EAFRD Visual Identity Guidelines

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Rural Development Programme for Malta 2014-2020
Part financed by the European Union
Co-financing Rate:
75% European Union; 25% Government of Malta
The European Agricultural Fund for Rural Development:
Europe investing in rural areas
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List of Abbreviations

DoC Department of Contracts
EAFRD European Agricultural Fund for Rural Development
EC European Commission
EU European Union
FPD Funds and Programmes Division
MA Managing Authority
MEAE Ministry for European Affairs and Equality
PA Planning Authority
1.0 Introduction

The Communication Action Plan for the Rural Development Programme for Malta 2014 – 2020 outlines the requirements for publicity for the Rural Development Programme for Malta 2014 – 2020 to ensure that all publicity and information actions carried out in accordance with the same programme are consistent and recognisable by all audiences in Malta and Gozo over the programming period 2014 – 2020.

Publicity is an essential part of all projects funded by the European Union (EU) as 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 and Equality (MEAE) has drawn up the following notes to serve as a brief guide to project beneficiaries who’s’ projects are supported from the European Agricultural Fund for Rural Development (EAFRD). Project Leaders should ensure that the relevant publicity actions are undertaken with respect to their specific projects.

These Visual Identity Guidelines have been drawn up to help and inform the Managing Authority, Paying Agency, Stakeholders, Beneficiaries and third parties in using the correct publicity requirements under the Rural Development Programme for Malta 2014 – 2020.

2.0 Publicity and Information: Strategic Objectives

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

- Ensuring transparency of and accessibility to the Funds;
- Increasing visibility and awareness of the role of the EU and the positive impact of EAFRD in Malta and Gozo.

These communication objectives are entrenched in a number of EU and national regulations and guidelines as outlined in Section 3.0 below.

3.0 The Regulatory Framework

The Publicity guidelines incorporate and build on the following regulations and specifications:
Failure to comply with these guidelines may put the grant amount or part thereof at risk.

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

The MA 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 referred to during information sessions which the MA organise from time-to-time;

▪ The MA will also provide useful downloads and information through the publicity section of its website.

5.0 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 6.0 below.
▪ Implementing publicity and information measures in line with the Grant Agreement, the Manual of Procedures and these guidelines.
2. This also involves:

- Carrying out relevant publicity measures outlined in Paragraph 8.0 below (and as specified in the grant agreement).
- Ensuring compliance with the specifications of the logos, emblem and flag and the text set out in Paragraph 2 below when undertaking the publicity measures.

6.0 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. The information includes 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 during the organisation of events or promotional activities, including networks and exchanges of experience at both national and European level.

7.0 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)\(^1\) 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 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:

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\(^1\) Beneficiaries are welcome to increase the publicity measures out of their own funding.
- **Proportionality**: 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 approved to 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 9.0 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 9.0 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. 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 or pen drives 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 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 or pen drive 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.

**8.0 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 the carrying out all of the compulsory publicity and information measures which are necessary for the project undertaken. These compulsory activities are outlined in further detail below.

**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;
- All information and publicity measures part-financed by the funds;
- The cover page 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 Sections 3 or downloaded from the web site of the MA. A description of the project/operation is to be included within billboards, plaques and websites and shall take up at least 25% of the space.

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

a. Projects involving construction / infrastructural works with a total cost exceeding €500,000 and projects with a total contribution exceeding €50,000.

- Projects which have a total cost exceeding €500,000 and which involve construction/infrastructural works must set up a prominent billboard during implementation, followed by a permanent explanatory plaque or billboard at the work site/s as follows. This is compulsory as per EAFRD Regulation (EC) 808/2014. Beneficiaries of smaller projects should consult their grant agreements to see 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). See Section 10.1 – Billboards for template.

