POLLINERA

BRAND BOOK

THE COMPLETE GUIDELINE OF POLLINERA

TABLE OF CONTENTS

- Introduction/Funding statement 4
- Logo 8
- Colours 10
- Typography 13
- Visuals 17
- Branding 19

INTRODUCTION

PollinERA aims to move the evaluation of the risk and impacts of pesticides & suggestions for mitigation beyond the current situation of assessing single pesticides in isolation on honey bees to an ecologically consistent assessment of effects on insect pollinators using a systems approach.

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FUNDING STATEMENT

Please acknowledge funding by using the EU logo and one of the following funding sentences as shown bellow:



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- Please always use **arial** font for the funding statements
- EU emblem must always be on the left side or above the funding text
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LOGO



Main logo used on dark or black backgrounds



Main logo used on white or light backgrounds



Monochrome logo used on dark or black backgrounds



Monochrome logo used on white or light backgrounds

COLOURS

PRIMARY COLOURS

HEX #000000

- CMYK 75/68/67/90
- RGB 0/0/0

HEX #E4CB1E

- CMYK 13/14/100/0
- RGB 229/203/30

Used in logo, on website and promotional materials

SECONDARY COLOURS

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- CMYK 75/68/67/90
- RGB 0/0/0
- Tint 50%

HEX #E4CB1E

- CMYK 13/14/100/0
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- Tint 10%

Used on website and promotional materials

SECONDARY COLOURS

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- RGB 137/68/115

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- RGB 130/106/42

HEX #A7B890

- CMYK 38/17/52/0
- RGB 168/184/143

HEX #8BA8BA

- CMYK 47/25/19/0
- RGB 140/168/187

Used on website and promotional materials

TYPOGRAPHY

Aa

Nexa Bold

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NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Used in the logo

Aa

Nexa Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Used in the logo

Aa

Poppins

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Used for headings on the website and the promotional materials

Download here

Aa

Libre Franklin

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Used for body text on the website and the promotional materials

Download here

Aa

Montserrat

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abcdefghijklm
nopqrstuvwxyz
1234567890

Used in headings in deliverable and milestone templates and presentation

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Aa

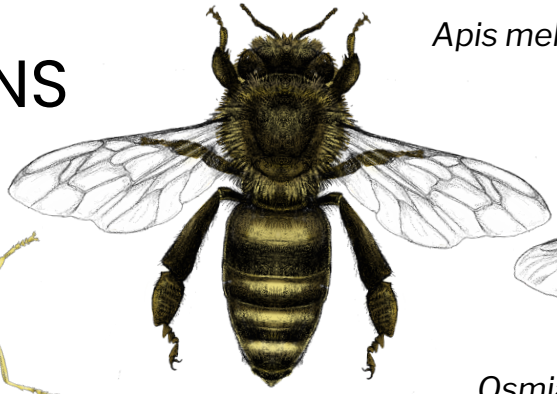
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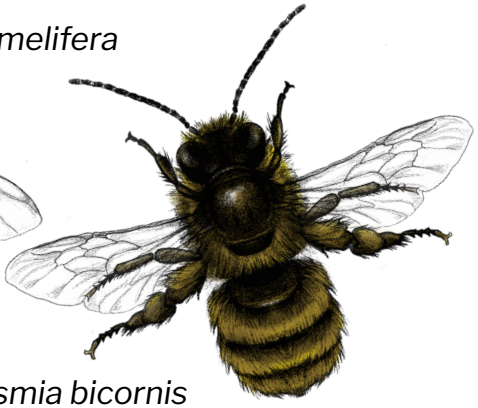
Used for body text in deliverable and milestone templates and presentations

VISUALS

ILLUSTRATIONS



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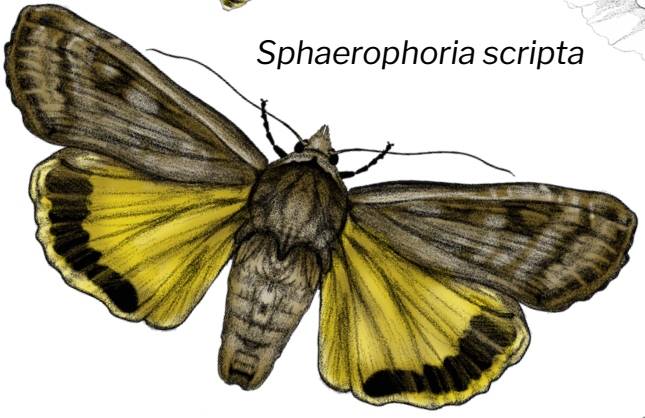
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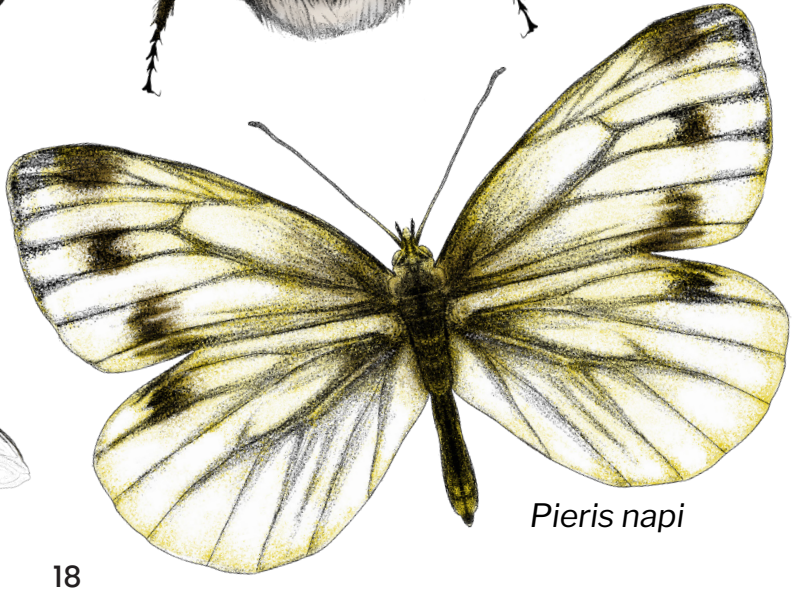
Sphaerophoria scripta



