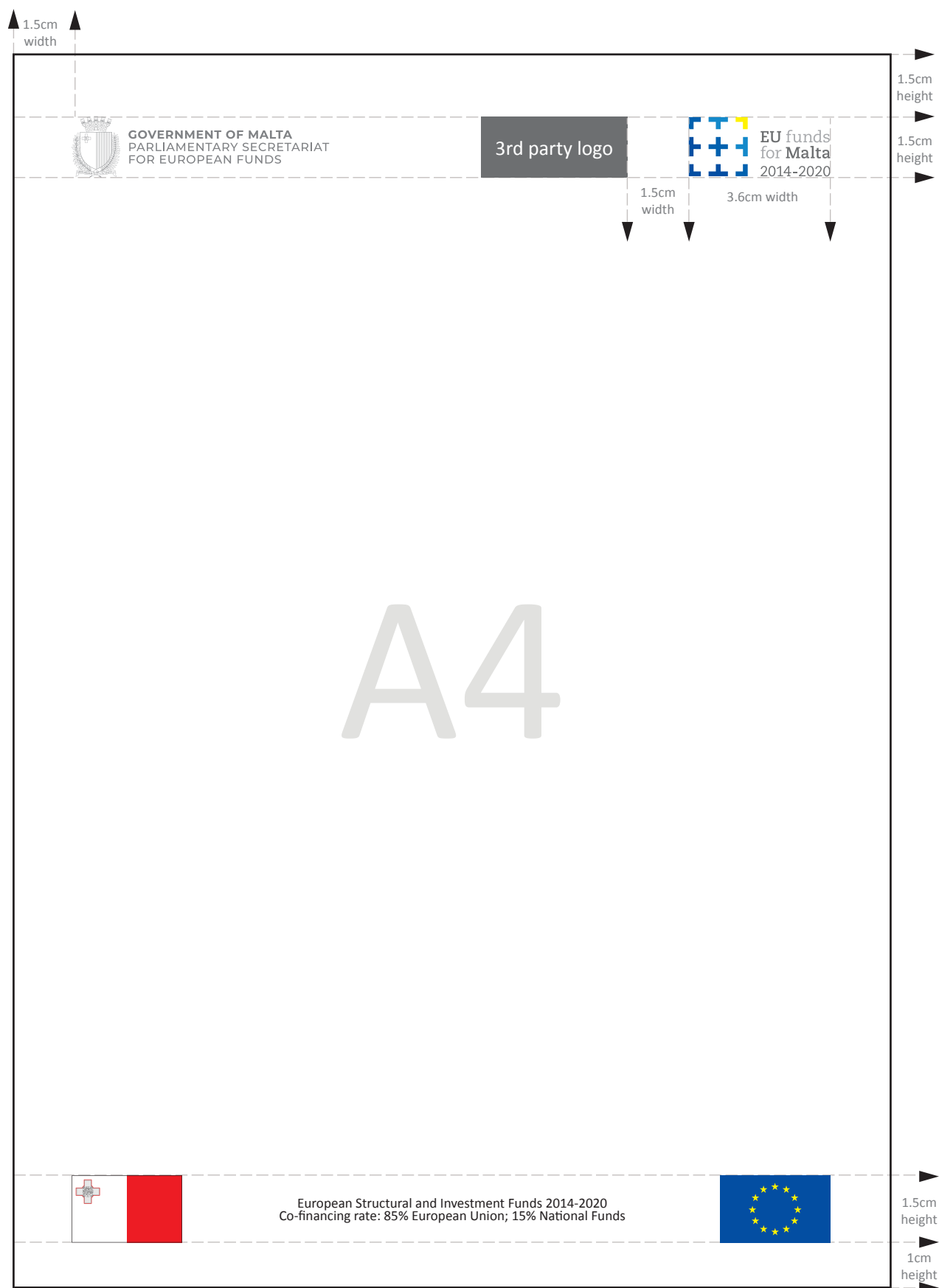


Figure 6: An A4 template in portrait layout. If space permits, the third party logo should be centrally located as illustrated above.

5. CO-FINANCING BANNERS

5.1 Co-financing Banners' Requirements

All publicity and information material should include the co-financing text, unless otherwise stated in these Guidelines or authorised by the Managing Authority. The below requirements are mandatory for every co-financing banner:

- **The National Flag of Malta**
- **The EU Emblem**
- **The compulsory text** adapted to the project, which should make reference to the: (i) Fund; (ii) European Union; (iii) co-financing rate; (iv) the slogan where applicable.

The slogan is only applicable to the European Agricultural Fund for Rural Development (EAFRD) and the European Maritime and Fisheries Fund (EMFF).

Annex III, Part 2 (1) (a) of Implementing Regulation (EU) 808/2014 states that all publicity materials related to the EAFRD should include the slogan: ***'The European Agricultural Fund for Rural Development: Europe Investing in Rural Areas'*** or ***'Il-Fond Agrikolu Ewropew għall-Iżvilupp Rurali: l-Ewropa tinvesti fiż-Żoni Rurali'***.

In the case of the EMFF, the following slogan should be inserted: ***'Investing in Sustainable Fisheries and Aquaculture'*** or ***'Investiment f'Sajd Sostenibbli u Akkwakultura'*** as per Guidance Fische No. 23 on the Implementing Act on Information and Publicity.

The co-financing rates are as follows:

- | | |
|------------------------------------------------------|----------------------------------------------|
| ▪ Cohesion Fund: | 85% CF; 15% MT |
| ▪ European Regional Development Fund: | 80% ERDF; 20% MT |
| ▪ European Social Fund: | 80% ESF; 20% MT |
| ▪ European Maritime and Fisheries Fund: | 75% EMFF; 25% MT - Measures I.16; I.6; I.23; |
| I.4; II.3 IV.3; VIII.3; VII.1 (Technical Assistance) | |
| | 50% EMFF; 50% MT - Measures I.9; I.21 |
| | 80% EMFF; 20% MT - Measure VI.2 |
| | 90% EMFF; 10% MT - Measure VI.1 – Art. 76(2) |
| | (a) to (d) and (f) to (l) |
| | 70% EMFF; 30% MT - Measure VI.1 – Art. |
| | 76(2)(e) |

- | | |
|-----------------------------------------------------|--------------------------|
| | 100% EMFF - Measure IV.2 |
| ▪ European Agricultural Fund for Rural Development: | 75% EAFRD; 25% MT |

5.2 Co-financing Banners

For ease of reference, the co-financing banners are reproduced hereunder. It is important that the EU Emblem is placed on the right hand side and the Maltese Flag on the left hand side, and are placed exactly parallel to each other.

Given that the co-financing banner incorporates elements included in Article 4(4) of the Commission Implementing Regulation and Article 2.2(1) of Annex XII of Regulation (EU) 1303/2013, it is important that the correct wording is used. Moreover, the co-financing text should be in Calibri, Arial, or Times New Roman in black or white font, depending on the background. The font size used shall be proportionate to the size of the EU Emblem and Maltese flag but never smaller than point 8.

In the case where the co-financing banner needs to be featured in both languages, reference should be made to Section 4.3.2 - *Positioning of co-financing banner on its own*.