- Projects which have a total cost exceeding €50,000, during implementation must place at least a poster (minimum size A3) or plaque with information about the project at the work site/s, at a location readily visible to the public as per EAFRD Regulation (EC) 808/2014.\(^4\)

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2 Total public contribution consists of EU funding and national co-financing.
3 The MA may decide that this requirement shall not apply to other operations which do not result in an investment where, because of the nature of the operation funded, it is not possible to identify a suitable location for the plaque.
4 This does not apply for Land Measures (Measure 10.1, 11 and 13).
All projects co-financed by the LEADER are obliged to set up an explanatory plaques at the site of the project. Local Action Groups financed by LEADER are to install an explanatory plaque within the premises.

**The 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 PA requirements;  
- Of significant size, appropriate to the scale of the operation;*  
- 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 and/or PA requirements;  
- Photographed on site by the Beneficiary for reporting and audit purposes.

* Requirements marked with an asterisk are strictly compulsory.

**The Plaque must be:**

- Set up during implementation or within three months after completion of the construction / infrastructural works or project 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;  
- 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 PA requirements;  
- Photographed on site by the Beneficiary for reporting and audit purposes. See Section 10.2 – Plaques for template.

* Requirements marked with an asterisk are strictly compulsory.

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5 If billboards and plaques are vandalised, these must be replaced by the Beneficiary at its own cost.  
6 Plaques are subject to a PA Permit where applicable.
The Poster must be:

- Set up during implementation of the construction / infrastructural works or project 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;
- 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 PA requirements;
- Photographed on site by the Beneficiary for reporting and audit purposes. See Section 10.5 – Posters for template.

* Requirements marked with an asterisk are strictly compulsory.

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

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.

Projects which have a total cost exceeding €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.

Projects must set up a sticker on the equipment or items purchased. Section 10.4 for details.
It is recommended to ensure that stickers:

- Include the Co-Financing Banner;
- Be based on the templates obtained from the publicity banners;
- 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 10.2 below and on site photographs retained for reporting and audit purposes.

c. 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 co-financing banner*;
- 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;

Photographed on site by the Beneficiary for reporting and audit purposes.

* Requirements marked with an asterisk are strictly compulsory.

d. Optional publicity and information measures

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.

When carrying out publicity and information measures, the Beneficiary is advised to ensure that these measures comply with the publicity requirements mentioned in these guidelines.

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.

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 co-financing banner 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 co-financing banner. 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 Rural Development Programme for Malta (as per the visual guidelines and manual of procedures) would also be included; however priority is to be given to the co-financing banner.

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 co-financing banner 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 1.8b 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 co-financing banner.

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 co-financing banner.
- 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 1.8 c 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 co-financing banner on the home page.
- Each should include a reference and link to the European Commission (www.europa.eu) and the Managing Authority and its website (https://eufunds.gov.mt/)
- 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.

9.0 Ensuring Compliance with Visual Identity Requirement and Compulsory Text

All documents, publicity and information items, publications or measures are to include the necessary Logos, EU Emblem, Maltese flag and co-financing banner.

9.1 The EU Emblem


EU Emblem in full colour
9.2 The Maltese Flag


Maltese Flag in Full Colour
9.3 Parliamentary Secretariat and Co-Financing Logo

 Beneficiaries are requested to make use of relevant flags and logos. These can be downloaded from the following website. Beneficiaries are requested (where available) to make use of the eps format for better definition.

 https://eufunds.gov.mt/en/EU%20Funds%20Programmes/European%20Agricultural%20Fund/Pages/Links%20and%20Downloads/Publicity.aspx

9.4 Typography

**Typerface**

The logos’ font is Caecilia LT Std. This font should ideally also be used for headlines and large taglines, titles and body copy on publicity material for the EU funds. The logos are typeset in the Bold and Roman weights of this font and should never be substituted for another font.

Caecilia LT Std Roman

AaBbCc123

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .'@(&!€)

Caecilia LT Std Bold

AaBbCc123

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .'@(&!€)
The logos’ font and colour gradients’ are as follows:

**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**

**Supportive Typefaces**

The Caecilia font should ideally also be seen as a support font for headings and display type. **Calibri** or **Arial** should be used for the co-financing text and in the case of adverts or press releases published on the Government Gazette, the Times New Roman should be used.

