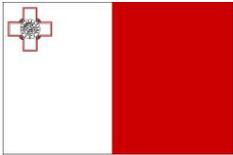
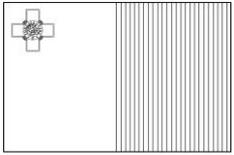


Technical characteristics of information and publicity measures

1. Beneficiaries shall be responsible for ensuring that all information and publicity measures, aimed at the public, acknowledge support from the European Maritime and Fisheries Fund to the relevant operation. Information and publicity measures are to include the following elements in line with [Commission Implementing Regulation \(EU\) No 763/2014](#).

- The National Flag of Malta [see paragraph (a) below]
- The Union Emblem [see paragraph (b) below]
- The Compulsory Text adapted to the project [see paragraph (c) below]

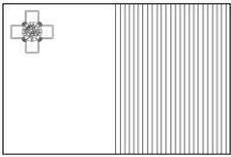
2. These three main elements make up the Visual Identity of the EMFF 2014-2020 Programme (below).

a. The National Flag of Malta.	
Full Colour: 	Monochrome: 

b. The Emblem of the European Union. For full details and guidance see: http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf	
Full Colour: 	Monochrome: 

b. The Compulsory Text.
<ul style="list-style-type: none">▪ Reference to the EMFF: 'European Maritime and Fisheries Fund'. *▪ Reference to the European Union: E.g. 'Co-funded by the European Union' or 'Part-financed by the European Union'. The name European Union shall always be spelled out in full.▪ The relevant co-financing rate.▪ The slogan: 'Investing in sustainable fisheries and aquaculture'. * <p>* Statements marked with asterisks are strictly compulsory, as per Article 1 of Commission Implementing Regulation (EU) No 763/2014.</p>

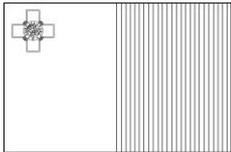
3. For ease of reference and reproduction, the recommended text is incorporated in a standard paragraph. The illustration below provides this compulsory text and its position between the National Flag and EU emblem:



Maritime and Fisheries Operational Programme 2014-2020
Part-financed by the European Union
European Maritime Fisheries Fund
Co-financing rate: XX% European Union Funds; XX% 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
Rata ta' Ko-finanzjament: XX% Fondi mill-Unjoni Ewropea; XX% Fondi Nazzjonali



Investiment f'sajd u akkwakultura sostenibbli

4. **Typography:** The typeface to be used in conjunction with the Union emblem may be any of the following fonts: Arial, Auto, Calibri, Garamond, Trebuchet, Tahoma, and Verdana. Italic and underlined variations and the use of font effects are not allowed.