

**Guidelines on the
Communication and Visibility
Requirements for Projects co-
financed through European
Union Funds**

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List of Acronyms

AMIF	Asylum, Migration, and Integration Fund
BMVI	Border Management and Visa Instrument
CF	Cohesion Fund
CPR	Common Provision Regulation (EU) 2021/1060
EMFAF	European Maritime, Fisheries and Aquaculture Fund
ERDF	European Regional Development Fund
ESF+	European Social Fund Plus
EU	European Union
EUR	Euro currency
ISF	Internal Security Fund
JTF	Just Transition Fund
RRF	Recovery and Resilience Facility
USB	Universal Serial Bus

Introduction

The Communication Requirements for Malta's 2021-2027 funding period have been developed in accordance with Articles 47, 49 and 50 of Regulation (EU) 2021/1060 as well as Annex IX - *COMMUNICATION AND VISIBILITY*, which Regulation lays down common provisions on the European Regional Development Fund (ERDF), the European Social Fund Plus (ESF+), the Cohesion Fund (CF), the Just Transition Fund (JTF) and the European Maritime, Fisheries and Aquaculture Fund (EMFAF) and financial rules for those and for the Asylum, Migration and Integration Fund (AMIF), the Internal Security Fund (ISF) and the Instrument for Financial Support for Border Management and Visa Policy (BMVI).

Under the European Union's (EU) long-term budget 2021-2027, strategic communication and visibility are important aspects of all EU programmes which implement the EU political priorities. The guidance provided in this document complements the Communications and Visibility Rules provided by the European Commission's Directorate-General for Communication¹.

In short, these requirements provide:

- Technical specifications for the use of the FONDI.eu logo,
- Graphical guidelines for information and publicity measures which set out the appropriate use of the logos in relation to the EU Emblem and the National Flag of Malta on different media, and
- Provide specifications in relation to the implementation of publicity and information.

The Communication and Visibility Requirements provide sufficient guidance 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, it is important to get in touch beforehand either through the *Contact Us* section on <https://fondi.eu/> or through the contact information provided in these guidelines. These guidelines, together with the FONDI.eu logo and other supportive materials indicated in Section 6 – Other Resources and Information, are available for download from the website <https://fondi.eu/>.

Disclaimer: It is important to note that any amendments or updates carried out to Regulation (EU) 2021/1060 supersede any guidance provided. It is therefore the responsibility of the user to ensure that s/he is familiar with such obligations. Failure to comply with such Regulations will lead to loss of Funds.

¹ https://commission.europa.eu/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility_en

1. Malta's EU Funds Logos

1.1 Corporate Identity: The Official EU Funds Logo “FONDI.eu” for Malta

The EU Funds logo “FONDI.eu” was designed to reflect the role of the European Union (EU), together with the national contribution in the implementation of the EU Funds for Malta 2021-2027, in line with Regulation (EU) No. 2021/1060.

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, the design for the new FONDI.eu logo for Malta aims to not only reflect the progress that Malta has already made to-date thanks to EU funding but also the intention to continue moving forward, building on investments already made during the past programming periods. In tandem, the new logo symbolises further growth and funding opportunities for our islands centred around a green economy.

In addition, the period 2021-2027 is indicative of the duration of the programming period we have now entered – 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 Union’s targets.



Figure 1: Vertical and Horizontal primary FONDI.eu logo

The vertical FONDI.eu 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, such as on a pencil, pen, or USB stick, a horizontal FONDI.eu logo² should be used. This can also include other 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 Government of Malta logo.

Further details on the colour codes, typography, and the correct usage of the EU Funds, are included in Section 3 – Positioning of Logos.

1.2 Language

All logos, apart from the FONDI.eu one, 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 material 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.

² Contact us for further information on this version of the logo.

2. Guidelines for the use of the EU Emblem and Maltese Flag

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. Apart from the emblem, no other visual identity or logo may be used to highlight EU support.

The ready-to-use EU emblem including the funding statement can be downloaded in both English and Maltese from the FONDI.eu webpage: <https://fondi.eu/visual-identity-guidelines-2021-2027/>.