**10.0 Billboards, Plaques, Stickers and Posters**

**10.1 Compulsory Billboards**

As stipulated in Article 2.2 (c) of Annex III of Commission Implementing Regulation (EU) No. 808/2014, “during the implementation of an operation, the beneficiary shall inform the public about the support obtained from the EAFRD by putting 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.

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: (i) the total public support to the operation exceeds EUR 500,000 (ii) the operation consists of the purchase of a physical object or of the financing of infrastructure or of construction operations.

This billboard shall state the name of the main objective of the operation and highlight the financial support provided from the Union.”

The compulsory billboards should adhere to the following specification and as illustrated in Figure 1 as much as possible:

1. Dimensions: Not to exceed 6m x 3m and to be proportional to the size of the operation;
2. Background: White only;
3. Image: Image of the infrastructure or construction operation (artist impression, rendering, plan or actual image);
4. Fonts and Sizes: For fonts refer to Section 9.4 - Typography. Size is to be proportionally represented as in example below
5. Third party logo(s) featured only if relevant/necessary.

![Image of the infrastructure or construction operation](image_url)

*Figure 1: Template for Compulsory Billboard*

10.2 Compulsory Plaques

Permanent plaques are to be produced as per the engraved version as illustrated in Figure 2.

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...”

With regards to operations not falling under the above point as per Article 2.2 (b) of Annex III of Commission Implementing Regulation (EU) No. 808/2014, during implementation the total public support of which exceeds EUR 50 000, placing a plaque (or a poster see below section) with information about the project, highlighting the financial support from the Union, at a location readily visible to the public.
1. 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 × 0.420m) for infrastructural projects.

2. Percentages of space layout: Same as Figures 2 below and layout in proportion to size of plaque;

3. Suggested background: Copper, bronze, silver or chrome

4. Fonts and Sizes: Font in proportion to size of plaque, and as specified in section 9.4 (Typography).

5. Third party logo(s) featured only if relevant/necessary.

Figure 2: Compulsory Plaques Engraved

10.3 Website

In case of beneficiary’s owning a website and will be benefitting from EU funds for projects related to the content of such website as per Article 2.2 (c) of Annex III of Commission Implementing Regulation (EU) No. 808/2014, they shall inform the public about the support obtained for the duration of the project:

“a short description of the operation where a link between the purpose of the website and the support provided to the operation can be established, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union”

7 This is only a colour suggestion and it is up to the beneficiary to use a material that he/she deems best, as long as it is durable to different weather conditions.
10.4 Stickers

Stickers are to be affixed to all items of equipment/other moveable items, 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 hereunder.

- Dimensions: Approximate size 10cm (width) x 2.5cm (height);
- Layout: As per figure below;
- Colours: Text in black and EU Emblem/National Flag of Malta in full colour;
- Background: White;
- Fonts and sizes: As specified in section 9.4 – Typography, and not smaller than 8 pt.

![Stickers Template]

Figure 3: Stickers Template

10.5 Posters

Posters are to be produced as per the suggested illustration in Figure 4.

Article 2.2 (b) of Annex III of Commission Implementing Regulation (EU) No. 808/2014, during implementation the total public support of which exceeds EUR 50 000, placing a poster (minimum size A3) with information about the project (if a plaque has not already been placed), highlighting the financial support from the Union, at a location readily visible to the public.

1. Dimensions: Not smaller that standard A3 (0.297m × 0.420m) size, and content in proportion to the size of the project;
2. Percentages of space layout: Same as Figures 4 below and layout in proportion to size of plaque;
3. Background: Any colour however in line with these guidelines and without hindering the colours of the Emblem/Flag/logos;
4. Fonts and Sizes: Font in proportion to size of plaque, and as specified in section 9.4 (Typography).
Figure 4: Poster Template