



XJENZA
MALTA

1.0 OVERVIEW

The Brand

Our entity is a public body established by the central government in 1988 with the mandate of advising government on science and technology policy.

Today its remit has developed and expanded to include responsibilities associated with R&I policy and strategy, management and administration of the National and EU Research and Innovation Funding Programmes, as well as supporting entities, being academic institutions or enterprises to join foreign consortia to undertake large-scale multi-national research activities.

The entity champions R&I engagement across public, academic and private sectors and provides support measures across the research eco-system to help your ideas become a reality. The entity also creates a basis for science education, popularisation and communication for young students, for the eventual upskilling of the sector and capacity building.

2.0 **OUR LOGO**



Logo Concept

The 'Xjenza Malta' logo is a vibrant and dynamic representation of science and innovation in Malta. The design draws inspiration from fundamental scientific elements such as atoms, molecules and space elements, reflecting the essence of scientific exploration and discovery.

The bold use of Malta's colour palette—red, blue, yellow, and black—infuses the logo with a sense of national pride and cultural identity.

This modern and abstract design embodies the forward-thinking and innovative nature of 'Xjenza Malta,' making it a fitting emblem for an entity dedicated to advancing science and technology on the island.

Logo Animation



Logo Variations



Primary recommended use of logo on a light background



Secondary recommended use of logo on a dark background



Alternative recommended use of logo in one colour on a light background



Alternative recommended use of logo in one colour on a dark background

Logo Variations

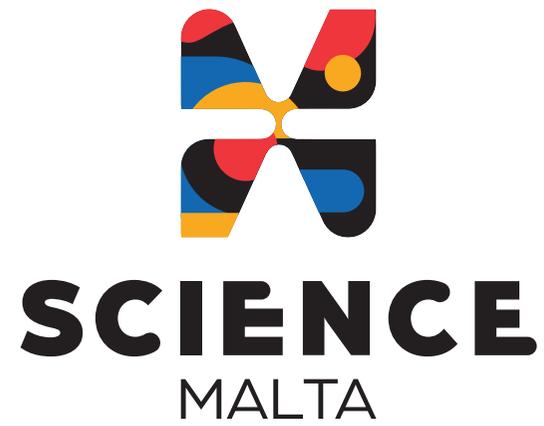


Primary recommended use of the horizontal version of the logo on a light background

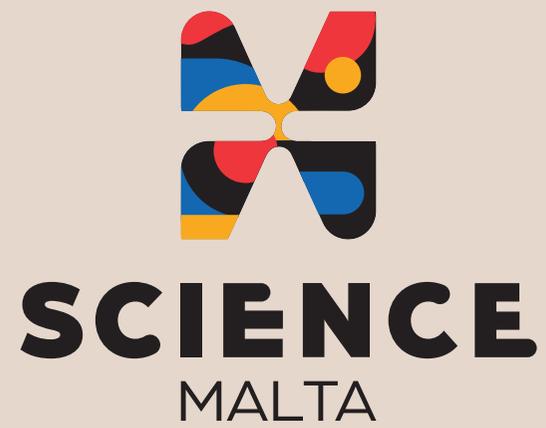


Secondary recommended use of the horizontal version of the logo on a dark background

Logo Variations



Primary recommended use of the English version of the logo on a light background



Secondary recommended use of the English version of the logo on a coloured background

When to use Xjenza Malta and Science Malta

1. Audience Segmentation

Local Audience: Primarily Maltese-speaking individuals, local scientists, students, educators, government bodies, and local organisations.

International Audience: English-speaking global community, international researchers, academic institutions, potential collaborators, and partners.

Mixed Audience: A diverse group consisting of both Maltese and non-Maltese speaking individuals. This is our most common audience, especially at events, conferences, and public activities.

2. General Guidelines

Primary Name: “Xjenza Malta”: Use as the primary name in all official documents, communications, and branding materials. Emphasise Maltese identity and heritage.

Secondary Name: “Science Malta”: Use as a complementary name for international audiences or in contexts where English is the primary language. Ensure visual and contextual linkage between both names to avoid confusion.

