

## Business Enhance ERDF Grant Schemes

### Visibility Guidelines for e-Commerce Websites and Mobile Applications developed through the e-Commerce Grant Scheme

Version: 1.0

Date : 27 February 2017

## 1. Introduction

These Visibility Guidelines have been developed to facilitate the introduction of the visibility requirements to the e-Commerce Grant Scheme Beneficiaries, under the Business Enhance Initiative part-financed under Operational Programme I – *Fostering a competitive and sustainable economy to meet our challenges* through the European Regional Development Fund (ERDF) 2014-2020.

The visual requirements consist of three elements (i. the EU Emblem, ii. the National Flag of Malta, and iii. the obligatory text), together being referred to as the co -financing banner; and which must feature on the Beneficiary's websites / web pages / applications as indicated in these Guidelines. Therefore, the Visibility Guidelines have been set to inform and assist the Intermediate Body (IB), Beneficiaries and other stakeholders in applying the obligatory text, EU Emblem and National Flag of Malta in line with the *Visual Identity Guidelines 2014-2020* issued by the Managing Authority.

The Guidelines further complement Articles 115-117 and Annex XII of Regulation (EU) No. 1303/2013<sup>1</sup> (Common Provisions Regulation) and the Commission Implementing Regulation (EU) No. 821/2014<sup>2</sup>, together with the *Communication Strategy for Malta: European Structural and Investment Fund's (ESIF) 2014-2020*.

## 2. Visibility Requirements

Websites/Applications which are being part-financed through the e-Commerce Grant Scheme must feature the visibility requirements as identified in Article 4 and Annex II of the Commission Implementing Regulation (EU) No. 821/2014.

Article 4 (3) of the said Commission Implementing Regulation states that the EU Emblem and reference to the Union shall be visible, when landing on a website, inside the viewing area of a

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<sup>1</sup> Regulation (EU) No. 1303/2013 of the European Parliament and of the Council of 17 December 2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No. 1083/2006.

<sup>2</sup> Commission Implementing Regulation (EU) No. 821/2014 of 28 July 2014 laying down rules for the application of Regulation (EU) No. 1303/2013 of the European Parliament and of the Council as regards detailed arrangements for the transfer and management of programme contributions, the reporting on financial instruments, technical characteristics of information and communication measures for operations and the system to record and store data.

digital device, without requiring a user to scroll down the page. This can be done by setting a fixed EU Emblem (in full colour) and reference to the European Union and the relevant Fund. The name 'European Union' should always be spelled out in full.

Importantly, as per Article 4 (5) of the same Commission Implementing Regulation, if other logos are displayed in addition to the Union Emblem (e.g. the company's logo), the Union Emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.

Therefore, the websites/Applications must include the co-financing banner which encompasses all the elements included above as indicated in Section 3 - *Co-financing Banner*.

The co-financing banner must be present on **all** the pages pertaining to the website being part-financed. The co-financing banner should include a link to be directed to the [eufunds.gov.mt](http://eufunds.gov.mt) website.

## 2.1 The EU Emblem and Maltese Flag

Graphical specifications for the EU Emblem and the national Maltese flag, together with downloadable images for reproduction are available on the [eufunds.gov.mt](http://eufunds.gov.mt) and [businessenhance.gov.mt](http://businessenhance.gov.mt) websites. For ease of reference, the following are an indication of how the EU Emblem and Maltese flag should be reproduced. Both the EU Emblem and national Maltese Flag shall be displayed in full colour on websites/Applications.

### 2.1.1 The EU Emblem

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



**EU emblem in full colour**

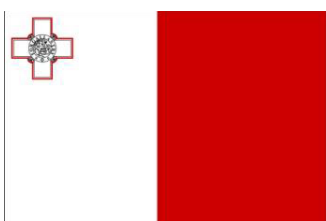
The EU Emblem is reproduced in the following colours:

- PANTONE REFLEX BLUE corresponds in the web-palette colour RGB:0/51/153 (hexadecimal: 003399);
- PANTONE YELLOW corresponds in the web-palette colour RGB: 255/204/0 (hexadecimal: FFCC00).

The co-financing banner should be placed on a white or light coloured background. In the case where there is no alternative to a coloured background, the users are to put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle.

### 2.1.2 The Maltese Flag

For the correct use of the national Maltese Flag, users are to make reference to the *Graphical Specifications for the National Flag of Malta*, February 2008.



**Maltese Flag in full colour**

For flag is reproduced in the following colours:

- White;
- Black;
- Red: PANTONE 186c corresponds in the web-palette colour hex CC0000.

## 3. Co-financing Banner

Websites / Applications / web pages should include the co-financing banner, as indicated in Section 2 – *Visual Requirements*, fulfilling the following requirements:

1. **The National Flag of Malta**
2. **The EU Emblem**
3. **The Obligatory Text** adapted to the project. Visibility measures must include reference to the EU's contribution to projects and the role of the programme

concerned.

The text consists of the following<sup>3</sup>:

- Reference to the name of the fund, i.e.: 'European Regional Development Fund;
- Reference to the European Union, i.e. 'Project part-financed by the European Union'; and
- The relevant co-financing rate.

For ease of reference the following standard text should be used for approved projects. It is recommended that Beneficiaries seek prior guidance from the Measures and Support Division so as to avoid potential financial impact on the project due to non-compliance with the visibility requirements. The height of the flags should be a minimum of 2cm while the text in between the flags should be no less than point size 8 in Calibri, Arial, or Times New Roman fonts.



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



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<sup>3</sup> This statement is strictly compulsory, as per European Parliament and Council Regulation (EU) (1303/2013), Annex XII, Article 2.

# BUSINESS ENHANCE



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