

new branding press pack

September 2023





About us.



Identità was established in 2013 by virtue of Subsidiary Legislation 595.07 and is responsible for citizens' identity management and the implementation of migration processes.

The government agency offers a specialized public service in matters relating to e-ID cards, e-Passports, visas, residence documents, acts of civil status and public deeds. These functions were grouped under one corporate identity governed by the Public Administration Act.

Identità aims to achieve the highest level of service excellence without compromising security.

› Our Mission.

To offer a quality public service in matters relating to e-ID cards, e-Passports, visas, residence documents, acts of civil status and public deeds.

› Our Objectives.

- › Offer identity management solutions.
- › Safeguard citizens' identity from document fraud and theft.
- › Develop and implement effective migration policies.

› Our Values.

- › **Integrity**
We are responsible and accountable for our actions.
- › **Excellence**
We seek to offer a quality public service which exceeds customers' expectations.
- › **Service-Driven**
We listen and respond positively to customers' needs.
- › **Continuous Improvement**
We are a learning organisation that embraces change and innovation.
- › **People**
We aim to be a model employer.
- › **Impartial**
We embrace culture diversity and treat all our customers with respect and dignity.
- › **Transparency**
We value openness and share information with our customers in a confidential manner.

➤ Units within Identità

› Identity Cards Unit

Issues e-ID cards to Maltese citizens and registers one's e-ID virtual accounts.

› Passport Office

Issues e-Passports to Maltese citizens.

› Public Registry

Records and issues certificates of acts of civil status, including act of birth, marriage, and death.

› Searches Unit

Enrols testamentary wills and registers hypothecs and privilege notes. Carries out individual searches on transfers, inter vivo, and causa mortis of immovable property.

› Central Visa Unit


Issues visas according to national policies and the provisions under the Schengen Acquis.

› Expatriates Unit

Issues residence documents to EU nationals and residence permits to third-country nationals. Responsible for the implementation of migration policies.

› Brand Concept

➤ The Brand

Identity Malta will now be known as:  **identità**

➤ The Messaging Framework

Every person has a story. We officiate it.

Identità's new logo embodies authenticity, security, and innovation.

The use of the Maltese language is a tribute to the island's rich cultural heritage which has shaped Malta's identity over the centuries.

The watchtower fearlessly protecting the Maltese shores represents Identità's commitment towards safeguarding citizens' identity from document fraud and identity theft. This can only be achieved with the use of cutting-edge technology which makes it extremely difficult to forge or temper with an official document.

Finally, the biometric fingerprint captures all elements of the logo. Apart from being an important security feature, the biometric fingerprint portrays Identità's digital drive in making more of its services available online.

➤ Colour Palette

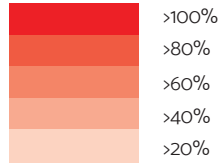
Colour plays a pivotal role in defining the brand's identity. The white-coloured fonts on a red background symbolize the Maltese flag and the red colour is also associated with strength, leadership, as well as emotions. To ensure that the colour red maintains its prominence and isn't overshadowed by other captivating shades, the logo's variations are complemented using white, grey, and black colours.



c 0 m 99 y 100 k 0
r 237 g 32 b 36
#ed2024

Pantone 1788

Tints



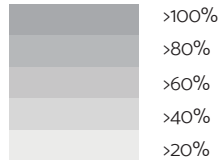
>100%
>80%
>60%
>40%
>20%



c 0 m 0 y 0 k 40
r 167 g 169 b 172
#a7a9ac

Pantone Cool Gray 6

Tints



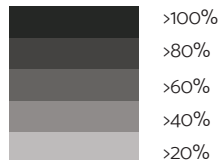
>100%
>80%
>60%
>40%
>20%



c 71 m 65 y 64 k 68
r 40 g 40 b 40
#282828

Pantone Neutral Black

Tints



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

➤ Downloadable Logo





identità

Primary logo



identità

Alternative recommended use of logo on a coloured background



identità

Alternative recommended use of logo on a dark background



identità

Alternative recommended use of logo in grayscale



Alternative horizontal version of the logo



Alternative horizontal version of the logo on a dark background

› Media





➤ Contact Us

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