Bombus terrestris



Noctua pronuba

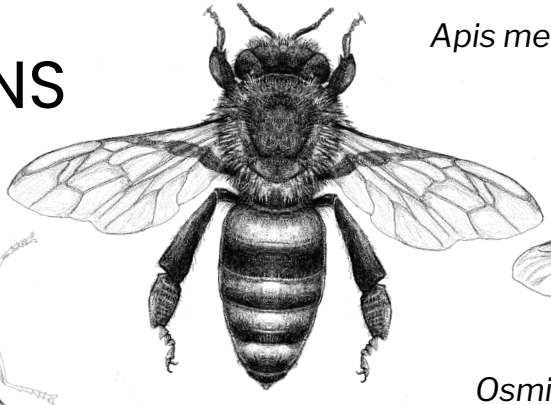


Pieris napi

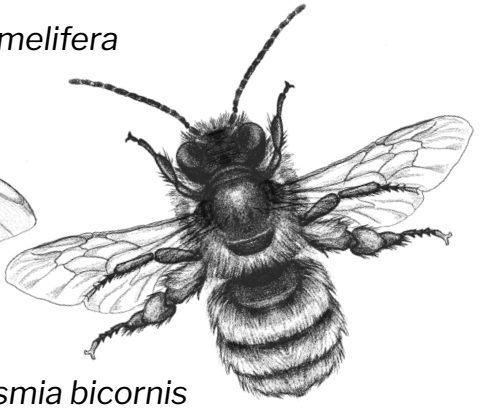


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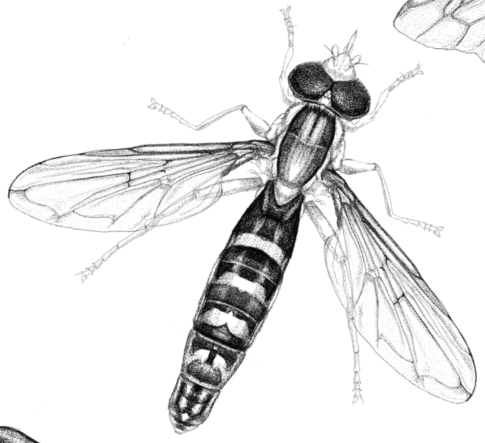
ILLUSTRATIONS