For the correct typology and size, reference should be made to Section 3.8 – *Typography* and Section 4.3 – *Positioning of Logo with Compulsory Emblem/Flag and Text*.

European Regional Development Fund



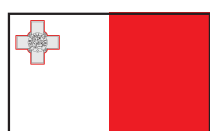
Programm Operattiv I - Fondi Strutturali u ta' Investiment Ewropej 2014-2020
"It-trawwim ta' ekonomija kompetittiva u sostenibbli li tilqa' l-isfidi tagħna"
 Proġett parzjalment iffinanzjat mill-Fond Ewropew għall-Iżvilupp Reġjonali
 Rata ta' ko-finanzjament: 80% Fondi mill-Unjoni Ewropea; 20% Fondi Nazzjonali



Operational Programme I – European Structural and Investment Funds 2014-2020
"Fostering a competitive and sustainable economy to meet our challenges"
 Project part-financed by the European Regional Development Fund
 Co-financing rate: 80% European Union; 20% National Funds



Cohesion Fund



Programm Operattiv I - Fondi Strutturali u ta' Investiment Ewropej 2014-2020
"It-trawwim ta' ekonomija kompetittiva u sostenibbli li tilqa' l-isfidi tagħna"
 Proġett parzjalment iffinanzjat mill-Fond ta' Koeżjoni
 Rata ta' ko-finanzjament: 85% Fondi mill-Unjoni Ewropea; 15% Fondi Nazzjonali





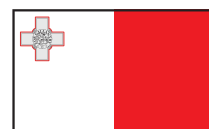
Operational Programme I – European Structural and Investment Funds 2014-2020
“Fostering a competitive and sustainable economy to meet our challenges”
 Project part-financed by the Cohesion Fund
 Co-financing rate: 85% European Union; 15% National Funds



European Social Fund



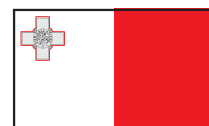
Programm Operattiv II – Fondi Strutturali u ta' Investiment Ewropej 2014-2020
*“Ninvestu fir-riżorsi umani sabiex noħolqu aktar opportunitajiet
 filwaqt li nipromwovu t-tiżiħ tas-soċjetà”*
 Proġett parzjalment iffinanzjat mill-Fond Soċjali Ewropew
 Rata ta' ko-finanzjament: 80% Fondi mill-Unjoni Ewropea; 20% Fondi Nazzjonali



Operational Programme II - European Structural and Investment Funds 2014-2020
“Investing in human capital to create more opportunities and promote the well-being of society”
 Project part-financed by the European Social Fund
 Co-financing rate: 80% European Union; 20% National Funds



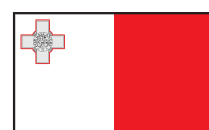
European Maritime and Fisheries Fund⁶



Maritime and Fisheries Operational Programme 2014-2020
 Part-financed by the European Union
 European Maritime and Fisheries Fund (EMFF)
 Co-financing rate: 75% EU Funds; 25% National Funds



Investing in Sustainable Fisheries and Aquaculture



Programm Operattiv għall-Affarijiet Marittimi u s-Sajd 2014-2020
 Parzjalment iffinanzjat mill-Unjoni Ewropea
 Fond Ewropew għall-Affarijiet Marittimi u s-Sajd (FEMS)
 Rata ta' Ko-finanzjament: 75% Fondi UE; 25% Fondi Nazzjonali



Investment f'Sajd Sostenibbli u Akkwakultura

⁶ The EMFF co-financing rate need to reflect the different measures, as follows:

75% EMFF – 25% MT [Measures I.16; I.6; I.23; I.4; II.3 IV.3; VIII.3; VII.1 (Technical Assistance)]

50% EMFF – 50% MT [Measures I.9; I.21]

80% EMFF – 20% MT [Measure VI.2]

90% EMFF – 10% MT [Measure VI.1 – Art. 76(2) (a) to (d) and (f) to (l)]

70% EMFF – 30% MT [Measure VI.1 – Art. 76(2)(e)]

100% EMFF – 0% MT [Measure IV.2]

European Agricultural Fund for Rural Development



The Rural Development Programme for Malta 2014-2020
Part financed by the European Union
European Agricultural Fund for Rural Development (EAFRD)
Co-financing rate: 75% EU Funds; 25% National Funds



Europe Investing in Rural Areas



Programm tal-Iżvilupp Rurali ta' Malta 2014-2020
Proġett parzjalment iffinanzjat mill-Unjoni Ewropea
Fond Agrikolu Ewropew għall-Iżvilupp Rurali (FAEŻR)
Rata ta' ko-finanzjament:
75% Fondi mill-Unjoni Ewropea; 25% Fondi Nazzjonali



L-Ewropa Tinvesti fiż-Żoni Rurali

European Structural and Investment Funds

The below co-financing banner is to be used at programme level only, unless otherwise authorised by the Managing Authority.



European Structural and Investment Funds 2014-2020
Co-financing rate: 80% European Union; 20% National Funds



Fondi Strutturali u ta' Investiment Ewropej 2014-2020
Rata ta' ko-finanzjament: 80% Fondi mill-Unjoni Ewropea; 20% Fondi Nazzjonali



6. GRAPHICAL GUIDELINES ON PUBLICITY AND INFORMATION MEASURES

The purpose of this section is to illustrate and provide further specifications to users on the correct use of the EU Funds logo and the Parliamentary Secretariat logo in conjunction with the EU Emblem, Maltese Flag, and co-financing text on the different information and publicity measures/media, with special reference to Articles 4 and 5 of the Commission Implementing Regulation (EU) No. 821/2014.

The Figures displayed in this section provide the best practice layout for each information and publicity measure/medium, and users should follow as much as possible to these layouts.

These layouts were created by the Managing Authority so that all projects convey the same consistent key message as requested by the Commission Implementing Regulation (EU) No. 821/2014, whilst at the same time being easily recognisable by the general public. Therefore, the Figures are reproduced as an overall indication, and users will be responsible for amending according to their project and fund. Under each Figure, dimensions, backgrounds, fonts, and sizes amongst others are also being proposed as a guideline.

As an important proviso, Article 5 - *Technical characteristics of permanent plaques and temporary or permanent billboards* of Commission Implementing Regulation 821/2014 states the following:

1. *The name of the operation, the main objective of the operation, the Union emblem together with the reference to the Union and the reference to the Fund or Funds to be displayed on the temporary billboard referred to in point 4 of Section 2.2 of Annex XII to Regulation (EU) No 1303/2013 shall take up at least 25 % of that billboard.*
2. *The name of the operation and the main objective of the activity supported by the operation, the Union emblem together with the reference to the Union and the reference to the Fund or Funds to be displayed on the permanent plaque or permanent billboard referred to in point 5 of Section 2.2 of Annex XII to Regulation (EU) No 1303/2013 shall take up at least 25 % of that plaque or billboard.*

Therefore, it is important that the above is adhered to when procuring compulsory plaques, billboards, as well as posters.

