



Guidelines for usage of the
EQUALITY MARK

Introduction

The logo of the Equality Mark and its identity have been developed for the benefit of organisations that have been certified as gender equal opportunities employers.

The identity has been developed after a wide exercise of consultation with various stakeholders and, it is expected to become the key symbol representing those organisations that truly value equality.

These guidelines are designed to ensure that the Equality Mark and its owner, the National Commission for the Promotion of Equality (NCPE), are represented clearly and consistently, both within approved organisations and, more importantly, outside. They are aimed to function as a tool for all involved parties to understand the correct use of the Equality Mark.

Please read them carefully.

These guidelines should be adhered to by all those preparing stationery and communication material, and other promotional items both inside approved organisations and by any outside agency or partner organisations preparing such material. This will ensure that the message, character and visual identity of the Equality Mark are explicitly communicated on every occasion.

Kindly do not hesitate to ask the NCPE's communications representative if you need any further advice or assistance in this area. Contact details are given on the last page of this document.

We thank you for your compliance.

National Commission for the Promotion of Equality

The Equality Mark logo

Logo Definition

The Equality Mark logo is a strong clearly defined brand that appeals at a professional level to directors of organisations and Human Resources personnel.

The logo is a simple graphic play on the two letters that is at the basis of the whole logo. The letters “e” and “Q” signify the first two letters of the word “equality”. At the ‘foot’ of the “Q” a double line outlines the “=” symbol that further emphasises the concept of equality in this tautology. Underneath this symbol is the text “Equality Certified”.

During the consultation process, the logo generated appeal from stakeholders, who described it as a professional mark which fits in well with the image that NCPE wants to portray and the message it wants to get across.



Using the Equality Mark Logo and brand

As a general guiding principle for the use of the identity, all materials produced in connection with the Equality Mark initiative must reflect the prestige of the mark and the agreed brand values.

Approved organisations are able to use all applications of the identity on their stationery, marketing material and promotional material, as described below.

Brand Vision

The vision of the brand is to portray the Equality Mark as the ultimate indicator demonstrating a standard achieved within the approved organisation and its belief and commitment towards gender equality.

Brand Management

This set of guidelines for usage of the Equality Mark and all the available artwork is found on the NCPE website: www.equality.gov.mt

Any questions in connection with the identity should be addressed to: equality@gov.mt

Approval Process

All uses of the Equality Mark or any other element of the brand/logo identity are subject to a certification process. The use of the Equality Mark cannot be used by any organisation unless this organisation has been certified and has received an approval by NCPE. No organisation is approved unless it has been approved in writing.

The approval process is of utmost importance, as it ensures that the various organisations using the brand identity and subsequently the Equality Mark logo, do so in a consistent manner that will help build a strong standard, for everyone's mutual benefit.

All artwork which uses the Equality Mark logo must be submitted for approval in writing either via email or by snail mail to NCPE. Approval will be given by NCPE in writing.

Please note that the approval process may last up to 10 working days.

Brand usage

As a general guiding principle, no creative flexibility exists in the application of the equality mark.

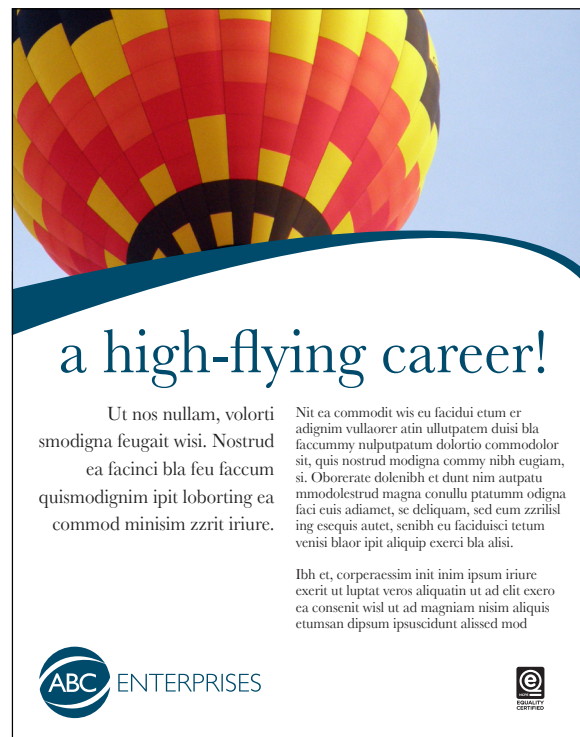
As much as possible, the logo should be used as a positive version and on a white or light background. For compelling practical reasons a negative version of the logo is being made available with its possible applications.