Apis melifera



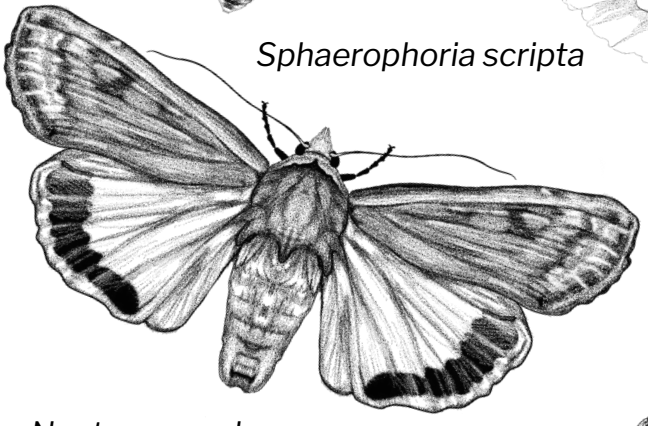
Osmia bicornis



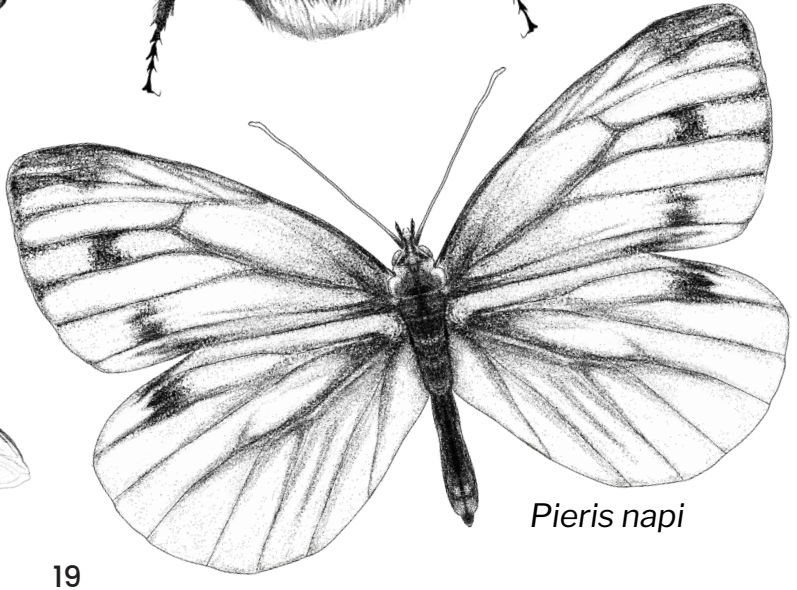
Sphaerophoria scripta



Bombus terrestris



Noctua pronuba

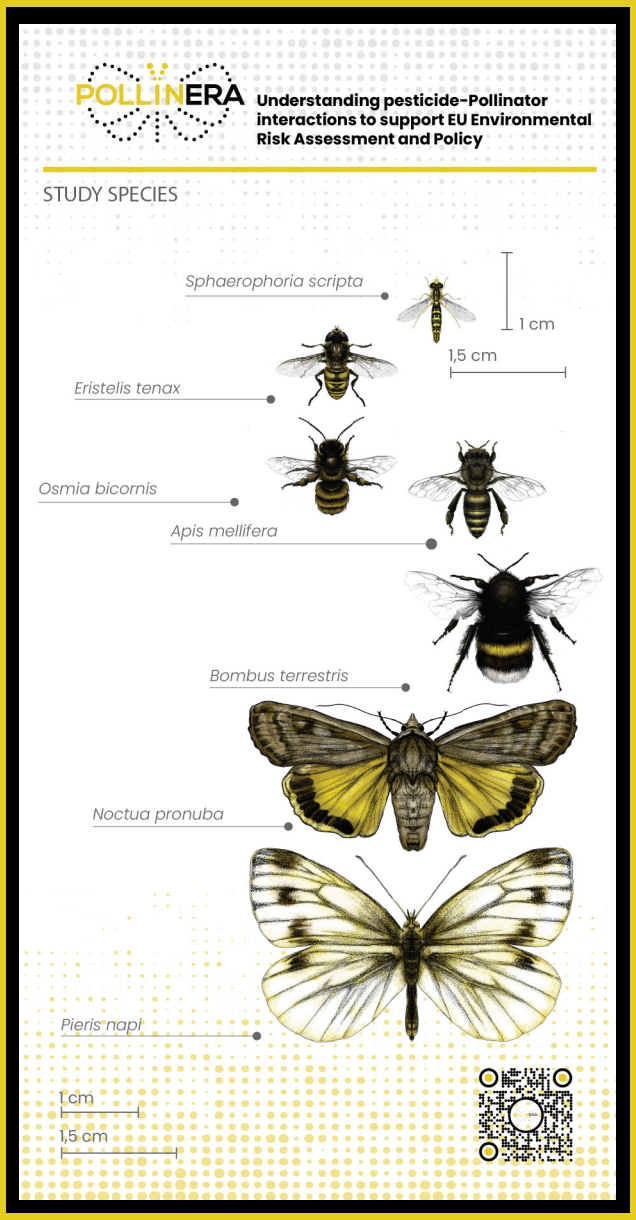


Pieris napi



Eristelis tenax

ILLUSTRATIONS