To recapitulate, publicity and information measures should feature the hereunder, unless otherwise advised/instructed by the respective Managing Authority:

- The relevant **ESI Funds logo**;⁷
- The **EU Emblem**;⁸
- The **National Flag of Malta**;⁹
- The text reading '**Project**¹⁰ **Part-financed by the European Union**';
- The name of the **Fund**;
- **Slogan** for EAFRD '*The European Agricultural Fund for Rural Development: Europe Investing in Rural Areas*' and EMFF '*Investing in Sustainable Fisheries and Aquaculture*';
- The **Parliamentary Secretariat Logo**.

6.1 Billboards

6.1.1 Compulsory Billboards

As stipulated in Article 2.2 (4) of Annex XII of the Regulation (EU) No. 1303/2013, “[d]uring implementation of an ERDF or Cohesion Fund operation, the beneficiary shall put up, at a location readily visible to the public, a temporary billboard of a significant size for each operation consisting of the financing of infrastructure or construction operations for which the total public support to the operation exceeds EUR 500 000”.

Article 5 of the said Regulation states that “No later than three months after completion of an operation, the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each operation that fulfil the following criteria: (a) the total public support to the operation exceeds EUR 500 000; (b) the operation consists of the purchase of a physical object or the financing of infrastructure or of construction operations”.

This also applies to the EAFRD funded projects as stipulated in Article 2.2 (c) of Annex III of Commission Implementing Regulation (EU) No. 808/2014.

The compulsory billboards should adhere to the following specifications and as illustrated in Figure 7 *as much as possible*:

- Dimensions: Not to exceed 6m x 3m and to be proportional to the size of the operation;
- Background: White only;
- Image: Image of the infrastructure or construction operation (artist impression, rendering, plan or actual

⁷ It is understood that when opting for audio-only (e.g. radio) measures, the EU funds for Malta logo and the Parliamentary Secretariat logo cannot be used as the medium is not visual; however, this document provides guidelines on how the obligations are to be respected even when a non-visual medium is used.

⁸ As requested in Annex II Commission Implementing Regulation 821/2014 and available on the MA's website.

⁹ Ibid.

¹⁰ The term 'project' is to be substituted with the term referring to the relevant information and publicity measure being co-funded by the EU, such as equipment, event, advert, brochure, and the like, as necessary.

image);

- **Fonts and Sizes:** For fonts refer to Section 3.8 - *Typography*. Size is to be proportionally represented as in example below;
- *Third party logo(s) featured only if relevant/necessary.*



Figure 7: Template for compulsory billboard.

6.1.2 Optional Billboards

Optional billboards require to be approved by the Managing Authority, which will only be approved if it deems the setting up of a billboard will be of added value to the project.

The Managing Authority recommends that for optional billboards the following specifications are kept throughout to keep conformity and for ease of association by the general public:

- Dimensions;
- Percentage of space layout;
- Fonts and sizes;
- And, if possible, the overall layout.

6.2 Plaques

6.2.1 Compulsory Plaques

Permanent plaques are to be produced as per the *engraved* version as illustrated in Figure 8. In the eventuality that a second plaque is requested to be fixed, such as for projects involving roads, a compulsory printed plaque, as illustrated in Figure 9, should be taken into consideration.

Article 2.2 (5) of Annex XII of Regulation (EU) No. 1303/2013 states that: “No later than three months after completion of an operation, the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each operation that fulfils the following criteria: (a) the total public support to the operation exceeds EUR 500 000; (b) the operation consists of the purchase of a physical object or of the financing of infrastructure or of construction operations. The plaque or billboard shall state the name and the main objective of the operation...”

For EAFRD funded projects, as stipulated in Article 2.2 (b) of Annex III of Commission Implementing Regulation (EU) No. 808/2014, “[w]here an operation under a RDP results in an investment (for example, on a farm or on food enterprise, the total public support of which exceeds EUR 50 000, the beneficiary shall place an explanatory plaque with information about the project, highlighting the financial support from the Union.”

Engraved Plaque

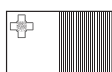
The compulsory plaque should adhere to the following specifications and as illustrated below *as much as possible*:

- Dimensions: Proportionate to the size of the project and readable by passers-by and/or equipment users. However, the minimum size standard A3 (0.297m × 0.420m) for infrastructural projects and standard A4 (0.210m × 0.297m) for all other projects;
- Percentages of space layout: Same as Figures 8 and 9 below and layout in proportion to size of plaque;
- Suggested background: Copper, bronze, silver or chrome;
- Fonts and sizes: Font in proportion to size of plaque, and as specified in Section 3.8 - *Typography*.
- *Third party logo(s) featured only if relevant/necessary.*



PROJECT PART-FINANCED BY THE EUROPEAN UNION

PROJECT CODE TITLE OF OPERATION PROJECT OBJECTIVE



Operational Programme I – European Structural and Investment Funds 2014-2020
"Fostering a competitive and sustainable economy to meet our challenges"
Project part-financed by the Cohesion Fund
Co-financing rate: 85% European Union; 15% National Funds



3rd party logo

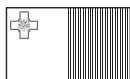
Figure 8: Template of engraved plaque in landscape format.



PROJECT PART-FINANCED BY THE EUROPEAN UNION

PROJECT CODE TITLE OF OPERATION
PROJECT OBJECTIVE

3rd party logo



Operational Programme I – European Structural and Investment Funds 2014-2020
"Fostering a competitive and sustainable economy to meet our challenges"
Project part-financed by the Cohesion Fund
Co-financing rate: 85% European Union; 15% National Funds



Figure 9: Template of engraved plaque in portrait layout.

Printed Plaque

The compulsory plaques should adhere to the following specifications and as illustrated below *as much as possible*:

- **Dimensions:** Proportionate to the size of the project and readable by passers-by and/or equipment users. However, the minimum size is standard A3 (0.297m x 0.420m) for infrastructural projects and standard A4 (0.210m x 0.297m) for all other projects;
- **Percentages of space layout:** Same as Figures 10 and 11 below and layout in proportion to size of plaque;
- **Background:** White, with blue background for name of operation and name in white;
- **Colours:** Refer to Section 3.7 – *Colour Code*;
- **Fonts and sizes:** Same as example below in proportion to size of plaque, and as specified in Section 3.8 - *Typography*;
- *Third party logo(s) featured only if relevant/necessary.*



Figure 10: Template of printed plaque in landscape layout.



PROJECT PART-FINANCED BY THE EUROPEAN UNION



3rd party logo



Operational Programme I - European Structural and Investment Funds 2014-2020
"Fostering a competitive and sustainable economy to meet our challenges"
Project part-financed by the European Regional and Development Fund
Co-financing rate: 80% European Union; 20% National Funds



Figure 11: Template of printed plaque in portrait layout.

6.2.2 Optional Plaques

The Managing Authority recommends that for optional plaques the following specifications should be kept throughout to keep conformity and for easy association by the general public:

- Dimensions;
- Percentage of space layout;
- Fonts and sizes or engraving;
- and if possible, the overall layout.

6.3 Stickers (also for Aid Schemes)

Stickers are to be affixed to all items of equipment/furniture/IT peripherals, which are purchased as part of the project. These are to be affixed in an area clearly visible to users and passers-by. The layout of the stickers is to follow the example hereunder (Figure 12).

- Dimensions: Approximate size 10cm (width) x 2.5cm (height);
- Percentages of space layout: As per figure example below;
- Colours: Text in black and EU Emblem/National Flag of Malta in full colour;
- Background: White;
- Fonts and sizes: As specified in Section 3.8 - *Typography*, and not smaller than 8 pt.