The Equality Mark logo is the permanent logo which graphically represents the spirit of NCPE's initiative for equality certification of organisations, independently of any other initiative both within NCPE and other organisations that may have interest in organising similar projects.



The generic logo can only be used by approved organisations. The only entity that can approve and authorise the use of such a logo with all the elements and applications resulting from the use is NPCE.

In general, the following is possible:

- Choice of either positive or negative version of the logo (for maximum contrast)
- Use of the logo in an all surrounding box (observing the border spacing explained in the clearing zone section of this document).



Brand usage






a high-flying career!

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Brand usage

What specifically is not allowed

- 3D effects ❶
- Shadowing effects ❷
- Logo in another colour (apart from black - positive, or white - negative) ❸
- Independent use of the various elements of the logo (both words and symbol)
- Use of the logo as a background design element
- Unproportional elongation or squashing ❹
- Re-arrangement of the elements of the logo
- A haze or other effects on or around the logo
- Other logos appearing in close proximity (the border spacing guidelines need to be observed)
- Graphic elements added to the logo to create a separate composite logo.

Incorrect usage



The text-only version of the logo

A text only version of the logo has been created with the letters and words:

eQ = Equality Certified, NCPE

This version of the logo should only be used where greater legibility is called for and where the logo needs to be used for strictly functional purposes, for example for the use of screen reader software.

Brand usage

Equality Mark Font

A commonly found font (Gotham Rounded) has been used to encourage compliance.

Gotham Rounded book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Clearance Zone

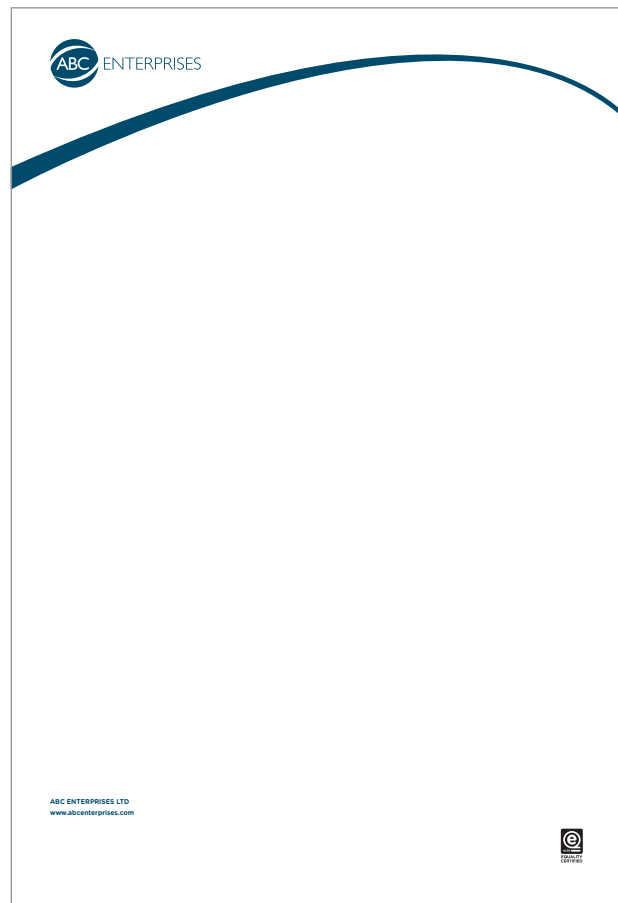
As shown here, the mark should always have a minimum clearance zone around it. This ensures clarity of communication and prevents the mark from becoming lost or crowded. This applies to all usage by organisations that have been approved and able to use the equality mark on their corporate and natural image.



Brand usage

Logo Position

The Equality Mark logo should always be placed at one of the bottom corners (ideally the right hand side) of the organisation's stationery, adverts and/or promotional material. In the case of publications, it is suggested that the logo features in a bottom corner either at the back or back inside cover, however this is not exhaustive.



Brand usage



Logo Size

The minimum size of the logo when printed is illustrated here. It is important that the text is legible at all times and therefore should never be less than 5pt.



The Equality Mark is available on NCPE website in EPS (Encapsulated Post Script) which is a vector file - the recommended format for printing at any resolution and feature transparent background areas. Both Macintosh and PC compatible.

www.equality.gov.mt



Rights, Equality and Citizenship Programme 2014-2020
Project part-financed by the European Union
Co-financing rate: 80% EU funds; 20% National Funds