Recipients of EU funding have the obligation to ensure that the EU emblem can easily be seen in a given context. This context might vary and depends on many factors. Due attention needs to be given, for example, to the emblem's size, positioning, colour, and quality relative to its context. Furthermore, users must ensure that the correct version of the logos, EU Emblem and national Flag is used in accordance with the medium to be utilised.

2.1 The EU Emblem

It is important that the EU Emblem is always used in the same format (e.g. full colour or monochrome). The use of the logo in full colour on a white background is highly recommended, but a monochrome version may also be used in justified cases. The full colour logo is available in blue text as well as in white text, for dark coloured backgrounds. Moreover, the EU Emblem can be used in both the horizontal format and the vertical format. All logo versions can be accessed through the following link: <https://fondi.eu/visual-identity-guidelines-2021-2027/>. The term monochrome refers to the black-and-white (greyscale) version of the emblem. 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.

The minimum height of the EU emblem must be 1.5cm. For specific items, like pens, the emblem can be reproduced in a smaller size. Some examples are visible below. Emblems with Maltese text are also available through the website.



**Co-funded by
the European Union**



**Co-funded by
the European Union**



**Co-funded by
the European Union**



**Co-funded by
the European Union**



**Co-funded by
the European Union**



**Co-funded by
the European Union**



**May be co-funded by
the European Union**



**May be co-funded by
the European Union**

Interventions funded through the **Recovery and Resilience Facility (RRF)** need to publicise the European Union contribution thereto by means of the following logos which make specific reference to the Next Generation of EU Funds. The RRF aims to help repair the immediate economic and social damage brought about by the coronavirus pandemic.



**Funded by the
European Union**
NextGenerationEU



**Funded by the
European Union**
NextGenerationEU

The EU emblem, together with the Commission Guidance on the *Use of the EU emblem in the context of EU Programmes 2021-2027*, are also available to download in either *jpeg* format or *eps* format from the europa.eu website³.

2.2 Financing Banners 2014-2020 Programming Period

The EU emblem and updated financing banners to be used for the **2014-2020 programming period** can be downloaded from the link below https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en



EUROPEAN UNION
European Regional Development Fund



EUROPEAN UNION
European Social Fund



EUROPEAN UNION
European Structural and Investment Fund



EUROPEAN UNION
European Structural and Investment Fund

³https://commission.europa.eu/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility_en#:~:text=Under%20the%20EU%20budget%202021.of%20any%20EU%20funding%20received.

2.3 Technical Characteristics of the EU Emblem

The statement 'Funded by the European Union' or 'Co-funded by the European Union' must always be spelled out in full and placed next to the emblem. The text should be translated into local languages, where appropriate.

The typeface to be used in conjunction with the EU emblem must stay **simple and easily readable**. The recommended typeface is Arial. Underlining and use of other font effects is **not allowed**. The colour of the font should be Reflex Blue (the same blue colour as the European flag), white or black depending on the background. The font size used should be proportionate to the size of the emblem.

The positioning of the text in relation to the EU emblem must not interfere with the EU emblem in any way. The positioning of the funding statement in relation to the EU emblem is described in sub-sections 3.2 and 3.3 of these guidelines.

Sufficient contrast should be ensured between the EU emblem and the background. If there is no alternative to a coloured background, a white border must be placed around the flag, with the width of this being equal to one/twenty-fifth of the height of the rectangle.

Where several operations are taking place at the same location and are supported by the same or different funding instruments, or where further funding is provided for the same operation at a later date, **only one plaque or billboard** must be displayed⁴.

A graphics guide to the European flag (emblem) and download options can also be found here:

https://europa.eu/european-union/about-eu/symbols/flag_en.

⁴ This applies to shared management programmes governed by the common provisions regulation, Regulation (EU) No 1303/2013.

3. Positioning of Logo(s)

3.1 Placement of logos

The EU emblem should be displayed together with the Government of Malta logo⁵ and the FONDI.eu logo.

