

VISUAL IDENTITY GUIDELINES

European Fisheries Fund 2007-2013

MALTA

VERSION 2

	<p>Fisheries Operational Programme 2007-2013 Project part-financed by the European Union European Fisheries Fund (EFF) Co-financing rate: 75% EU Funds; 25% National Funds</p> <p><i>Investing in sustainable fisheries</i></p>	
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LIST OF ABBREVIATIONS

DoC	Department of Contracts
EC	European Council
EFF	European Fisheries Fund
EU	European Union
FOP	Fisheries Operational Programme
FPD	Funds and Programmes Division
IB	Intermediate Body
MA	Managing Authority
MEAIM	Ministry for European Affairs and Implementation of the Electoral Manifesto
MEPA	Malta Environment and Planning Authority

1.1 – Introduction

Publicity is an essential part of all projects funded by the European Union; projects must be publicised in order to increase public awareness about EU funding. In this regard, the Funds and Programmes Division (FPD) within the Ministry for European Affairs (MEAIM) has drawn up the following notes to serve as a brief guide to Maltese project partners involved in European Fisheries Funds projects. Project Leaders should ensure that the relevant publicity actions are undertaken with respect to their specific projects.

These guidelines shall provide information on how to ensure that the results and achievements of the Programmes and projects co-funded by EFF are communicated as widely and effectively as possible. These measures are intended to lead to increased transparency and greater awareness.¹

1.2 – Publicity and Information: Strategic Objectives

Communication is essential at both programme and project level in order to reach the following strategic objectives:²

- Ensuring transparency of and accessibility to the Funds;
- Increasing visibility and awareness of the role of the European Union and the positive impact of EFF on Malta and Gozo.

These communication objectives are entrenched in a number of EU and national regulations and guidelines as outlined in Section 1.3 below.

1.3 – The Regulatory Framework

This section incorporates and builds on the following regulations and specifications:

¹ As required by Article 51 of the EFF Regulation.

² Article 51 of the EFF Regulation.

- The EFF Regulation (EC) 1198/2006, Article 51;
- The EFF Implementing Regulation (EC) 498/2007, Chapter V;
- The official Graphical Specifications of the EU Emblem;
- The official Graphical Specifications of the National Flag of Malta;
- Relevant National Circulars and Guidelines which the MA may issue from time to time.

Failure to comply with the regulatory framework above may put the eligibility of expenditure or parts thereof at risk.

1.4 – Role of the Managing Authority (Programme Level Information and Publicity)

The MA (or the IB on its behalf in the case of Aid Schemes, as provided for in Article 87 of the Treaty) has two main functions:

- Provide guidance, monitoring and ensure compliance with the information and publicity regulations and requirements at programme and project level. The MA undertakes this function through both written guidance (e.g. this manual and the MA's website) and also through training sessions which the MA might organise from time-to-time;
- The MA will also provide useful downloads and information through the publicity section of its website.

1.5 – Responsibility of the Beneficiary (Project Level Information and Publicity)

1. The Beneficiary also has responsibilities relating to publicity and information in relation to the project/s. These are:

- Participating in publicity and information measures as well as networks or exchanges of experience organised at EU, national or programme level. Refer to Section 1.6 below.
- Implementing publicity and information measures in line with this Manual of Procedure.

2. This also involves:
 - Carrying out relevant publicity measures outlined in Paragraph 1.9 below (and as specified in the grant agreement).
 - Ensuring compliance with the logos, emblem and flag and the text set out in Paragraph 1.8 below when undertaking the publicity measures.

1.6 – Participation in publicity and information measures at EU or Programme Level

1. The Beneficiary must be aware that acceptance of funding is also an acceptance of their inclusion in on-line or other published lists and databases of beneficiaries compiled by the MA or the IB on its behalf.³ The information includes⁴ name and details of Beneficiary organisation, cost of the project, grant amount and purpose and results of the project.
2. The Beneficiary shall collaborate with the MA (and /or the IB on its behalf) during the organisation of events or promotional activities, including networks and exchanges of experience at both national and European level.

1.7 – Implementing publicity and information measures

Publicity and information 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 in the project proposal. Attention is drawn to the following main points relating to publicity initiatives:

- a. **Principle of proportionality:** Publicity measures (financed from the projects)⁵ should be reasonable and in proportion to the size, objectives and results of the project.
- b. **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 which involve compulsory publicity and information

³ Article 30 of the EFF Implementation Regulation.

⁴ The list is indicative and not comprehensive of the information that can be published.