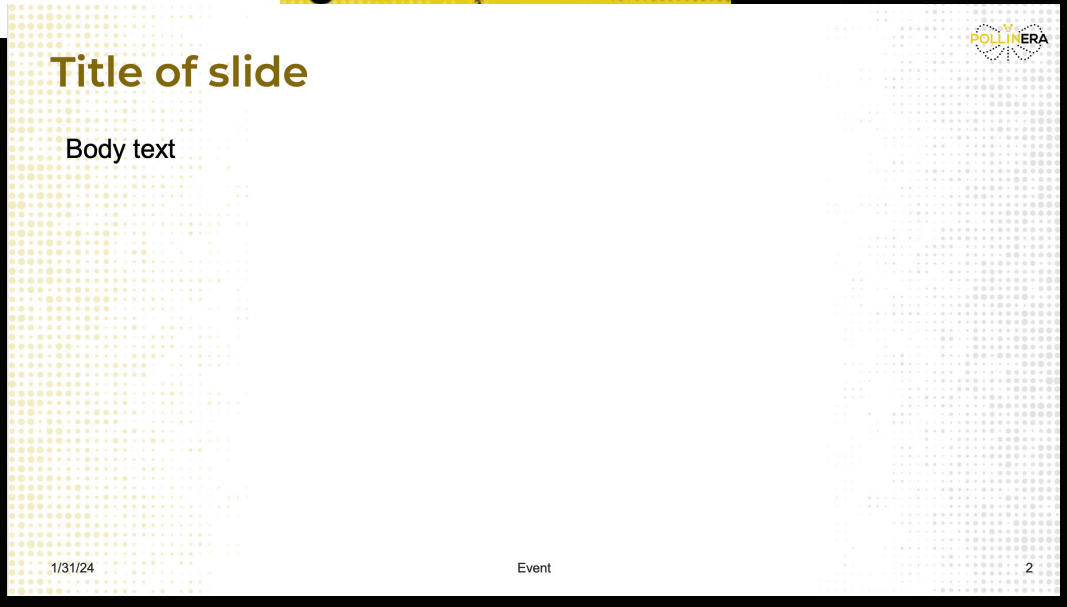
BRANDING

- Introduction

PRESENTATION TEMPLATE

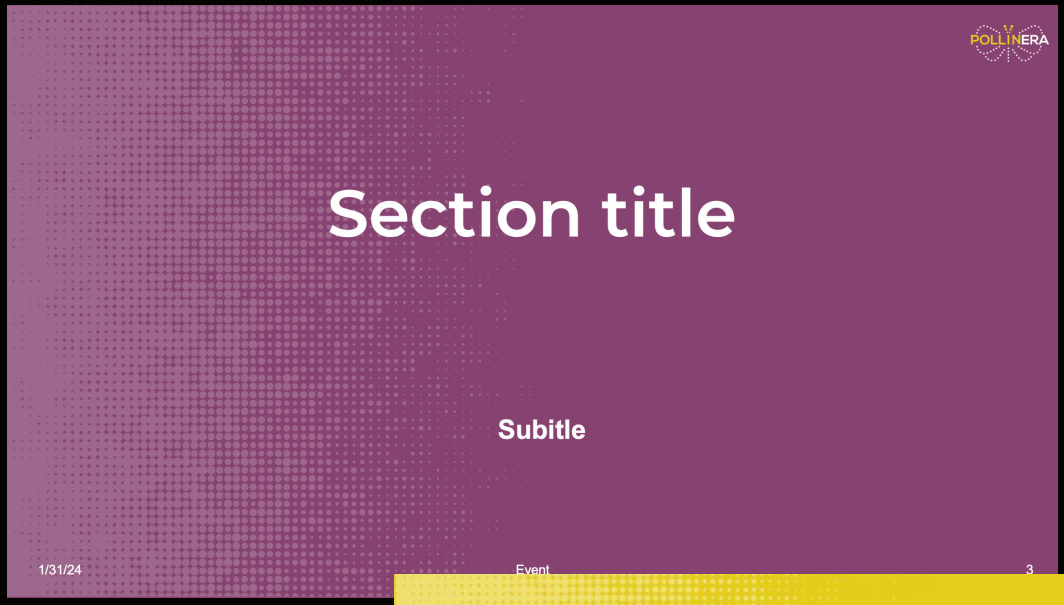
- Logo





- Introduction
- Logo

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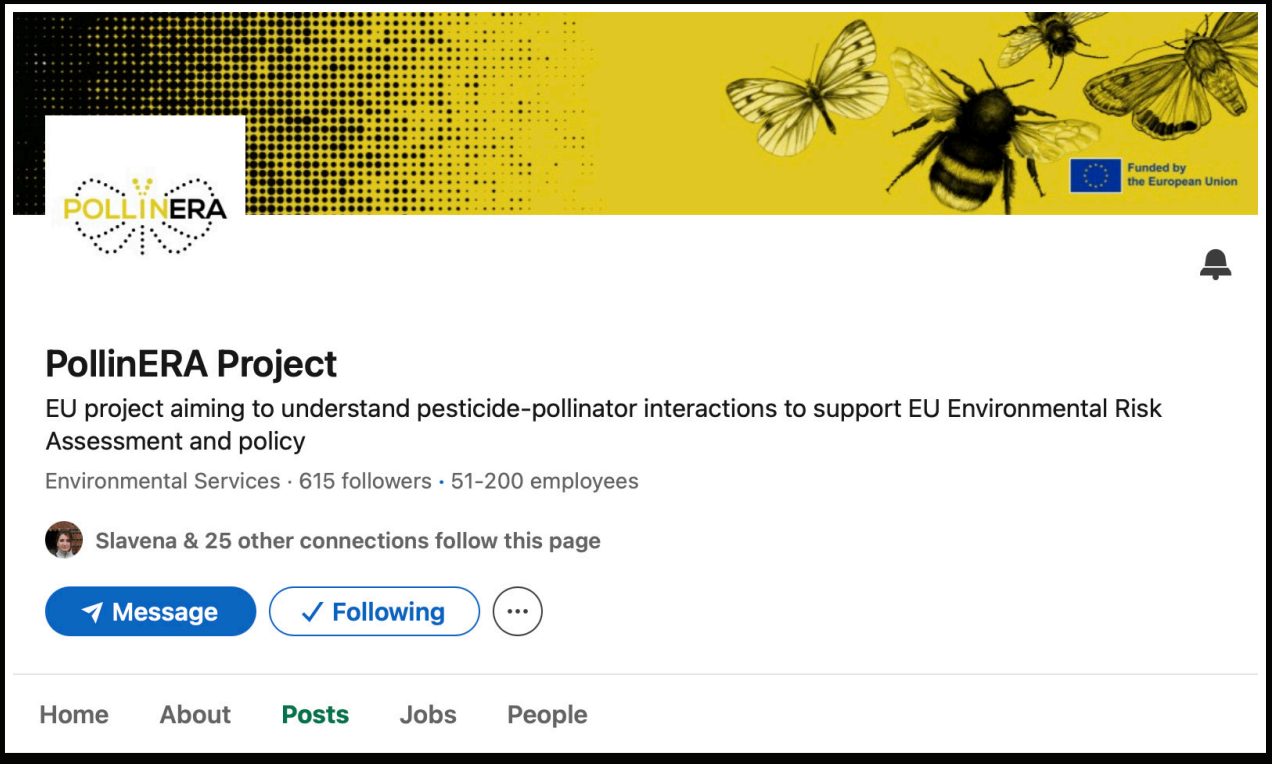