In order to follow government branding, the Government of Malta logo should always appear on the top left-hand side, while the FONDI.eu logo at the top right-hand corner. Any third-party logo should be placed in between the aforementioned logos. The EU emblem should always be positioned at the bottom and no other logos should be placed next to it. As a general rule, the EU emblem and respective text should be placed at the bottom right-hand corner. Any other logo can be placed at the opposite corner, i.e. bottom left, unless the design requires otherwise, and following authorisation by the respective Managing Authority / Responsible Authority / Intermediate Body.

The FONDI.eu logo, the Government of Malta logo, and the EU Emblem 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 2cm. However, in specific cases where space is restricted, all logos and flags can be scaled down to not less than 1.5cm, unless some publicity material, such as promotional items, require otherwise.**

3.2 Placement of the EU emblem with the funding statement on communication material

The EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, such as printed or digital products or websites and their mobile version, intended for the public or for participants.

The placement of the EU emblem should not give the impression that the beneficiary or third party is connected in any way to the EU institutions. It is therefore recommended to place the EU emblem at a distance from the third-party organisation's logo. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. The placement of the EU emblem will ultimately depend on the design of the publication⁶.

⁵ Refer to Figure 2.

⁶ https://commission.europa.eu/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility_en

3.3 Placement of the EU emblem with the funding statement in case of co-branding

When displayed in association with other logos (e.g. of beneficiaries or sponsors), **the EU emblem must be displayed at least as prominently and visibly as the other logos.**

The beneficiaries may use the EU emblem without first having obtained approval from the respective Managing Authority / Responsible Authority / Intermediate Body. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means. Examples are visible in Section 3.5.

3.4 Placement and Typography of the Government of Malta logo

The Government of Malta logo is to be placed on publicity materials which have the sufficient space and size for the placement of such logos. The Government logo is not to be printed on publications and merchandise such as USB Sticks, pens, caps, t-shirts, and other publicity items disseminated to the public.

The Government of Malta logo is to be placed at the top left corner of the material in question, such as billboards, posters, leaflets, banners, plaques, and video clips, amongst others. Different versions of the Government logo, including a monochrome inverted logo can be downloaded from the FONDI.eu website.



Figure 2: Government of Malta logo



Figure 3: Gvern ta' Malta logo

3.4.1 Font

The main typeface is *Montserrat*, and it is the ONLY font that must be used together with the coat of arms in the logos. This font family has a wide range of weights. In the Government logos *Montserrat Bold* and *Medium* are used. The modern look of this font strikes the right balance with the heraldic coat of arms. The Text 'Government of Malta' or 'Gvern ta' Malta', are always in **Bold**, whilst *Medium* weight is used for the the heraldic coat of arms. Uppercase is always used for the Government logos.

3.4.2 Logo Colour

At the top of the hierarchy, stands the Government of Malta, and the official logo used by the Prime Minister in **PMS Gold**. On the other hand, Ministries, Parliamentary Secretaries, Civil Service, Departments, and Government entities are to use **PMS Cool Grey 11**.

3.4.3 Logo Minimum Size

Minimum size refers to the width of the Coat of Arms, rather than the logo as a whole. In order to keep the logo clean and legible, the width of the coat of arms should never be less than **6mm for print** or **16 px for digital**.

3.5 Placement and Typography of the FONDI.eu logo

The vertical version of the FONDI.eu logo is to be placed on publicity materials which have the sufficient space and size for the placement of such logos while the horizontal version of the logo is to be used on material and/or merchandise that have limited space, such as USB Sticks, pens, and other publicity items disseminated to the public.

Malta's FONDI.eu logo is to be placed at the top right corner of the material in question, such as billboards, posters, leaflets, banners, plaques, and video clips, amongst others.



Vertical Version of the Primary Logo and Secondary Logo



Horizontal Version of the Primary Logo and Secondary Logo

3.5.1 Font

The main typeface is Calibri, and it is the **ONLY** font that must be used for the text 'FONDI.eu' together with the logo. The modern look of this font strikes the right balance with the fresh and minimalist look of the logo inspired by a green economy. The Text '**FONDI.eu**' is always in bold with the text "FONDI" in uppercase and "eu" in lowercase.