3. Specific Usage Guidelines

3.1 English Text Directed to Locals

- Use “Xjenza Malta” to reinforce the connection to Maltese culture and identity.
- Ensure brand consistency and avoid confusion by using “Xjenza Malta” regardless of the language of the text.

3.2 Reasons why to Use “Xjenza Malta” in English Text Directed to Locals

- **Cultural Identity:** Using “Xjenza Malta” reinforces the connection to Maltese culture and identity, which can resonate more deeply with the local population, even when communicating in English.
- **Brand Consistency:** Maintaining a consistent brand name, regardless of the language of the text, helps to strengthen brand recognition and loyalty among your audience.
- **Pride and Ownership:** “Xjenza Malta” can evoke a sense of pride and ownership among locals, emphasizing the national context of your organisation.
- **Avoiding Confusion:** Switching between “Xjenza Malta” and “Science Malta” within the same geographical context might cause confusion. Using “Xjenza Malta” consistently in both Maltese and English communications locally avoids this issue.

4. Usage by Context

4.1 Official Documents and Communications

- **Local Context:** Use “Xjenza Malta” in government documents, local press releases, and communications with Maltese institutions.
- **International Context:** Use “Science Malta” in international collaborations, publications, and communications with non-Maltese entities.
- **Mixed Audience:** Use the “Xjenza Malta” logo on all visual and printed materials, while referring to the agency as “Science Malta” during verbal communications.

4.2 Marketing and Advertising

- **Local Campaigns:** Highlight “Xjenza Malta” in local advertising campaigns, social media posts, and promotional materials targeting the Maltese population.
- **Global Campaigns:** Use “Science Malta” for international marketing efforts aimed at a global audience.
- **Mixed Audience:** Use the “Xjenza Malta” logo on all visual and printed materials, while referring to the agency as “Science Malta” during verbal communications.

4.3 Events and Conferences

- **Local Events:** Brand local conferences, seminars, and workshops with “Xjenza Malta.”
- **International Events:** Utilise “Science Malta” when participating in or hosting international conferences, symposiums, and fairs.
- **Mixed Audience:** Use the “Xjenza Malta” logo on all visual and printed materials, while referring to the agency as “Science Malta” during verbal communications.

4.4 Website

To consistently use “Xjenza Malta” throughout the website, regardless of the language setting, to maintain a strong and unified brand identity. Mention “Science Malta” where appropriate, such as in explanations and taglines to help international visitors understand the connection without causing brand fragmentation. Example: About Us Page – Provide a brief introduction explaining the dual names: “Xjenza Malta, known internationally as Science Malta, is dedicated to fostering scientific research and innovation in Malta.”

4.5 Social Media

- **Accounts:** Use “Xjenza Malta” as the handle for all primary social media platforms.

- **Bio and Descriptions:** Include a brief mention of “Science Malta” to acknowledge the English version of the name. Example: “Xjenza Malta (Science Malta) is receiving proposals under...”
- **Content:** To consistently use “Xjenza Malta” throughout, regardless of the language setting, to maintain a strong and unified brand identity. Mention “Science Malta” where appropriate especially when targeting posts to international audience.
- **Hashtags:** Utilise #XjenzaMalta and #ScienceMalta to reach broader audiences.

4.6 Educational Materials and Publications

- **Local Audience:** Use “Xjenza Malta” in educational materials, textbooks, and publications aimed at Maltese students and educators.
- **International Audience:** Use “Science Malta” in publications, journals, and educational resources intended for an international audience.
- **Mixed Audience:** Use the “Xjenza Malta” logo on all visual and printed materials, while referring to the agency as “Science Malta” during verbal communications.

4.7 Email Newsletters:

- **Local Audience:** Use “Xjenza Malta” with content in Maltese and English.
- **International Audience:** Use “Science Malta” with content exclusively in English.
- **Mixed Audience:** Use the “Xjenza Malta” logo on newsletter visual and “Xjenza Malta” throughout the text, regardless of the language setting however include a brief mention of “Science Malta” to acknowledge the English version of the name when text is in English. Example: “Xjenza Malta (Science Malta) is receiving proposals under...”