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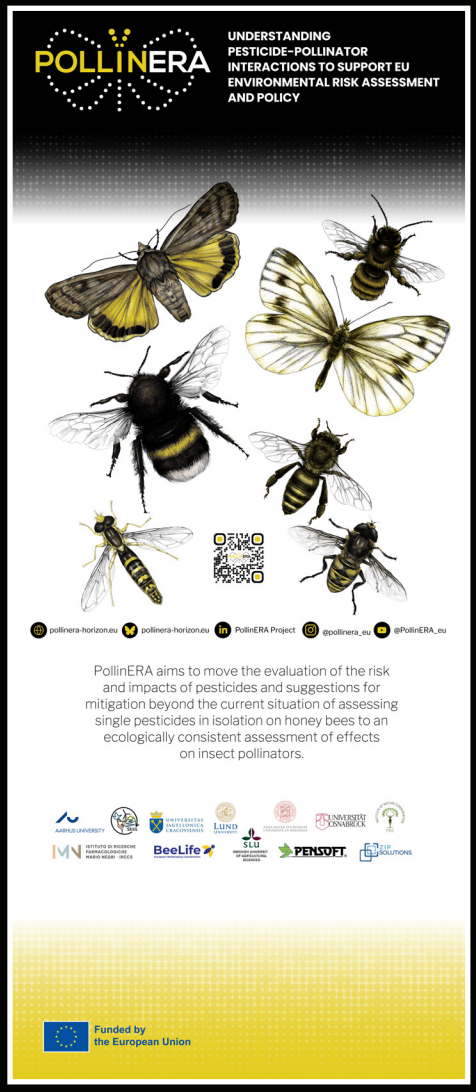
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PROMOTIONAL MATERIALS

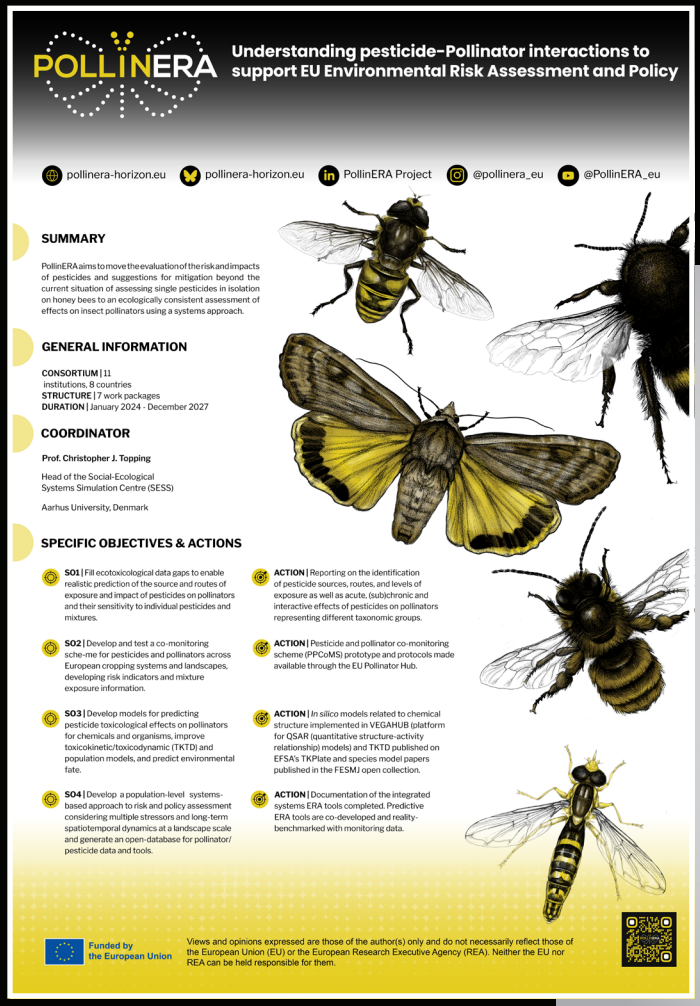
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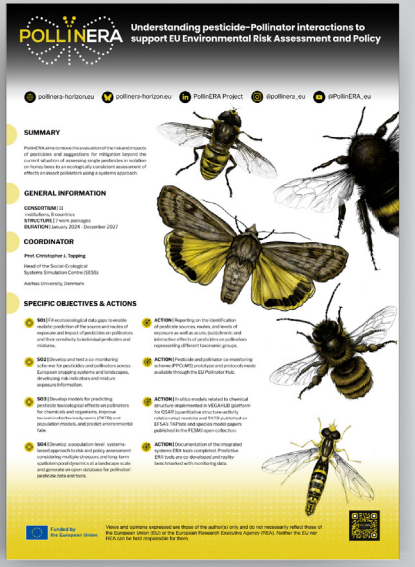