3.5.2 Logo Colour

The colour of the primary logo is green while the colour of the text is blue. In the case where material is published on a dark background, the secondary logo with its typography is to be used, i.e. with the white text. The list below provides for all the different colour codes while the colours are represented in Figure 4 below. For a monochrome print, i.e., black, and white, the monochrome version of the logo is to be used.

RGB (for digital and screens)

Green (primary) - #00E8AE / R0 G232 B174

Green (secondary 1) - #80FFDB / R128 G255 B219

Green (secondary 2) - # / R0 G153 B109

White - full white - #FFFFFF / R255 G255 B255

Blue (primary and for backgrounds) - #000039 / R0 G0 B57

Blue (secondary) - #0000CC / R0 G0 B204

CMYK (for print)

Green (primary) - C72 M0 Y52 K0

Green (secondary 1) - C37 M0 Y20 K0

Green (secondary 2) - C72 M0 Y52 K44

White - full white - C0 M0 Y0 K0

Blue (primary) - C100 M94 Y0 K50

Blue (secondary) - C90 M75 Y0 K0

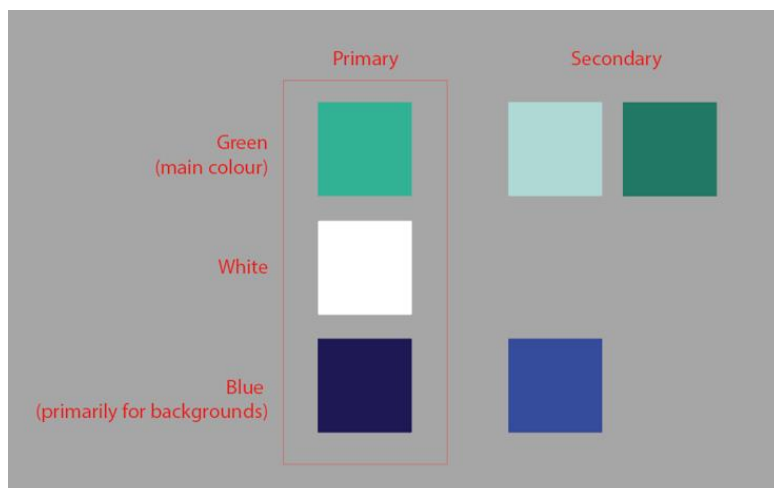


Figure 4: Primary and Secondary Colour codes

3.5.3 Branding and Templates for download

The branding of “FONDI.eu” does not only include the logo but it also provides for presentation design and other templates which can be downloaded by accessing the “FONDI.eu” website.

3.6 Examples of the positioning of emblems and logos

The below are just examples of different layouts such as posters, leaflets, plaques, and banners. The placement of the emblems and logos will ultimately depend on the design of the publication.

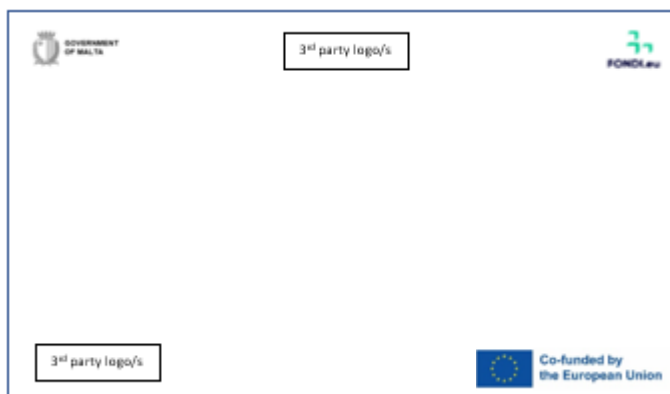


Figure 5: General examples of logo and EU emblem positioning

4. Graphical Guidelines on publicity and information material

The purpose of this section is to illustrate and provide further specifications to users on the correct use of the FONDI.eu logo and the Government of Malta logo in conjunction with the EU Emblem, and co-funding text on the different information material for publication.