⁵ Beneficiaries are welcome to increase the publicity measures out of their own funding.

requirements, project leaders 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:

- **Proportion**: publicity or information measures and their relevant costs must be in proportion and appropriate to the project concerned. What is not considered appropriate will not be borne by the budget of the Beneficiary.
 - **Consultation**: the MA recommends that the Beneficiary informs and consults with the MA about **ALL** information and publicity activities before implementation.
 - **Target audience**: publicity and information measures should be appropriate for the identified target groups. Where possible the Beneficiary should also target the general public.
 - **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.
 - **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 outlined in Section 1.8 below.
- c. **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. It is important to note that advertising and documents relating to tendering and procurement should preferably comply with the compulsory Visual Identity Requirements outlined in Section 1.8 below. The DoC can also advise on this matter.
- d. **Copyright issues and reproduction**: Beneficiary is advised to retain copyright of original publicity or information material, including all artwork or components, and to allow the MA to utilise project level publicity or information material during events, presentations or publicity at programme 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 terms of reference.

- e. **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 and submitting the relevant documents listed in Chapter 9 of the Manual of Procedures for European Fisheries Fund 2007 - 2013. A nil report in the publicity section of the project progress report is also required where relevant. This information will assist the MA to monitor and report on the publicity actions undertaken. Copies of all information and publicity material shall be sent to the MA together with the Project Progress Report (with reference to events or billboards, the MA will accept photographs while DVD/CDs will be accepted in the case of TV commercials/programmes).
- f. **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 in line with the requirements set out in Chapter 8 of the Manual of Procedures for the European Fisheries Fund 2007 - 2013, 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.
- g. **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 on file by the Beneficiary. Beneficiaries should ensure that such authorisation is given in order to ensure that publicity material can be used.

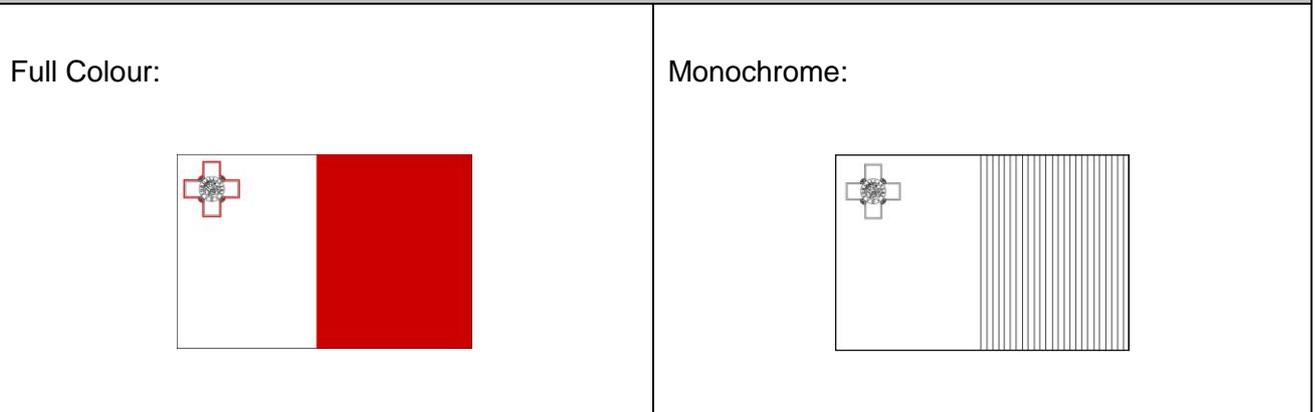
1.8 – Ensuring Compliance with Visual Identity Requirements and compulsory text

1. All documents, publicity and information items, publications or measures are to include the following elements in line with Article 33 of the EFF Implementation Regulation and with national requirements. These are referred to as the Visual Identity Requirements:

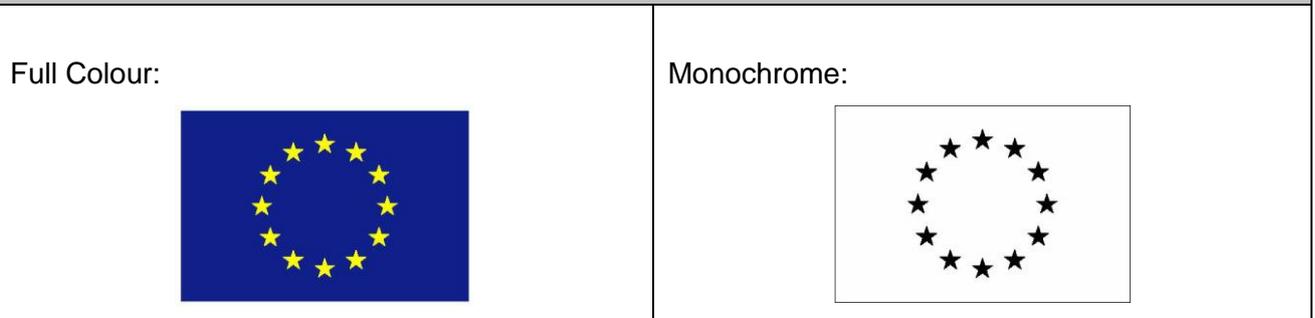
- The National Flag of Malta [see paragraph (a) below]
- The EU Emblem [see paragraph (b) below]
- The Compulsory Text adapted to the project [see paragraph (c) below]

2. These three main elements make up the Visual Identity of the EFF 2007-2013 Programme (below). These can also be downloaded from www.ppcd.gov.mt.

a. **The National Flag of Malta.** It is important to ensure that the flag is reproduced correctly, in line with the official Graphical Specifications for the National Flag which can be downloaded from http://www.ppcd.gov.mt/flags_and_logos.



b. **The Emblem of the European Union.** The emblem must be reproduced correctly, in line with the official Graphical Specifications which can be downloaded from the following site: http://europa.eu/abc/symbols/emblem/graphics1_en.htm The EU emblem is strictly compulsory for all information and publicity measures, as per Article 33 of (EC) 498/2007.

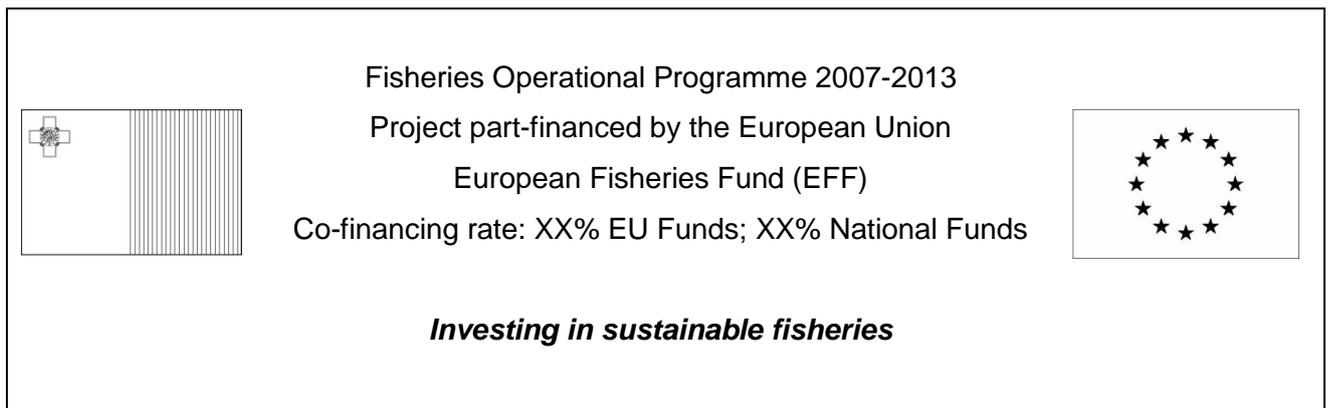


b. **The Compulsory Text.** In line with Article 33 of (EC) 498/2007, apart from the EU Emblem and the National Flag of Malta, it is advisable for all publicity measures to include reference to the EU's contribution to projects and the role of the programme concerned. The text consists of the following:

- Reference to the EFF: 'European Fisheries Fund'. *
- Reference to the European Union: E.g. 'Project part-financed by the European Union'.
- The relevant co-financing rate.
- The slogan: 'Investing in sustainable fisheries'. *

* Statements marked with asterisks are strictly compulsory, as per Article 33 of (EC) 498/2007.

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:



4. **Typography:** The suggested typefaces used for the compulsory text mentioned above are *Arial*, *Times New Roman*, or *Tahoma*.

1.9 – Carrying out compulsory information and publicity measures

Apart from ensuring that all information and publicity initiatives comply with the visual identity and text requirements, the Beneficiary shall also ensure to carry out all the compulsory publicity and information measures which are necessary for the project are undertaken⁶. These compulsory activities are outlined in further detail below. A summary is provided in Table 2 below for ease of reference.