In exceptional circumstances, and only upon prior approval of the Managing Authority, beneficiaries may opt to affix a plaque (following the guidelines set out in Section 6.2 – *Plaques* above) where items purchased are housed in lieu of affixing stickers to individual items. This exception may be granted following duly justified reasons.

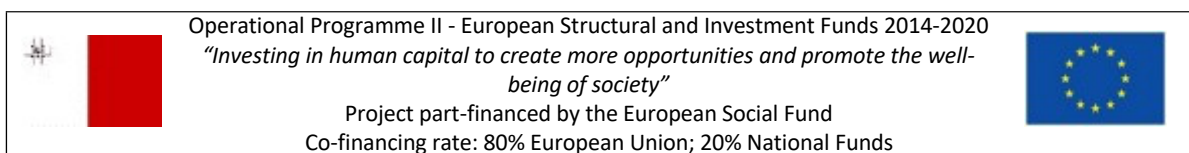


Figure 12: Template for stickers

6.4 Posters / Signs

6.4.1 Compulsory Posters / Signs

Article 2.2 (2) (b) of Annex XII of Regulation (EU) 1303/2013 states that: “placing, for operations not falling under points 4 [*referring to temporary billboards*] and 5 [*referring to permanent billboard or plaque*], at least one poster with information about the project (minimum size A3), including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building.”

For EAFRD funded projects, Article 2.2 (b) Annex II of Commission Implementing Regulation (EU) No. 808/2014 states that, “*the total public support of which exceeds EUR 10 000 and depending on the operation funded (for example for operations under Article 20 on village renewal or LEADER operations), at least one poster with information about the operation (minimum size A3), highlighting the financial support from the Union, at a location readily visible to the public, such as the entrance area of a buildings.*” Potential LEADER beneficiaries are kindly requested to refer to Annex I – LEADER Publicity Requirements (see EAFRD downloadable publicity section) for more information on LEADER posters publicity requirements.

Figures 16 and 17 provide layouts for landscape and for portrait posters and/or signs.

- Dimensions: Any size in portrait or landscape as long as not smaller than standard A3 (0.297m x 0.420m) size, and content in proportion to the size of the project;
- Percentages of space layout: Same as examples below and content layout in proportion to size of plaque;
- Background: Any colour however in line with these guidelines and without hindering the colours of the Emblem/Flag/logos;
- Colours: Refer to Section 3.7 – *Colour Code*.
- Fonts and sizes: As shown in examples below they need to be in proportion to the size of the plaque, and as specified in Section 3.8 - *Typography*.



Figure 13: Template for poster/sign in portrait layout.



PROJECT PART-FINANCED BY THE EUROPEAN UNION



Figure 14: Template for poster/sign in landscape layout.

6.4.2 Optional Posters / Signs

Posters and signs (including banners and conference backdrop signs) produced for exhibitions, trade fair displays, exhibition stands, conferences, seminars, meetings, and other activities and events should at least follow the layout produced in Figures 13 and 14 above *as much as possible*.

With regard to **backdrop conference signs**, these should be in line with the following recommendations *as much as possible*:

- Dimensions: Approximately 1.0m x 2.0m;
- Percentages of space layout: The content layout needs to be in proportion to size of the sign;
- Background: Any colour however in line with these guidelines and without hindering the colours of the Emblem/Flag/logos (see point 3.7);
- Colours: Refer to Section 3.7 – *Colour Code*.
- Fonts and sizes: Font same as examples in point 6.4, in proportion to size of plaque, and as specified in Section 3.8 - *Typography*.

6.5 Promotional Material

Promotional materials refer to the varieties of customized give-aways produced to promote the programme, scheme or project further. These items can be divided into two categories: (i) items that provide ample printing space; and (ii) items that inevitably provide only a limited/restricted printing space due to their nature. Such items might include pens, pencils, mouse-mats, magnets, lanyards, pen-drives, calculators, diaries, bags, caps, key rings, notepads, footballs, balloons, and the like, as approved by the Managing Authority in the Grant Agreement.

The Managing Authority strongly recommends that users take into due consideration the obligatory publicity requirements when determining promotional items to be procured. Promotional items procured must at least feature the minimum visibility requirements.

The Parliamentary Secretariat's logo should be left out from these promotional materials.

The following Figures provide the layout for items that have ample space and for those that have limited/restricted space, as well as examples of how the visual identity requirements can be reproduced on a selection of commonly used promotional items.

- **Background:** This depends on the item however the colours and visibility of the Emblem/Flag/logos should not be hindered.
- **Colours:** Where only one colour is available, blue or black should be utilised with the correct EU Emblem and National Flag of Malta.

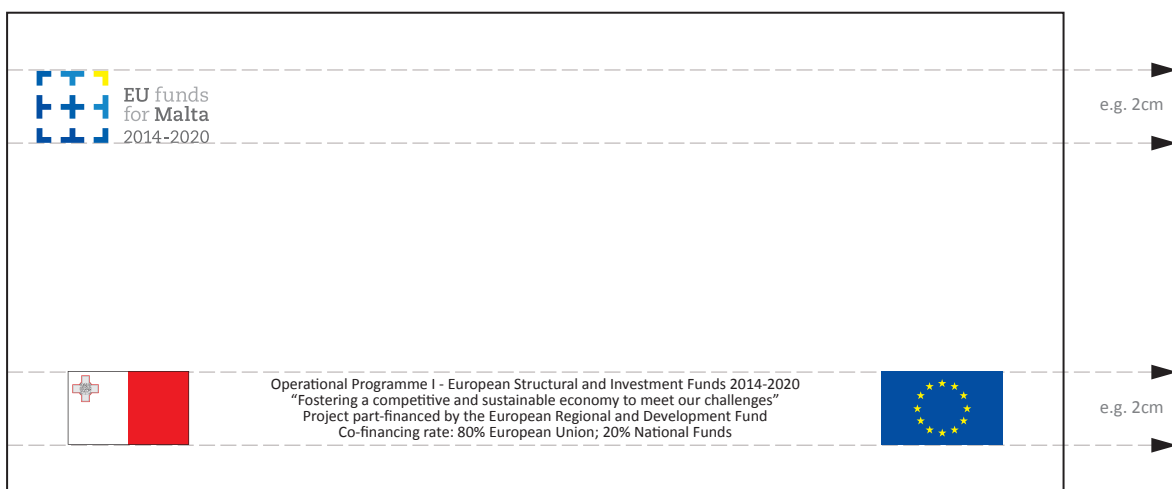
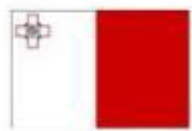


Figure 15: Ample Space: Both the ESI Funds official logo (either full or restricted) and the co-financing banner should be used.



European Structural and Investment Funds 2014-2020
Co-financing rate: 80% European Union; 20% National Funds



Figure 16: Limited space: The full co-financing banner should be utilized.