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

These layouts were created so that all European Union funds and their respective projects convey the same consistent key message as requested by the Commission's *Communication and visibility rules on the European Union funding programmes 2021-27 Guidance for Member States*⁷, whilst at the same time being easily recognisable by the general public. The specifications outlined should be taken as an overall indication. Users are responsible for amending these specifications according to their project and fund. Dimensions, backgrounds, fonts, and sizes amongst others are also being proposed as a guideline.

This guidance is necessary in order to comply with Article 50, 'Responsibilities of Beneficiaries' of Regulation (EU) 2021/1060 which states that:

1. Beneficiaries and bodies implementing financial instruments shall acknowledge support from the Funds, including resources reused in accordance with Article 62, to the operation by:

(a) providing on the beneficiary's official website, where such a site exists, and social media sites, 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;

(b) providing a statement highlighting the support from the Union in a visible manner on documents and communication material relating to the implementation of the operation, intended for the public or for participants;

(c) displaying durable plaques or billboards clearly visible to the public, that present the emblem of the Union in accordance with the technical characteristics laid down in Annex IX, as soon as the physical implementation of operations involving physical investment starts or purchased equipment is installed, in respect of the following:

⁷ Available here: https://commission.europa.eu/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility_en#:~:text=Under%20the%20EU%20budget%202021.of%20any%20EU%20funding%20received.

(i) operations supported by the ERDF and the Cohesion Fund the total cost of which exceeds EUR 500,000;

(ii) operations supported by the ESF+, the JTF, the EMFAF, the AMIF, the ISF or the BMVI the total cost of which exceeds EUR 100,000;

(d) for operations not falling under point (c), displaying at a location clearly visible to the public at least one poster of a minimum size A3 or equivalent electronic display with information about the operation highlighting the support from the Funds; where the beneficiary is a natural person, the beneficiary shall ensure, to the extent possible, that appropriate information is available, highlighting the support from the funds, at a location visible to the public or through an electronic display;

(e) for operations of strategic importance and operations the total cost of which exceeds EUR 10,000,000, organising a communication event or activity, as appropriate, and involving the Commission and the responsible managing authority in a timely manner.

Where an ESF+ beneficiary is a natural person or for operations supported under the specific objective set out in point (m) of Article 4(1) of the ESF+ Regulation, the requirement set out in point (d) of the first subparagraph shall not apply.

By derogation from points (c) and (d) of the first subparagraph, for operations supported by the AMIF, the ISF and the BMVI, the document setting out the conditions for support may establish specific requirements for the public display of information on the support from the Funds where this is justified by reasons of security and public order in accordance with Article 69(5).

2. For small project funds, the beneficiary shall comply with the obligations under Article 36(5) of the Interreg Regulation.

For financial instruments, the beneficiary shall ensure by means of the contractual terms that final recipients comply with the requirements set out in point (c) of paragraph 1.

3. Where the beneficiary does not comply with its obligations under Article 47 or paragraphs 1 and 2 of this Article, and where remedial actions have not been put into place, the managing authority shall apply measures, taking into account the principle of proportionality, by cancelling up to 3 % of the support from the Funds to the operation concerned.

Therefore, it is important that the above, also in conjunction with the technical characteristics laid down in Annex IX of the same Regulation, are adhered to when procuring compulsory plaques, billboards, as well as posters.

4.1 Billboards

The compulsory billboards should adhere to the following specifications *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 operation (artist impression, rendering, plan or actual image);
- **Fonts:** The recommended fonts are *Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu* and *Verdana*;
- **Third party logo(s)** featured only if relevant/necessary.



GOVERNMENT
OF MALTA

PROJECT PART FINANCED THROUGH MALTA'S RECOVERY AND RESILIENCE PLAN



MR LINAC FOR THE RADIOTHERAPY DEPARTMENT
SIR ANTHONY MAMO ONCOLOGY CENTRE



Figure 6: Example of Billboard

With regards to optional billboards, these require the approval of the Managing Authority/Responsible Authority. The billboards will only be approved if the respective Managing Authority/Responsible Authority deem that the setting up of a billboard will be of added value to the project.