Recommended visual identity requirements shall feature on:

- All adverts issued in the press (and other media) in relation to procurement, recruitment, calls or other procedures and/or events (with the exception of adverts on the Government Gazette);
- All information and publicity measures part-financed by the funds;
- The cover pages of tender documents and contracts and;
- The cover pages of all part-financed reports, studies, questionnaires, attendance sheets, certificates, power-point presentations, handouts and other documents without excluding information and publicity items.
- Promotional items/giveaways financed through the project.

Recommended layouts for print media adverts can be found in Table 1 below or downloaded from the web site of the MA.

It is advisable to keep original copies of press releases or published media articles for reporting and control/audit purposes.

B. Projects involving construction / infrastructural works [total public contribution over €500,000]

Projects which have a total public contribution of over €500,000 and which involve construction/infrastructural works must set up a prominent billboard, followed by a permanent explanatory plaque at the work site/s as follows.⁷ This is compulsory as per EFF Regulation (EC) 498/2007, Article 32. Beneficiaries of smaller projects should consult their grant agreements to see

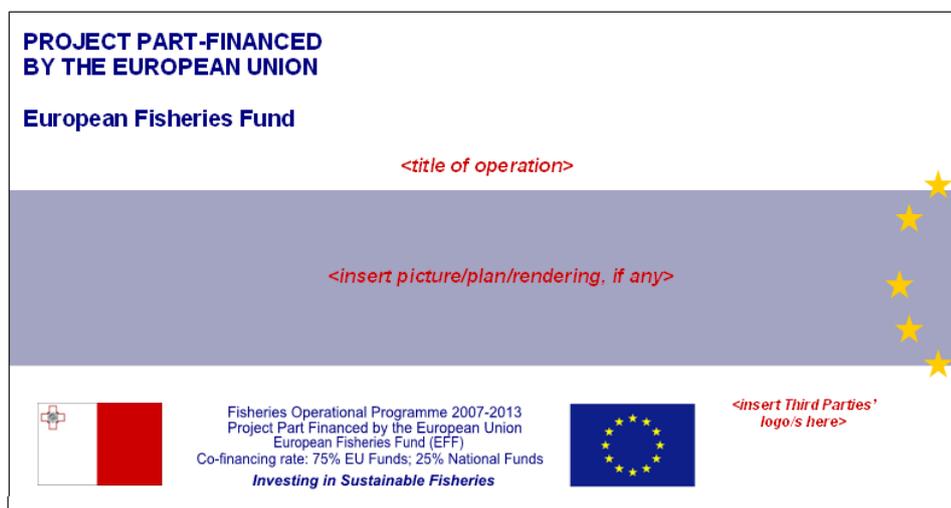
⁶ As required by Article 32 of EFF Regulation.

⁷ Total public contribution consists of EU funding and national co-financing.

if a billboard has been approved in the case of these projects. If approved, the Beneficiary may charge such a billboard to the project (in line with what the MA has approved).

1. The Compulsory Billboard must be:

- Set up at or beside the construction or infrastructure site/s during the whole period of project implementation until works are complete;*
- Clearly visible to passers-by and well-maintained throughout the whole period of construction;
- Set up in line with relevant national or MEPA requirements;
- Of significant size, appropriate to the scale of the operation;*
- Designed in such a way to reflect the actual EFF involvement and therefore at least 25% of the billboard must be allocated to the EU Emblem, National Flag of Malta, and compulsory text.^{8*} The font used for the compulsory text shall be the same size as the font indicating the Beneficiary's involvement;⁹
- Made of a material which is weather-resistant and durable enough not to fade, crumble or succumb to vandalism;¹⁰
- Well-maintained and erected in line with relevant national and/or MEPA requirements;
- Photographed on site by the Beneficiary for reporting and audit purposes.



⁸ As specified by Article 32 of Regulation (EC) 498/2007.

⁹ Billboards should not be used as marketing tools for contractors.

¹⁰ If billboards and plaques are vandalised, these must be replaced by the Beneficiary at its own cost.

* Requirements marked with an asterisk are strictly compulsory, as per Article 32 and 33 of Regulation (EC) 498/2007.

2. The Compulsory Explanatory Plaque must be:

- Set up within six months after completion of the construction / infrastructural works mentioned above;*
- Visible and of significant size, located at a part of the site which can be seen by the general public.* Text must be legible from a distance;
- Designed in such a way that at least 25% of the plaque is dedicated to a) the name and type of the project; b) the EU emblem, National Flag of Malta, and recommended text;*
- Made of a material which is weather-resistant and durable enough not to fade, crumble or succumb to vandalism;
- Well-maintained and erected in line with relevant national or MEPA requirements;
- Photographed on site by the Beneficiary for reporting and audit purposes.