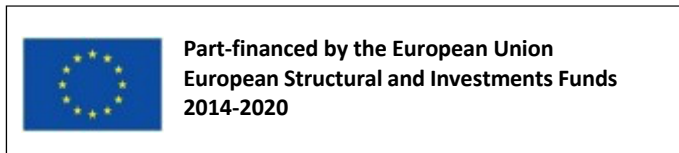
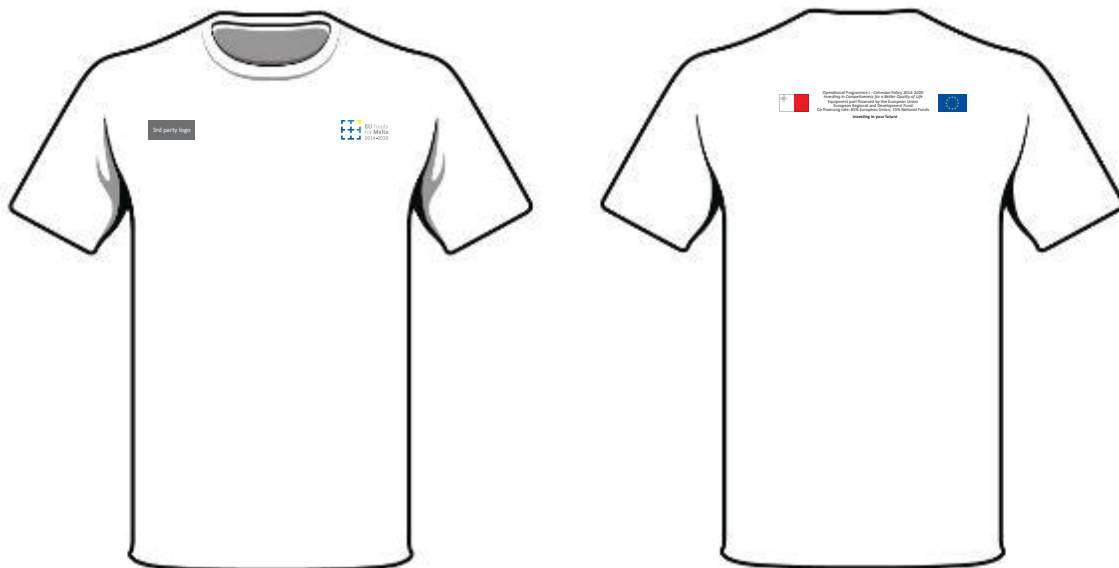


Figure 17: Restricted space: The above co-financing banner should be used only where space is extremely limited, e.g. pens, rubbers, USB, etc.

The hereunder Figures are for illustration purposes only. Nevertheless, it is important that the users use the correct type of visual identity requirements. Users are kindly requested to consult with the Managing Authority with regard to parameters for using the minimum and maximum layouts and when using items which are not depicted in the below examples or in case of desired deviation from the suggested layouts. The Managing Authority will consider each request on a case-by-case basis.



Example 1: Hereunder are examples of promotional items showing the full visual identity requirements.

Figure 18: T-shirts (printing on front and back; maximum space available)

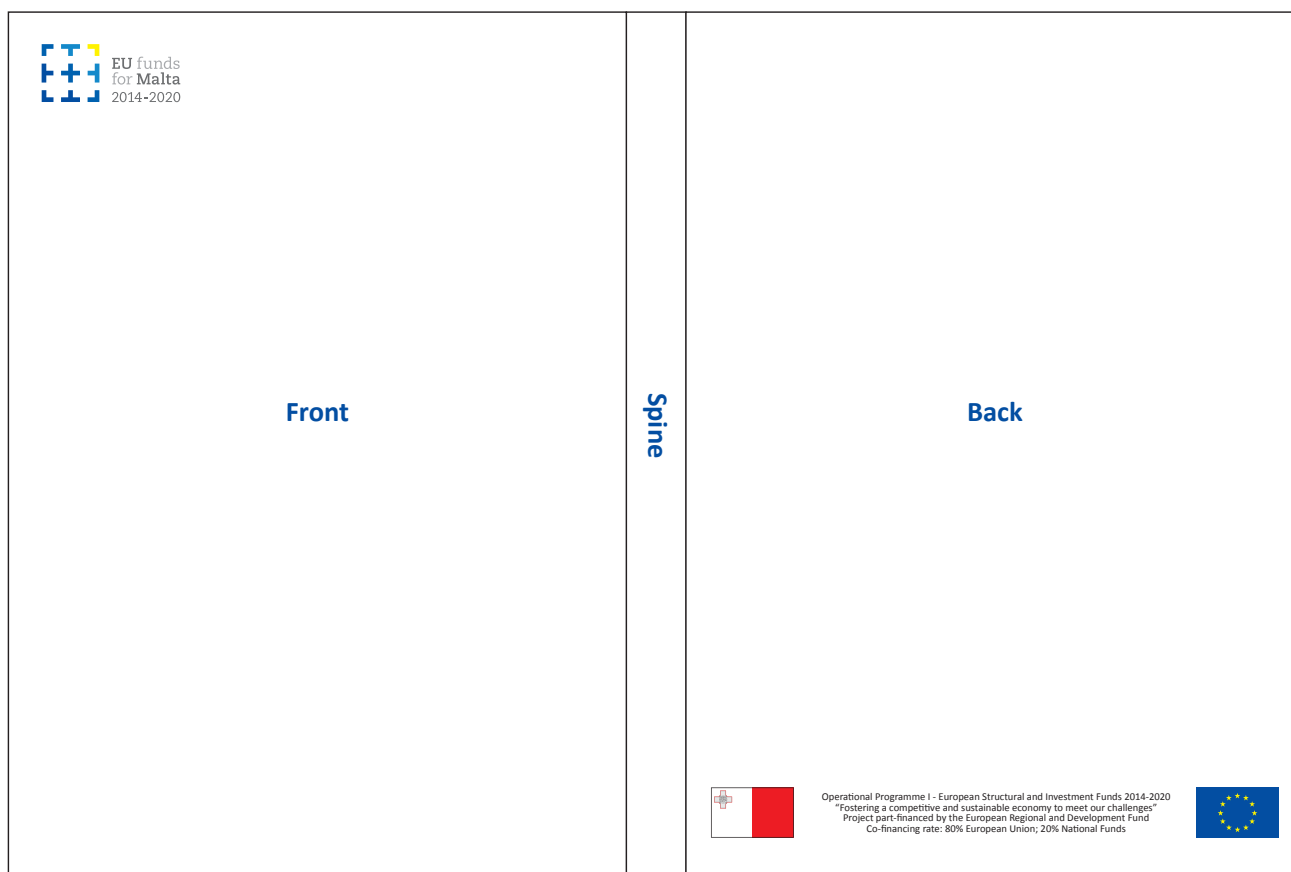


Figure 19: DVD cases, diaries, folders (printing on front and back; maximum space available)



Figure 20: Bags (at least one side printing; maximum space available)

Example 2: Hereunder is an example of a promotional item showing the limited visual identity requirements.



Figure 21: Cap (full co-financing banner; minimum space available)

Example 3: Hereunder are examples of promotional items showing the very restricted visual identity requirements.



Figure 22: Pen



Figure 23: Rubber



Figure 24: USB



Figure 25: CDs (although both the limited and the restricted versions can be used)

6.6 Publications and Information Materials, Collaterals, and Print Advertising

The visual identity requirements on these materials can be featured following one of two different layouts options:

i) two-sided, or ii) one-sided.