PROMOTIONAL MATERIALS

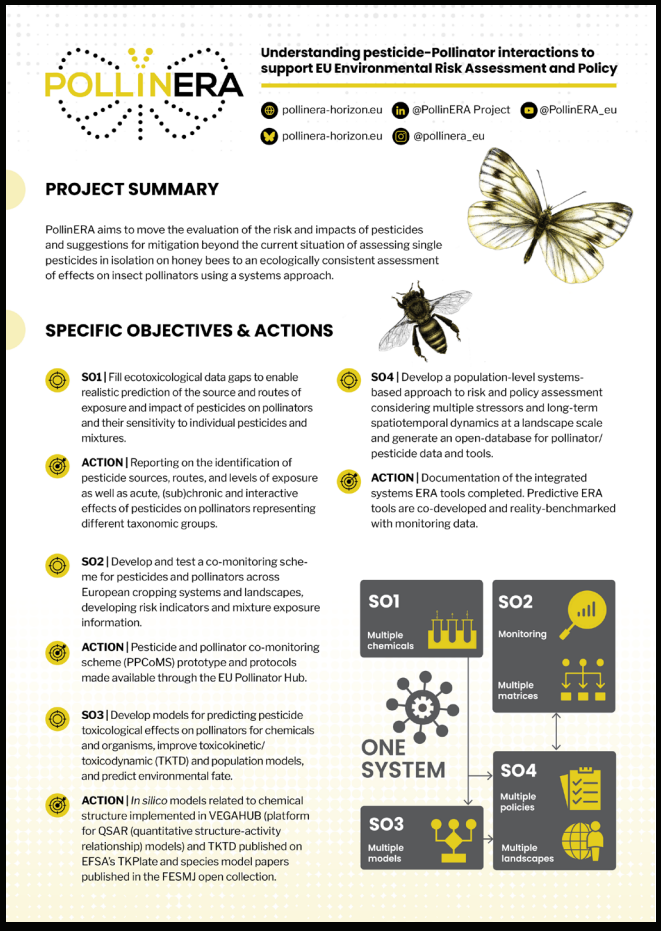
- Poster
- Logo





PROMOTIONAL MATERIALS

- Two-pager



POLLINERA

Understanding pesticide-Pollinator interactions to support EU Environmental Risk Assessment and Policy

pollinera-horizon.eu | @PollinERA Project | @PollinERA_eu

pollinera-horizon.eu | @pollinera_eu

PROJECT SUMMARY

PollinERA aims to move the evaluation of the risk and impacts of pesticides and suggestions for mitigation beyond the current situation of assessing single pesticides in isolation on honey bees to an ecologically consistent assessment of effects on insect pollinators using a systems approach.

SPECIFIC OBJECTIVES & ACTIONS

SO1 | Fill ecotoxicological data gaps to enable realistic prediction of the source and routes of exposure and impact of pesticides on pollinators and their sensitivity to individual pesticides and mixtures.

ACTION | Reporting on the identification of pesticide sources, routes, and levels of exposure as well as acute, (sub)chronic and interactive effects of pesticides on pollinators representing different taxonomic groups.

SO2 | Develop and test a co-monitoring scheme for pesticides and pollinators across European cropping systems and landscapes, developing risk indicators and mixture exposure information.

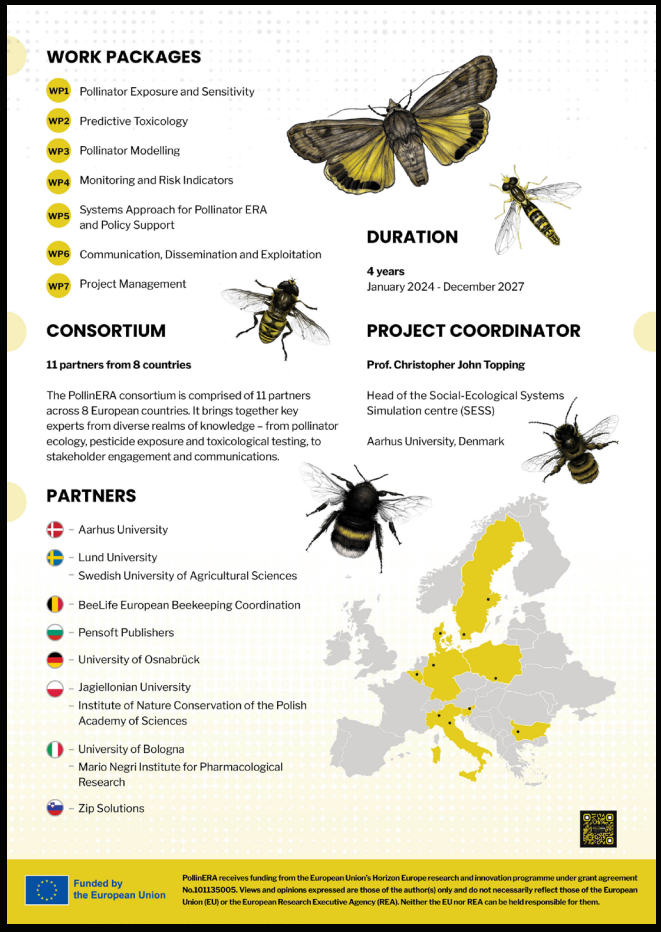
ACTION | Pesticide and pollinator co-monitoring scheme (PPCoMS) prototype and protocols made available through the EU Pollinator Hub.