* Requirements marked with an asterisk are strictly compulsory, as per Article 32 and 33 of Regulation (EC) 498/2007.

C. Projects involving purchase of physical items / equipment / furniture or other objects

1. Beneficiaries whose projects involve the purchase of equipment or other items of any value are advised to ensure that each item [including portable electronic equipment] is identified through the use of a sticker or plastic plaque attached to the equipment.

It is only in very exceptional circumstances and only upon explicit approval by the MA that this requirement can be waived in favour of a suitable alternative measure (e.g. a wall plaque on site where the equipment is kept, stating that it was co-financed through the project. Examples of such circumstances would be where the equipment is very small and the affixation of such stickers or plaques may be damaging to the equipment itself or the environment where it is kept.

2. Projects which have a total public contribution of over €500,000 and which involve the purchase of a physical object, including equipment or furniture, shall also set up a compulsory permanent plaque at the project site/s.
 - It is recommended to ensure that stickers:
 - Include the EU emblem and National Flag of Malta, together with the compulsory text as outlined above;
 - Be based on the templates obtained from Table 1 or downloaded from <http://www.ppcd.gov.mt/publicity?l=1>;
 - And are made of a durable material;
 - Copies are retained for reporting and audit purposes, including photographs of the affixed signs.
 - Explanatory Plaques should preferably conform to the description outlined in Sub-Section 1.9B above and on site photographs retained for reporting and audit purposes.

D. Projects involving events, conferences or training;

A Beneficiary implementing projects which include events, conferences, training, employment measures or other activities involving several participants is advised to ensure that all participants are informed of the project's source of funding. This involves the following:

- Recommended specifications for **events, conferences, training or other activities**:
 - Documents, including hand-outs, presentation slides, attendance sheets, certificates, agendas and other publications shall include the project title as well as the compulsory EU emblem, National flag, and Compulsory Text mentioned above*;
 - The EU flag and Malta flag shall be displayed prominently inside the venue, preferably behind or beside the speakers / trainers;
 - Photographs and/or recordings of the event shall be taken and retained by the Beneficiary for reporting and audit purposes. These photographs and/or recordings are to clearly show the compulsory emblems and text;
 - Venues must be fully accessible to persons with disability both with regard to training rooms and also facilities;

- Copies of all documentation including original signed attendance sheets and forms are to be retained for reporting and audit purposes.
- Compulsory posters / signs shall be:
 - Positioned at sites which are clearly visible to participants and the public, such as in or outside training rooms, reception areas, hallways and entrances;
 - Designed in such a way that at least 25% of the poster is dedicated to a) the name and type of the project; b) the EU emblem, National Flag of Malta, and compulsory text and;
 - Photographed on site by the Beneficiary for reporting and audit purposes.

* Requirements marked with an asterisk are strictly compulsory, as per Article 32 and 33 of Regulation (EC) 498/2007.

E. Optional publicity and information measures

1. In addition to the measures mentioned above, Beneficiaries may choose from a wide range of optional publicity and information measures to publicise their projects as required as long as these are reasonable and in proportion to the rest of the project. Advice should preferably be sought from the MA prior to embarking on additional publicity measures.
2. When carrying out publicity and information measures, the Beneficiary is advised to ensure that these measures comply with the publicity requirements mentioned in this Manual. Optional publicity and information measures, together with their corresponding compulsory requirements are summarised in the checklist in Table 3 below.
3. The Beneficiary is also urged to select the publicity and information measures which are most appropriate to their project and which reach the widest audience possible.
4. Some recommended publicity measures are provided below:

▪ **Print and Audio-visual Adverts or Informative Spots**

Adverts are effective to ensure transparency and good practice during all project's tendering, recruitment or marketing processes. They can also be an optional publicity tool. The MA's approval should be obtained before optional adverts or informative spots are launched in the media.

All types of media adverts must include the compulsory EU emblem, National Flag and text as outlined in this document.

TV/ Radio advertising should only be considered as an option for larger projects or those which have a very wide target audience in view of the significant expense involved. TV commercials could end with the emblems and recommended text. Radio commercials could end with a voiceover reading the recommended text.