4.8 Press Releases:

- **Local Media:** Use “Xjenza Malta” for press releases to local media outlets, written in Maltese and English.
- **International Media:** Use “Science Malta” for press releases to international media, written in English.

Minimum Sizes

Clear visibility of our brand is of utmost importance. It is advised to follow these size guides for print materials and on-screen respectively. The logo CANNOT be used smaller than stated on this page.

The minimum logo width in print is 35mm when the full logo is used.

The minimum logo width on screen is 100px when the full logo is to be used.

Minimum in Print



Minimum on Screen



Prohibited Logo Use

The logo cannot be rotated, squashed or altered in any way other than how it is presented in these guidelines.

DO NOT stretch or squash the logo



DO NOT change the position between the icon and type



DO NOT flip the logo



DO NOT change the colour of the logo



DO NOT rotate the logo



DO NOT alter the relationship between the icon and type



3.0

COLOUR PALETTE

Primary Colours

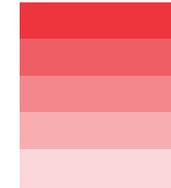
Colour is crucial for the brand, and most especially the right shades, since they invoke so much weight in meaning.

The bold use of Malta's colour palette; red, blue, yellow, and black, infuses the logo with a sense of national pride and cultural identity.



c 0 m 92 y 79 k 0
r 239 g 58 b 61
#ef3a3d

Pantone 1788 C



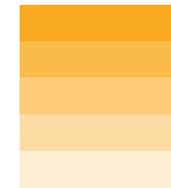
Tints

>100%
>80%
>60%
>40%
>20%



c 0 m 38 y 99 k 0
r 250 g 170 b 29
#faaa1d

Pantone 7549 C



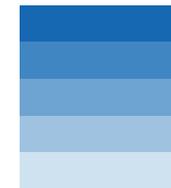
Tints

>100%
>80%
>60%
>40%
>20%



c 92 m 60 y 1 k 0
r 0 g 104 b 176
#0068b0

Pantone Blue C



Tints

>100%
>80%
>60%
>40%
>20%



c 0 m 0 y 0 k 100
r 0 g 0 b 0
#000000

Pantone Black C



Tints

>100%
>80%
>60%
>40%
>20%

4.0

TYPOGRAPHY

Type

The typeface used for our brand is Red Hat Display which can be downloaded from <https://fonts.google.com/specimen/Red+Hat+Display>. This typeface includes the Maltese keyboard input style.

Red Hat is a family of typefaces produced in 2 optical sizes and a monospace style, in a range of weights with italics.

5.0

LAYOUT GUIDELINES

Letterhead Design

Dimensions

210x297mm

Print

CMYK both sides

Usage

The letterhead will be used for all official communication.



Business Card Design

Dimensions

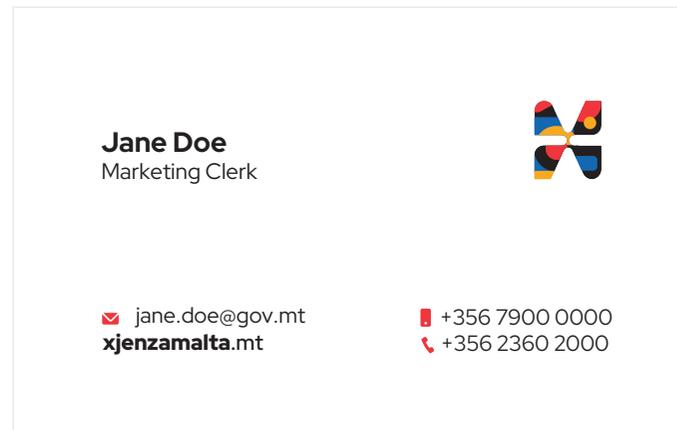
85x55mm

Print

CMYK both sides

Usage

The business cards will be used for all official contact and communication of XJENZA MALTA.



Envelopes Design

Dimensions

DL

Print

CMYK

Usage

The envelopes will be used for all official communication.



6.0 APPLICATIONS



Jane Doe
Marketing Clerk

 jane.doe@gov.mt
xjenzamalta.mt



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+356 2360 2000



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