Examples of one-sided material can include: flyers, leaflets, bookmarks, cover-pages of official document (such as reports, contracts, tenders, application forms, notifications), postcards, power-point presentation templates, handouts, certificates, attendance sheets, print adverts, letterheads, envelopes, minute sheets, and any other one-sided documents and informational and/or promotional material.

On the other hand, examples of two-sided material can include: booklets, brochures, newsletters, calendars, key publications, handouts, A4 folders, and any other two-sided documents and informational and/or promotional material.

With regard to material created with the intention of being printed on black and white printers, the correct EU Emblem, National Flag of Malta, and EU Funds logo in *monochrome* representation should be inserted.

On these publications the Parliamentary Secretariat Logo should **not** be displayed.

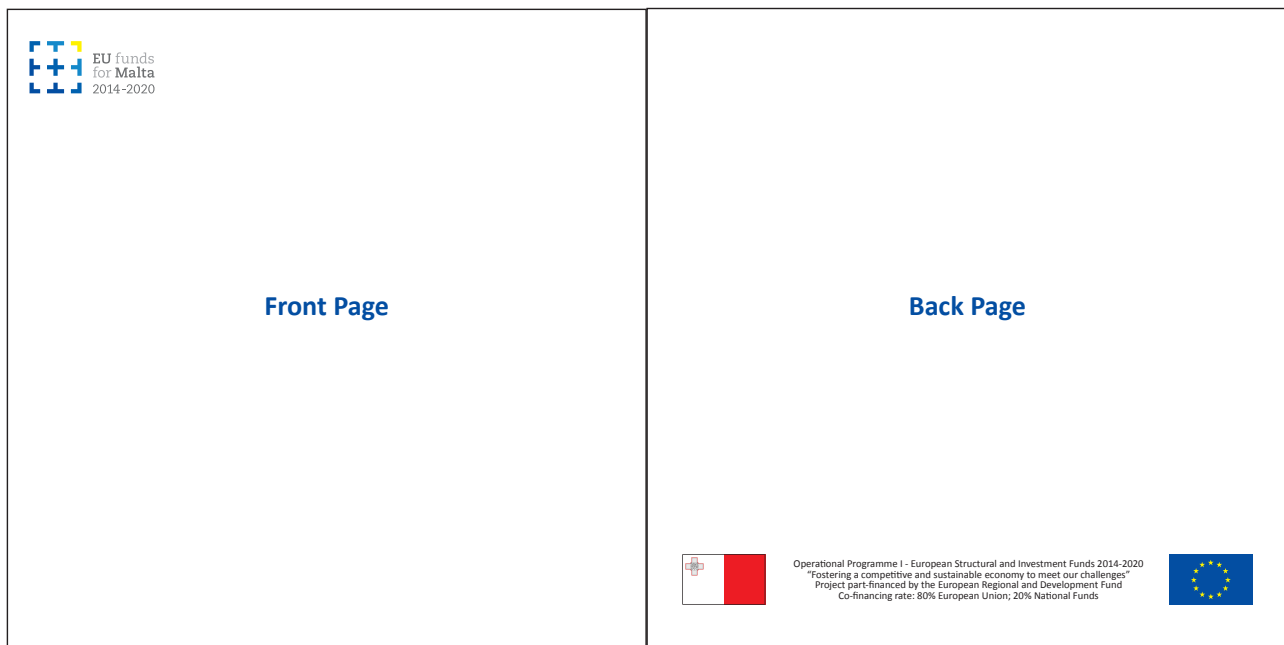


Figure 26: Two-sided layout option



Figure 27: One-sided layout option

6.6.1 Power-Point Presentation

The Managing Authority can provide the Beneficiaries and other stakeholders with the power-point presentation templates upon request. It is nonetheless important that the EU Funds logo and co-financing banner are inserted in the power-point presentations.



Figure 28: A power-point template of the front page to be used by beneficiaries.



Figure 29: A power-point template of the back page to be used by the Managing Authority and Beneficiaries.

6.7 Audio-Visual

Audio-visual information and/or publicity measures such as TV advertising, documentaries, multimedia, and any other productions on CD/DVD must feature the relevant visual identity requirements as seen in the examples below.

Additionally, the user is to take into consideration the following points when utilising either radio or audio-visual (TV spot, online video, documentary, etc.).

6.7.1 Audio (Radio)

Given that there is no visual element in radio adverts or promotion, it is important that acknowledgement of the Funds is done nonetheless. For this reason, the user is strongly recommended to allow enough time for the voice-over narration of the compulsory elements at least at the end of the slot. The minimum requirements as per Annex XII of Regulation (EU) No. 1303/2013 indicate the use of:

- Project part-financed by the European Union (**compulsory**);
- Operational Programme [SME Initiative / OPI / OPII / OP EMFF / RDP– in full] (optional);
- Name of Fund [ERDF / ESF / Cohesion Fund / EAFRD / EMFF] (**compulsory**);
- Co-financing rates [EU funds, National funds, Beneficiary's own funds, and applicable percentages] (optional);
- Slogan '*European Agricultural Fund for Rural Development: European investing in Rural Areas*' for EAFRD and '*Investing in Sustainable Fisheries and Aquaculture*' for EMFF (**compulsory**);
- In collaboration with the Parliamentary Secretariat for the EU Presidency 2017 and EU Funds (optional).

Users should also ensure that the compulsory text is clearly understandable to listeners and not narrated in a hurry in order to compress all desired information in the little air-time available.

6.7.2 Audio-Visual (TV, online video, documentary, etc.)

In contrast to radio productions, audio-visual productions allow the target audience to also see graphics for better understanding of the programme / scheme / project being promoted. Hence, the full visibility requirements must be included at least in the closing seconds of the production. Similarly to radio, it is strongly recommended to allow enough time for a voice over narration of the minimum requirements indicated above, as well as a paced reading of the co-financing text by the viewer.

6.8 Websites and Social Media

6.8.1 Websites

Websites can be divided into the following two categories for the purpose of information and publicity requirements:

- Websites co-financed by the funds: Relevant visual identity requirements must feature as per poster layout. The EU Funds logo should feature on the homepage and on all other pages. It should be visible as soon as the viewer lands on the page and not when the page is scrolled down. This can be done by setting a fixed banner or equivalent measure (e.g. header / footer) respecting the recommended layout.
- Websites/webpages only making reference to the funds: Such websites must feature the relevant EU Funds logo preferably as a link to the www.eufunds.gov.mt website.

As per Article 4 (3) of Implementing Commission Regulation (EU) No. 821/2014, “(a) the Union emblem and the reference to the Union shall be visible, when landing on the website, inside the viewing area of a digital device, without requiring a user to scroll down the page; (b) the reference to the relevant Fund shall be made visible on the same website.”

Therefore, it is important that the relevant co-financing banner is included on all pages (if all the website is funded through EU Funds), or on the relevant webpage at the top of the page, given that this encompass all the necessary requirements. The co-financing banner should feature in full colour.

Should there be enough space, the EU Funds logo should be placed on the left hand side of the co-financing banner.

Moreover, the website/webpage should include “a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union” in line with Article 2.2 (b) (2) (a) of Annex XII of Regulation (EU) No. 1303/2013.