4.2 Plaques

Article 1.8. of Annex IX of the Regulation states that, where several operations are taking place at the same location, supported by the same or different funding instruments, or where further funding is provided for the same operation at a later date, at least one plaque or billboard shall be displayed.

Permanent plaques are to be produced in line with the following specifications. In the eventuality that a second plaque is requested to be fixed, such as for projects involving roads, a compulsory printed plaque should be considered.

4.2.1 Engraved Plaques

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:** 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 4.5
- Placement and Typography of the FONDI.eu logo
- **Third party logo(s)** featured only if relevant/necessary.

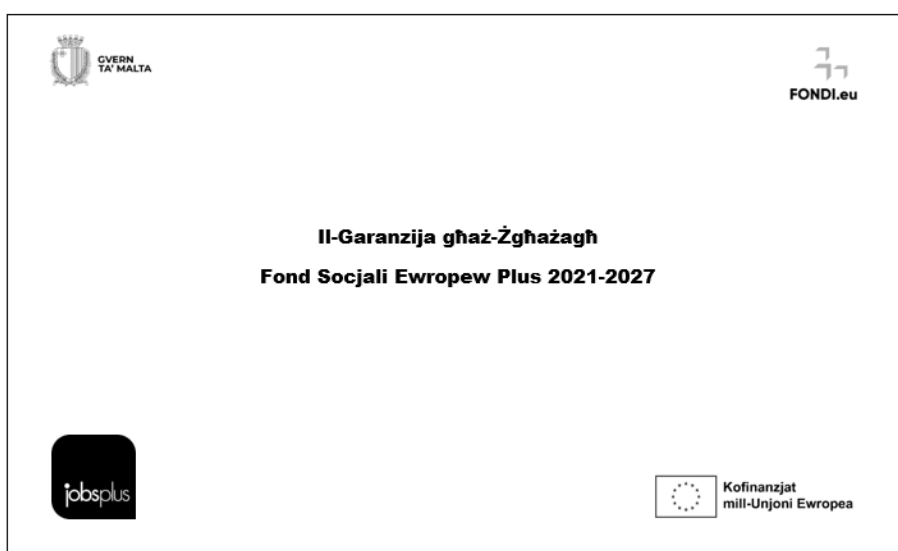


Figure 7: Example of Engraved Plaque Layout

4.2.2 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:** In proportion to size of plaque;
- **Background:** White, with blue background for name of operation and name in white;
- **Logo Colours:** Refer to Section 3.5 - Placement and Typography of the FONDI.eu logo 2021-2027;
- **Fonts and sizes:** In proportion to size of plaque, and as specified in Section 3.5 - Placement and Typography of the FONDI.eu logo 2021-2027;
- **Third party logo(s)** featured only if relevant/necessary.



Figure 8: Example of Printed Plaque

The Managing Authority recommends that for optional plaques the same specifications as held above should be kept throughout to keep conformity and for easy association by the general public.

4.3 Stickers

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 Beneficiary is to use the text applicable to that specific operation. The below is just one example. The layout of the stickers is to follow the specifications hereunder.

- **Dimensions:** Approximate size 10cm (width) x 2.5cm (height);
- **Percentages of space layout:** As per figure example below;
- **Colours:** Text, EU Emblem and National Flag of Malta in full colour;
- **Background:** White;
- **Fonts and sizes:** As specified in 2.2 *Technical Characteristics of the EU Emblem*, and not smaller than 8 pt.



Figure 9: Template of Stickers

In exceptional circumstances, and only upon prior approval of the respective Managing Authority / Responsible Authority, beneficiaries may opt to affix a plaque (following the guidelines set out in Section 4.2– *Plaques* above) where items purchased are housed in lieu of affixing stickers to individual items. This exception may be granted following duly justified reasons.