SO3 | Develop models for predicting pesticide toxicological effects on pollinators for chemicals and organisms, improve toxicokinetic/toxicodynamic (TKTD) and population models, and predict environmental fate.

ACTION | *In silico* models related to chemical structure implemented in VEGAHUB (platform for QSAR (quantitative structure-activity relationship) models) and TKTD published on EFSA's TKPlate and species model papers published in the FESMJ open collection.

SO4 | Develop a population-level systems-based approach to risk and policy assessment considering multiple stressors and long-term spatiotemporal dynamics at a landscape scale and generate an open-database for pollinator/pesticide data and tools.

ACTION | Documentation of the integrated systems ERA tools completed. Predictive ERA tools are co-developed and reality-benchmarked with monitoring data.



WORK PACKAGES

- WP1 Pollinator Exposure and Sensitivity
- WP2 Predictive Toxicology
- WP3 Pollinator Modelling
- WP4 Monitoring and Risk Indicators
- WP5 Systems Approach for Pollinator ERA and Policy Support
- WP6 Communication, Dissemination and Exploitation
- WP7 Project Management

DURATION

4 years
January 2024 - December 2027

CONSORTIUM

11 partners from 8 countries

The PollinERA consortium is comprised of 11 partners across 8 European countries. It brings together key experts from diverse realms of knowledge – from pollinator ecology, pesticide exposure and toxicological testing, to stakeholder engagement and communications.

PROJECT COORDINATOR

Prof. Christopher John Topping

Head of the Social-Ecological Systems Simulation centre (SESS)

Aarhus University, Denmark

PARTNERS

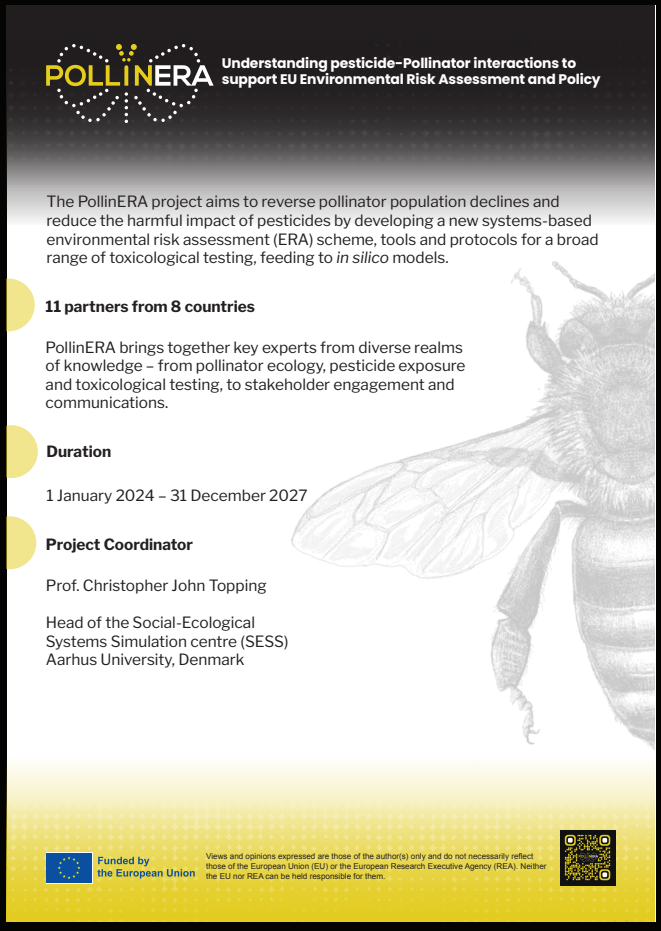
- Aarhus University
- Lund University
- Swedish University of Agricultural Sciences
- BeeLife European Beekeeping Coordination
- Pensoft Publishers
- University of Osnabrück
- Jagiellonian University
- Institute of Nature Conservation of the Polish Academy of Sciences
- University of Bologna
- Mario Negri Institute for Pharmacological Research
- Zip Solutions