Given the time constraints which TV and radio adverts would have, it is strongly recommended that any voice- over and/or stills with the visual identity requirements are given enough time to capture the listeners'/viewers' attention.

Ideally, reference to the relevant Operational Programmes, the name etc (as per the visual guidelines and manual of procedures) would also be included; however priority is to be given to the compulsory text indicated in **bold**.

The Beneficiary requires providing justification supported with relevant sources for selecting particular newspaper/s, magazines, TV and radio stations.

Where CDs or DVDs are distributed as part of a project's publicity initiatives, the CDs and DVDs could include the compulsory emblems and text on the sleeve or box as well as at the beginning and / or end of the audio-visual recording.

Newspaper/magazines cuttings and CDs/DVDs are to be retained for reporting and audit purposes.

- **Optional Billboards, plaques or posters**

Billboards, plaques or posters may be used by various types of projects if deemed necessary by the Beneficiary, with the approval of the MA.

Such optional billboards, plaques or posters could conform to the requirements for compulsory billboards or plaques outlined in paragraph 1.9B above. Photographs of billboards and plaques on site must be kept for reporting and audit purposes.

- **Promotional Material**

Promotional material can be an effective means of information or publicity, as long as it is distributed widely and in a targeted fashion. Promotional material can include items such as mugs, bags, caps, leaflets, folders, bookmarks, postcards as well as conference material (such as pens, notepads, handouts and backdrops). It is the responsibility of the beneficiary to limit this material at project level to items which can be linked to the project.

It is essential to ensure that all promotional items have sufficient printing space to include the compulsory EU emblem, National Flag of Malta and text as outlined above.

Items with very limited printing space or very small items should be avoided, since these are not effective forms of publicity. However, the Beneficiary is advised to contact the MA for guidance on a case-by-case basis in this regard.

- **Publications and Printed Material**

Publications or printed material, such as booklets, leaflets, flyers, brochures, bookmarks, and newsletters relating to part-financed projects can also be used as optional publicity initiatives as long as they take the following specifications into consideration:

- Include the compulsory EU emblem, National Flag of Malta and text.
- Include the name and type of project
- Include reference to the Managing Authority and its website

- Have been approved by the MA
- Copies are to be retained for reporting and auditing purposes.

▪ **Media Events, Interviews or Press Conferences**

When seminars, training, public or media events are organised as part of a project or as a publicity measure, the provisions in Paragraph 1.9D above apply.

In the case of media interviews, note that Beneficiaries are likely to find it difficult to ensure that journalists' articles comply with and include the publicity requirements unless the interview is a paid advertorial. It may therefore be necessary to discuss such issues with the journalist or newsroom prior to the interview.

Copies, including photographic evidence, are to be retained for reporting and auditing purposes.

▪ **Websites, Web-pages and Mail shots**

Websites are another effective means of publicising a project, as long as the content conforms to the following recommended specifications:

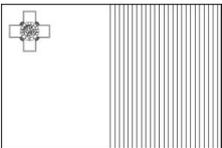
- Websites, web-pages and mail-shots which are part-financed by a project feature the compulsory EU Emblem*, National Flag of Malta, and text* on the home page and on all other pages (possibly through the use of a permanent banner or equivalent).
- Each should include a reference and link to the European Commission (www.europa.eu) and the Managing Authority and its website (<https://secure2.gov.mt/fpd/home?!=1>)
- Co-financed websites should retain the compulsory publicity and information requirements for the duration of the website.
- Retain screen print copies for reporting and audit purposes.
- Mentions, adverts or spots on other websites: includes the compulsory visual identity requirements on the co-financed page/advert/spot.

* Requirements marked with an asterisk are strictly compulsory, as per Article 32 and 33 of Regulation (EC) 498/2007.

Table.1 Recommended Text Templates

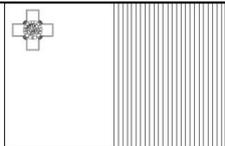
Choose either Maltese or English, depending on the language used for the information or publicity measure in question.

i. Beneficiaries are asked to select and reproduce **ONE** of the following for information or publicity initiatives implemented for project at the **application or selection stage**:

	<p>Fisheries Operational Programme 2007-2013</p> <p>This tender is being considered for European Union part-financing</p> <p>European Fisheries Fund (EFF)</p> <p>Co-financing rate: XX% EU Funds; XX% National Funds</p> <p>XX% Private Funds</p> <p><i>Investing in sustainable fisheries</i></p>	
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	<p>Fisheries Operational Programme 2007-2013</p> <p>This tender is being considered for European Union part-financing</p> <p>European Fisheries Fund (EFF)</p> <p>Co-financing rate: XX% EU Funds; XX% National Funds</p> <p>XX% Private Funds</p> <p><i>Investing in sustainable fisheries</i></p>	
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<p>Programm Operattiv tas-Sajd 2007-2013</p> <p>Din l-offerta qed tigi kkunsidrata sabiex tigi parzjalment iffinanzjat mill-Unjoni Ewropea</p>
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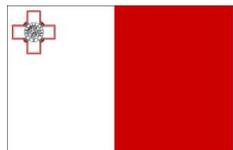


Fond Ewropew għas-Sajd (FES)

Rata ta' Ko-finanzjament: XX% Fondi UE; XX% Fondi

Nazzjonali ; XX% Fondi Privati

Investiment f'sajd sostenibbli



Programm Operattiv tas-Sajd 2007-2013

Din l-offerta qed tigi kkunsidrata sabiex tigi parzjalment

iffinanzjat mill-Unjoni Ewropea

Fond Ewropew għas-Sajd (FES)

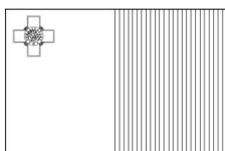
Rata ta' Ko-finanzjament: XX% Fondi UE; XX% Fondi

Nazzjonali

Investiment f'sajd sostenibbli



ii. Select and reproduce **ONE** of the following for information or publicity initiatives relating to projects which have **already been approved** by the Managing Authority:



Fisheries Operational Programme 2007-2013

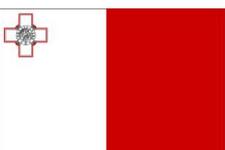
Tender part-financed by the European Union

European Fisheries Fund (EFF)

Co-financing rate: XX% EU Funds; XX% National Funds

XX% Private Funds

Investing in sustainable fisheries



Fisheries Operational Programme 2007-2013

Tender part-financed by the European Union

European Fisheries Fund (EFF)

Co-financing rate: XX% EU Funds; XX% National Funds

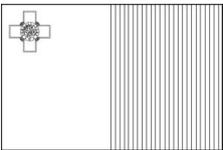
XX% Private Funds

Investing in sustainable fisheries



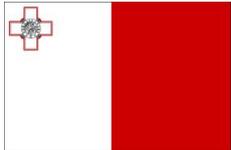


Programm Operattiv tas-Sajd 2007-2013
Offerta parzjalment ifffinanzjat mill-Unjoni Ewropea
Fond Ewropew għas-Sajd (FES)
Rata ta' Ko-finanzjament: XX% Fondi UE; XX% Fondi
Nazzjonali ; XX% Fondi Privati



Investiment f'sajd sostenibbli

Programm Operattiv tas-Sajd 2007-2013
Offerta parzjalment ifffinanzjat mill-Unjoni Ewropea
Fond Ewropew għas-Sajd (FES)
Rata ta' Ko-finanzjament: XX% Fondi UE; XX% Fondi
Nazzjonali ; XX% Fondi Privati



Investiment f'sajd sostenibbli

Table 2: Check list for compulsory Publicity and Information Measures

Type of Project	Public Contribution to Project	Measure/s	Recommended Publicity Requirements
All Projects	Any	<ul style="list-style-type: none"> ✓ Visual identity requirements on adverts, tenders, contracts, documents, publications, reports, handouts, power-point presentations, questionnaires, templates etc. 	<ul style="list-style-type: none"> ✓ Adverts include the compulsory visual identity requirements and are to be based on the layout in Table 1 of this document.
	Exceeding €500,000	<ul style="list-style-type: none"> ✓ Billboard on site throughout duration of works. 	<ul style="list-style-type: none"> ✓ Is well-maintained and set up in line with relevant MEPA or other local guidelines if applicable; ✓ Is clearly visible and of significant size, in proportion to scale of the operation;

			<ul style="list-style-type: none"> ✓ At least 25% of billboard is allocated to the visual identity requirements; The font used for the recommended text is same size as the font indicating the Beneficiary's involvement; ✓ The name of project is to be included; ✓ Has been photographed on site for reporting and audit purposes; ✓ Has been replaced by a permanent commemorative plaque within six months of completion of the construction or infrastructural works.
Projects including Infrastructure/ Construction	Any	<ul style="list-style-type: none"> ✓ Permanent explanatory plaque installed within six months from completion of construction or infrastructural works. 	<ul style="list-style-type: none"> ✓ Is well-maintained and erected in line with relevant MEPA or other local guidelines if applicable; ✓ Is visible and of significant size, located at site which can be seen by general public - text s legible at a distance;