4.4 Posters and Signs

Article 50(d) states that for operations not falling under point (c) [plaques or billboards], displaying at a location clearly visible to the public at least one poster of a minimum size A3 or equivalent electronic display with information about the operation highlighting the support from the Funds; where the beneficiary is a natural person, the beneficiary shall ensure, to the extent possible, that appropriate information is available, highlighting the support from the funds, at a location visible to the public or through an electronic display. The following specifications 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:** In proportion to the size of the poster/sign;

- **Background:** Any colour however in line with these guidelines and without hindering the colours of the Emblem/Flag/logos;
- **Colours:** Refer to Section 3.5 - Placement and Typography of the FONDI.eu logo 2021-2027.
- **Fonts and sizes:** In proportion to the size of the poster/sign, and as specified in Section 3.5.

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 follow the above specifications *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;
- **Colours:** Refer to Section 3.5 - Placement and Typography of the FONDI.eu logo 2021-2027.
- **Fonts and sizes:** In proportion to the size of the poster/sign, and as specified in Section 3.5.

4.5 Promotional Material

Promotional material refers to the variety of customized items 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 respective Managing Authority/Responsible Authority/Intermediate Body in the Grant Agreement.

It is strongly recommended that users take into due consideration the obligatory publicity requirements when determining promotional items to be procured and include such publicity requirements as part of the procurement procedure undertaken. Promotional items procured must feature the minimum visibility requirements, that is, the Government of Malta logo, the FONDI.eu logo and the EU Emblem with the respective text.

In the case of (ii) – items with restricted space, the European Union Emblem together with the appropriate co-funding text should be included. The horizontal version of the 'FONDI.eu' logo should be used in this case.

4.5.1 Leaflets and Brochures

Leaflets and brochures are to acknowledge EU funding and insert the respective logos. As a rule, the Government of Malta and FONDI.eu logos should be placed on the front cover, while the EU emblem together with the respective co-funding text should be placed on the back cover. Two examples, one of a 2-gate leaflet and the other of a 3-gate brochure can be viewed below.

Who we are

Don't be shy! Let them know how great you are. This is the back cover of your booklet, so it's one of the first and last things the recipient sees.

It's a great place for your 'elevator pitch.' If you only had a few seconds to pitch your products or services to someone, what would you say?

- Consider including a couple of key takeaways on this back cover...
- Just remember that this is marketing—if you want to grab their attention, keep it brief, friendly, and readable.

Contact Us

If you have a physical location, provide brief directional information, such as highways or landmarks:

[Street Address]

[City, ST ZIP Code]

Phone: [Telephone]

Email: [Email address]

Web: [Web address]



Night Tours of Gozo's Cittadella



Figure 10: Template example of 2-gate leaflet

THIS IS A HEADING 1 TITLE FOR YOUR STORY

We think the design of this brochure is great as is! But, if you do not agree, you are able to make it yours by making a few minor design tweaks! Tips on updating specific features are available throughout this example text.

If you think a document that looks this good has to be difficult to format, think again! We've created styles that let you match the formatting in this brochure with just a click. On the Home tab of the ribbon, check out the Styles gallery.

To try out other looks for this brochure, on the Design tab of the ribbon, check out the Themes, Colors, and Fonts galleries. Have your own company fonts or colors? No problem! Those galleries give you the option to add your own.



“Place a quote here or add your company’s tagline. Tell us something amazing!”

WEBSITE: FONDI.EU
EMAIL: FONDI.EU@GOV.MT

 **Co-funded by the European Union**

Visitors’ Map of Malta’s EU Funded Sites

GOVERNMENT OF MALTA
FONDI.eu

Figure 11 – Template Example of 3-gate leaflet / brochure

With regards to published material such as books, studies, official reports etc. exceptions to the layout may apply depending on the overall design. Therefore, while all required logos need to feature, their positioning can be adjusted to reflect the intended design. It is advisable that in these cases, a draft of the publication cover is sent to the Communications Unit on communications.eufunds@gov.mt for review.



Figure 12: Example of Publication Cover.

4.6 Audio Visual

Audio-visual information and/or publicity measures such as TV advertising, documentaries, multimedia, and any other productions must feature the relevant visual identity requirements as explained in the sections 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.).

4.6.1 Audio (Radio)

Given that there is no visual element in radio adverts or promotion, it is important that acknowledgement of the Funds is included, 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 indicate the use of:

- Project co-funded by the European Union (compulsory).
- Operational Programme (optional);
- Name of Fund (compulsory);
- In collaboration with the Parliamentary Secretariat for European 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.