The co-financing banner should include a direct link to the www.eufunds.gov.mt website.

If other logos are displayed in addition to the European Union Emblem and the Maltese Flag, these should not be larger than the compulsory European Union Emblem and Maltese Flag and EU Funds logo.

6.8.2 Social Media

Social media such as Facebook, Twitter, LinkedIn, YouTube, etc. are an effective way of targeting specific segments of the target audience and further promoting a programme / scheme / project, largely free of charge. Most also provide insights or analytics whereby the user can gauge outreach over a period of time, audience demographics etc. and hence take action to re-direct or enhance the online promotion of the intervention.

Any material uploaded or shared through such online facilities should carry the compulsory elements as per Article 4(3) of the Commission Implementing Regulation (EU) No. 821/2014. Furthermore, where customisation of a layout is possible (e.g. YouTube channel, Twitter account, etc.), it is highly encouraged to follow the same approach. Any documents uploaded (as .doc, .pdf, etc.) or created online, should also carry the necessary visibility requirements.

Should the social media used not be entirely dedicated to the project and the user opt to use its existing page, when information and publicity material related to the project is uploaded, reference to the European Union and the Fund should be made. Any documents uploaded related to the project should also abide with all the visual requirements.

6.8.2.1 Facebook Beneficiary Profile

It is recommended that the Beneficiary includes the EU Funds logos in the top right hand corner of the cover photo and the co-financing banner in the bottom left.

The EU Funds logos must not be smaller than 60px in height. The EU Emblem and Maltese Flag must also be the same size.

For Facebook promoted posts, beneficiaries are not required to include the EU Funds logos / EU Emblem / Maltese flag or co-financing banner. It is recommended that reference to EU Funds is made in the text.

COVER PHOTO

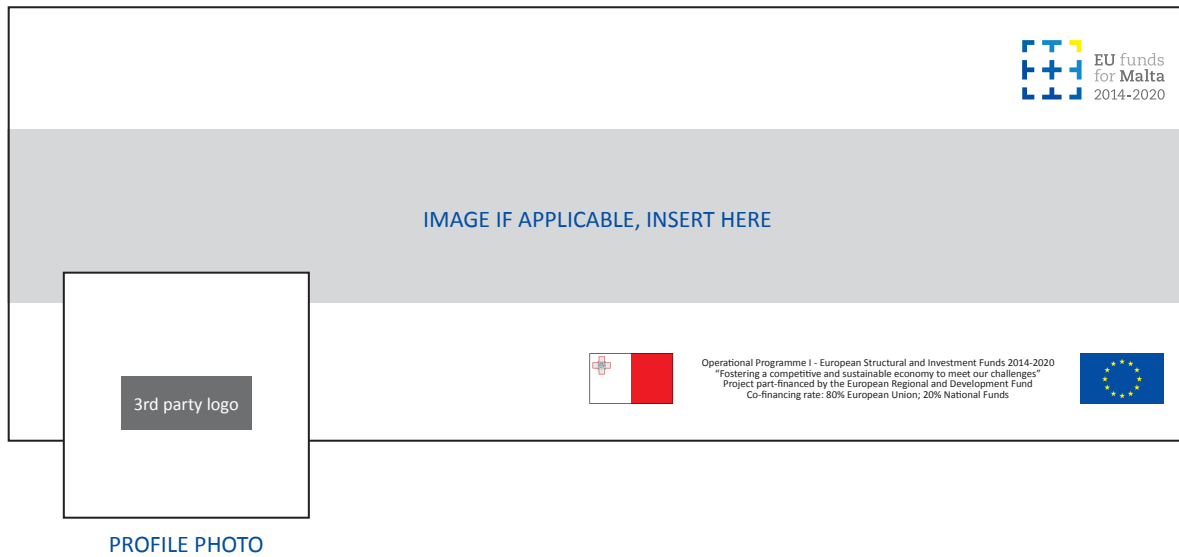


Figure 30: Facebook page

6.8.2.2 YouTube Beneficiary Profile

For YouTube profiles, it is recommended that the Beneficiaries includes the EU Funds logos and the co-financing banner.

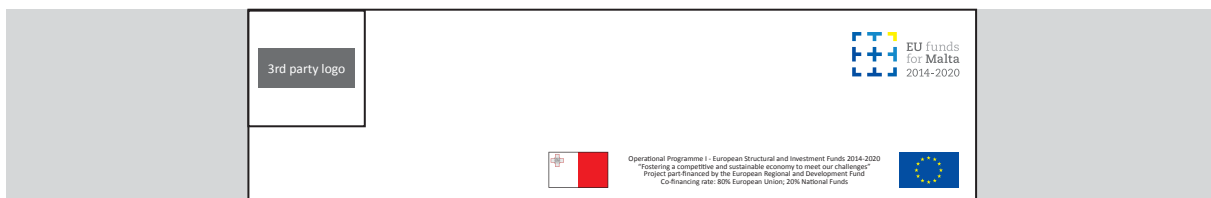
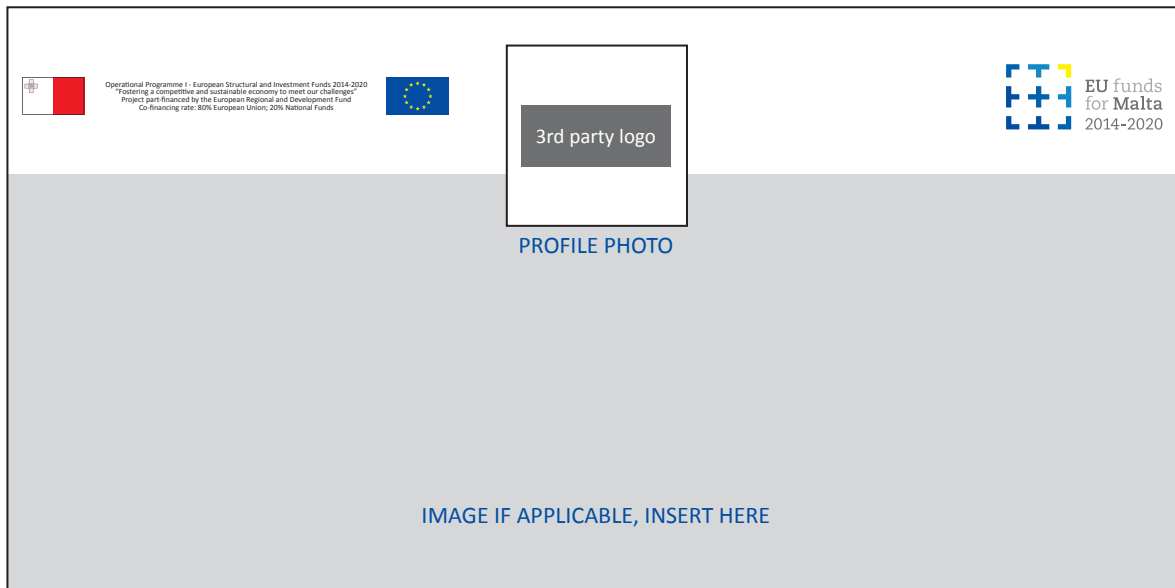


Figure 31: YouTube page

6.8.2.3 Twitter Beneficiary Profile

For YouTube profiles, it is recommended that the Beneficiaries includes the EU Funds logos and the co-financing banner.