			<ul style="list-style-type: none"> ✓ At least 25% of the plaque are allocated to the compulsory visual identity requirements; ✓ The type and name of project are included on the plaque. ✓ Is made of weather-resistant, durable material. ✓ Has been photographed on site by the Beneficiary for reporting and audit purposes.
		<ul style="list-style-type: none"> ✓ Stickers or plastic plaques attached to each smaller or portable co-financed item; 	<ul style="list-style-type: none"> ✓ Are based on the technical specifications in Table 1 of this document. ✓ Includes the visual identity requirements. ✓ Are made of durable material.
Projects involving	Exceeding €500,000	<ul style="list-style-type: none"> ✓ Permanent explanatory plaque installed within six months 	<ul style="list-style-type: none"> ✓ Is in line with the permanent explanatory plaque requirements outlined above.

purchase of physical items/ equipment/ furniture or other objects		from installation or delivery.	
	Any	<ul style="list-style-type: none"> ✓ Publicity at Venue and event documents. 	<ul style="list-style-type: none"> ✓ Documents including handouts, completed attendance sheets, certificates, agendas, presentation slides and other publications include the project title as well as the compulsory visual identity requirements. These must be kept on file. ✓ The EU flag and National Flag of Malta are displayed prominently inside the venue, preferably behind or beside the speakers or trainers. ✓ Venues, as well as their relevant facilities, are fully accessible to persons with a disability. ✓ Photographs have been taken of the event and compulsory requirements.

<p>All projects involving events, conferences, training or other activities.</p>		<p>✓ Posters/signs inside and/or outside the venue.</p>	<ul style="list-style-type: none"> ✓ Are positioned at sites which are clearly visible to participants and the public, such as in or outside training rooms, reception areas, hallways and entrances; ✓ Are designed in such a way that at least 25% of the poster is dedicated to the compulsory visual identity requirements. ✓ Include the name and type of the project; ✓ Have been photographed on site by the beneficiary for reporting and audit purposes; ✓ Have data protection approvals been obtained from participants.
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Table 3: Check list for optional Publicity and Information Measures

Type of Project	Public Contribution to Project	Measure/s	Recommended Publicity Requirements
Any	Any	<ul style="list-style-type: none"> ✓ Promotional material [e.g. Mugs, bags, folders, pens, etc.] 	<ul style="list-style-type: none"> ✓ Include the visual identity requirements ✓ Are based on the technical specifications for compulsory measures above.
Any	Any	<ul style="list-style-type: none"> ✓ TV, radio or audiovisual adverts or informative spots. 	<ul style="list-style-type: none"> ✓ TV adverts / spots include the compulsory visual identity requirements at start or end of transmission. ✓ Radio adverts end with a voice-over reading the compulsory text. ✓ CDs or DVDs include the visual identity requirements at start or end of recording and also on the CD sleeve or box, based on the

			layout in Table 1 of this document.
Any	Any	✓ Billboards, plaques, or posters.	✓ Include the visual identity requirements.
Any	Any	✓ Publications and printed material [e.g. Booklets, notepads, brochures, flyers, newsletters, etc.	✓ Include the visual identity requirements.
Any	Any	✓ Media Events, Press Conferences.	<p>Co-financed websites and all mail shots:</p> <ul style="list-style-type: none"> ✓ Include the compulsory visual identity requirements in a permanent header or footer on home-page and on each page if the website is entirely co-financed. ✓ Are based on the layout provided in Table 1 of this document. ✓ Include reference and a link to the European Commission website (www.europa.eu) and to the Managing Authority's website

			<p>https://secure2.gov.mt/fpd/home?!=1).</p> <p>Mentions, adverts or spots on other websites:</p> <ul style="list-style-type: none">✓ Includes the compulsory visual identity requirements on the co-financed page/advert/spot.
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1.10 – Downloads

The following documents can be downloaded from the Managing Authority's website

https://secure2.gov.mt/fpd/links_downloads:

1. Commission Regulation EC 498/2007
2. Council Regulation EC 1198/2006

National and EU Flags can be downloaded from the following link:

<http://www.ppcd.gov.mt/publicity>

1.11 – Contact Details

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Parliamentary Secretariat for EU Presidency 2017 and EU Funds
Ministry for European Affairs and Implementation of the Electoral Manifesto
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