4.6.2 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.

4.7 Websites and Socials Media

Article 50(1) of the CPR states that Beneficiaries and bodies implementing financial instruments shall acknowledge support from the Funds, including resources reused in accordance with Article 62, to the operation by:

a) providing on the beneficiary's official website, where such a site exists, and social media sites, 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.

Therefore, **websites co-funded by EU Funds** must feature the relevant visual identity requirements as per poster layout. The FONDI.eu 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.

Moreover, **websites/webpages only referring to the funds** must feature the relevant FONDI.eu logo as a link to the <https://fondi.eu/> website.

If other logos are displayed in addition to the European Union Emblem and the FONDI.eu logo, these should not be larger than the compulsory European Union Emblem and FONDI.eu logo.

Posts on **social media** should also abide by the same layout requirements laid out in Section 3.5. This includes any cover banners on Facebook, Twitter, YouTube and other media outlets where the FONDI.eu logo is to be placed at the top right-hand corner and the EU Emblem / Maltese Flag and the co-funded banner at the bottom right corner. The third-party logo is to be placed as the 'profile photo'.

4.8 Press Releases and Published Articles / Notices

Users are to ensure that any scheme / project-related press releases or article write-ups forwarded for circulation feature the relevant FONDI.eu logo, and the EU Emblem together with the compulsory text. Where possible, a link to the <https://fondi.eu/> 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 visibility requirements, it is to be ensured that a link to the project website (bearing the full visibility requirements) is included.

This shall apply to all published material including newsletters and sponsored articles.

5. Implementing the Publicity and Information Requirements

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

5.1 Principle of Proportionality

Publicity measures (financed from the projects) should be reasonable and in proportion to the size, objectives, and results of the project.

5.2 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 considered at the planning stage:

- *Consultation:* It is recommended that the Beneficiary informs and consults with the respective Managing Authority/Responsible Authority/Intermediate Body 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 Communication and Visibility Guidelines provide sufficient guidance.
- *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 Cohesion Policy interventions.
- *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 as per the Communication and Visibility Guidelines.

5.3 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 Communication and Visibility Guidelines.

5.4 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 respective Managing Authority/Responsible Authority/Intermediate Body may require copies of project level publicity or information material during public events, presentations, or publicity at programme / national level. Co-funded 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).

5.5 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 respective Managing Authority/Responsible Authority/Intermediate Body. 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 respective Managing Authority/Responsible Authority/Intermediate Body to monitor and report on the publicity actions undertaken.

Copies of all information and publicity material should be provided to the respective Managing Authority/Responsible Authority/Intermediate Body together with the Project Progress Report. With reference to events, plaques, or billboards, these can be presented/reported upon through photographs while DVD/CDs will be accepted in the case of TV commercials/programmes.

5.6 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 a USB stick or a shared online file to ensure that it can be viewed by auditors and/or other officials involved in the control process.

5.7 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 forms of authorisation should be retained in file by the Beneficiary. Beneficiaries should ensure that such authorisation is given at the onset of the project to ensure that publicity material can be used.

6. Other Resources and Information

6.1 Copyright and use by Third Parties

The copyright of the EU Funds logos is entirely that of the Ministry responsible for EU Funds in Malta. The use of such logos should not appear on material not related to the funds unless otherwise authorised by the respective Managing Authority/Responsible Authority/Intermediate Body.

The copyright of the Government of Malta logo is entirely that of the Government of Malta. Its use should not appear on material not related to the funds unless otherwise authorised by the Parliamentary Secretariat for European Funds.

6.2 Downloads

The following documents/logos can be downloaded from the <https://fondi.eu/> website:

- These Communication and Visibility Guidelines
- The FONDI.eu logo 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 together with the different funding texts
- The Funded, Co-Funded and Next Generation EU banners, and
- Other related material, notices, memos, and circulars.

6.3 Contact Details

Website: <https://fondi.eu/contact-us/>

Email: communications.eufunds@gov.mt

Contact Number: 00356 2295 7612