COVER PHOTO**Figure 32: Twitter page**

6.9 Press Releases / Articles / Sponsored Articles / Advertorials

6.9.1 Press Releases / Articles

Users are to ensure that any scheme / project-related press releases or article write-ups forwarded for circulation feature the relevant EU Funds logo, the EU Emblem, the National Flag of Malta, and the compulsory text. Where possible, a link to the eufunds.gov.mt website should also be provided. Since the publication of a press release or article (and its visual identity) is at the discretion of the news editor of the targeted newsroom, the Beneficiary is to ensure that at least there is clear reference to the EU assistance, respective fund, and programming period.

Additionally, since the Department of Information publishes press releases in a standard format, without the visual identity requirements, it is to be ensured that a link to the project website (bearing the full visual identity) is included.

6.9.2 Sponsored Articles / Advertorials

Sponsored articles and advertorials shall feature the full visual identity requirements and shall acknowledge assistance received through clear reference to the EU, the respective fund and programming period.

6.9.3 Newsletters

The EU funds logo and co-financing banner should also be included in any newsletters published by the Beneficiaries.

7. IMPLEMENTING PUBLICITY AND INFORMATION MEASURES

Information and publicity is an integral part of project implementation. However, publicity is **not** synonymous with marketing. If the project warrants marketing activities, these should be described and budgeted separately within the project proposal. Attention is drawn to the following main points relating to publicity initiatives:

- i. Principle of Proportionality: Publicity measures (financed from the projects) should be reasonable and in proportion to the size, objectives, and results of the project.
- ii. Planning and Scheduling: Publicity and information measures should be carefully planned at an early stage and implemented in line with the budget and project plan set out in the Grant Agreement. In the case of projects that involve compulsory publicity and information requirements, Beneficiaries need to ensure that they include these measures in their budgets and implementation schedules. The following must also be taken into account at the planning stage:
 - a) Consultation: The Managing Authority recommends that the Beneficiary informs and consults with the Managing Authority about all information and publicity activities before their implementation. However, the final vetting of the visual layout and artworks of information and publicity measures will be the Beneficiaries' responsibility since the Visual Identity Guidelines provide sufficient guidance.
 - b) Target audience: Publicity and information measures should be appropriate for the identified target groups. Where possible the Beneficiary should also target the general public, particularly when informing about results of ESIF interventions.
 - c) Language and tone: Publicity and information activities should be neutral and factual in tone to avoid being perceived as biased and/or propaganda. The language used can be either Maltese or English, though use of the former is encouraged to reach a wider audience.
 - d) Publicity as opposed to marketing: The Beneficiary must ensure that publicity and information measures are not used as a marketing tool to promote an organisation, its products, services or infrastructure. Where a project includes an element of marketing, this must be used to complement, but not replace the project's obligatory information and publicity measures. Marketing expenses should also be listed separately in the project's budget and approved. However, marketing initiatives must still conform to the compulsory publicity requirements as per the Visual Identity Guidelines.
- iii. Tendering and Procurement: Like other co-financed project components, publicity and information initiatives or items should be procured or contracted in line with national legislation on public procurement, meaning that contracts and tenders for publicity should strictly reflect the

targets/obligations stipulated in the Grant Agreement. It is also important to note that advertising and documents relating to tendering and procurement should comply with the compulsory Visual Identity Guidelines.

- iv. Copyright Issues and Reproduction: The Beneficiary is advised to retain copyright of original publicity or information material related to the project, including all artwork and/or components. The MA may require to utilise project level publicity or information material during public events, presentations or publicity at programme / national level. Co-financed publicity or information material cannot be used by the Beneficiary for other purposes. It is important that copyright issues are clear to prospective Tenderers and set out in the relevant terms of reference and tender dossiers (as well as subsequent contracts).
- v. Reporting: The Beneficiary shall report on progress relating to the implementation of information and publicity actions by filling in the publicity section of the Project Progress Report template as guided by the Managing Authority. The items to be reported on shall be those that would have taken place during the specific reporting period. A nil report in the publicity section of the project progress report is also required where relevant. This information will assist the Managing Authority to monitor and report on the publicity actions undertaken. Copies of all information and publicity material shall be sent to the Managing Authority together with the Project Progress Report (with reference to events, plaques, or billboards, the Managing Authority will accept photographs while DVD/CDs will be accepted in the case of TV commercials/programmes).
- vi. Audit and Control: The Beneficiary is advised to keep original copies of all articles, news items, press releases, promotional and informative material for future checks / audits wherever possible. Audio-visual material such as TV and radio commercials, photographs, video-clips, documentaries or features should also be archived and kept for audit purposes. Audio-visual material could also be made available on CD to ensure that it can be viewed by auditors and/or other officials involved in the control process.
- vii. Confidentiality and Data Protection: The confidentiality of participants in all projects is to be respected. Photographs or footage featuring participants can only be transmitted or reproduced for information or publicity purposes if participants give their written authorisation. The relevant letters of authorisation should be retained in file by the Beneficiary. Beneficiaries should ensure that such authorisation is given at the onset of the project in order to ensure that publicity material can be used.

8. RESOURCES / OTHERS

8.1 Copyright and use by Third Parties

The copyright of the ESI Funds logos is entirely of the Maltese Managing Authorities. The use should not appear on material not related to the funds unless otherwise authorised by the Managing Authority.

The copyright of the Parliamentary Secretariat logo is entirely of the Parliamentary Secretariat for the EU Presidency 2017 and EU Funds in Malta. The use should not appear on material not related to the funds unless otherwise authorized by the Parliamentary Secretariat.

8.2 Downloads

The following documents/logos for the 2014-2020 programming period can be downloaded from the www.eufunds.gov.mt website:

- These Visual Identity Guidelines;
- The ESI Funds logos in colour, monochrome, reversed, and outline in both the English and Maltese languages;
- The EU Emblem and the National Flag of Malta in all their varieties, including their graphical specifications;
- The Publicity and Information Section of the Manual of Procedures 2014-2020;
- Commission Implementing Regulation (EU) No. 821/2014 and European Parliament and Council Regulation (EU) 1303/2013;
- Other related material, notices, memos and circulars.

8.3 Contact Details

Communications Unit (European Social Fund, European Regional Development Fund, Cohesion Fund)

Planning and Priorities Coordination Division

Parliamentary Secretariat for the EU Presidency 2017 and EU Funds,

Triq il-Kukkanja,

Santa Venera, SVR 1411,

Malta.

Contact Number: 00356 2200 1142

Email Helpdesk: info.ppcd@gov.mt
Website: www.eufunds.gov.mt

Communications Unit (European Maritime and Fisheries Fund and European Agricultural Fund for Rural Development)

Funds and Programming Unit
Parliamentary Secretariat for the EU Presidency 2017 and EU Funds,
Triq il-Kukkanja,
Santa Venera, SVR 1411,
Malta.

Contact Number: 00356 2200 1108
Email Helpdesk: fpd.meaim@gov.mt
Website: www.eufunds.gov.mt



www.eufunds.gov.mt