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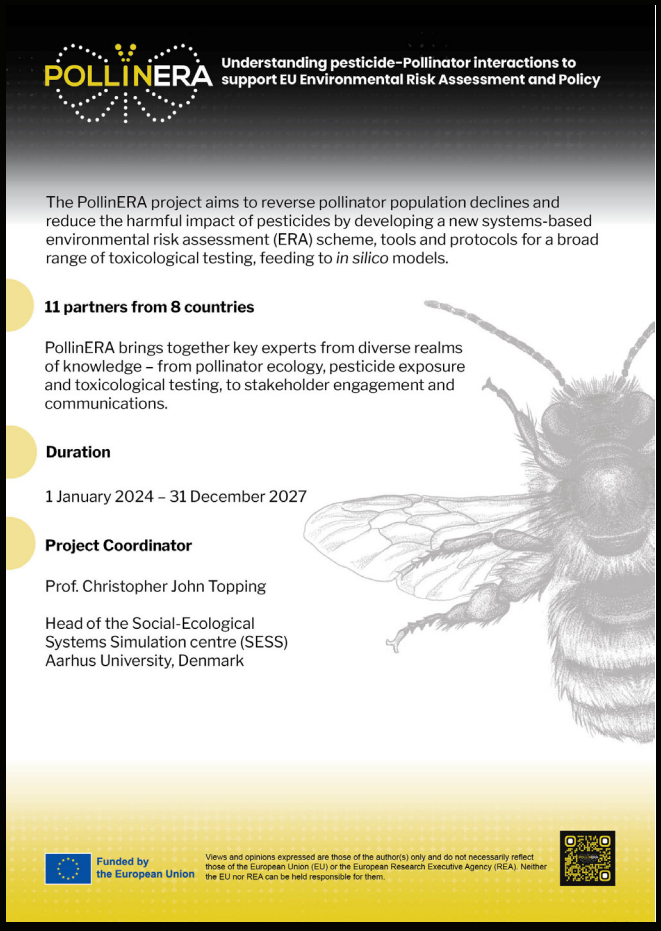
- Brochure





PROMOTIONAL MATERIALS

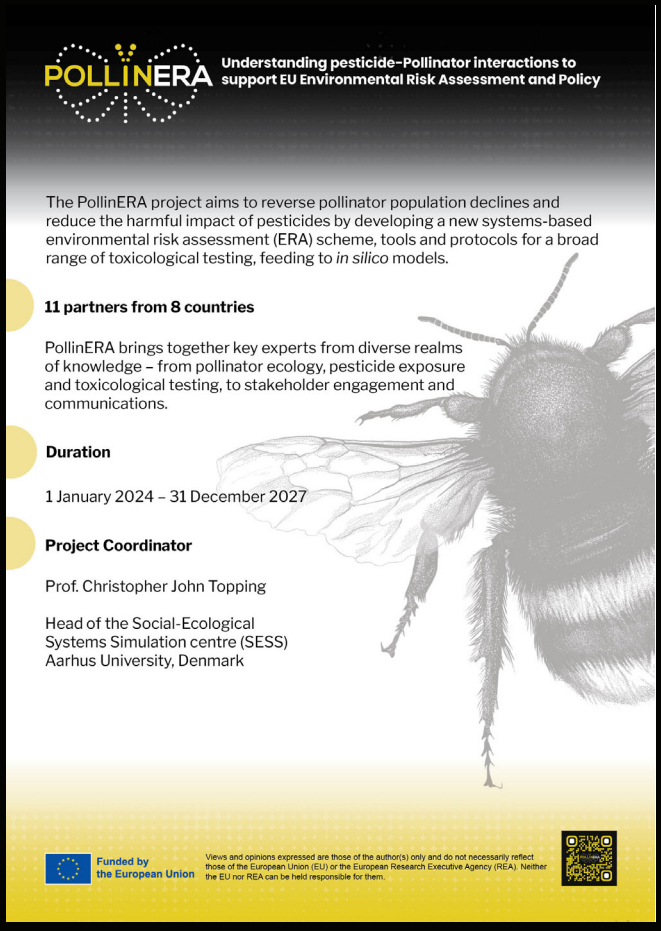
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- Logo





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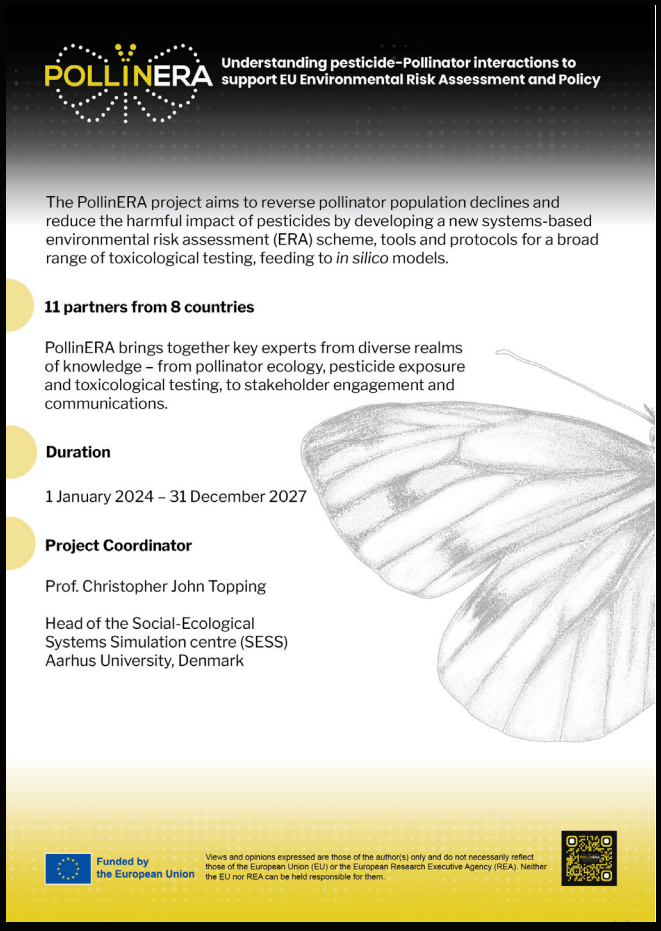
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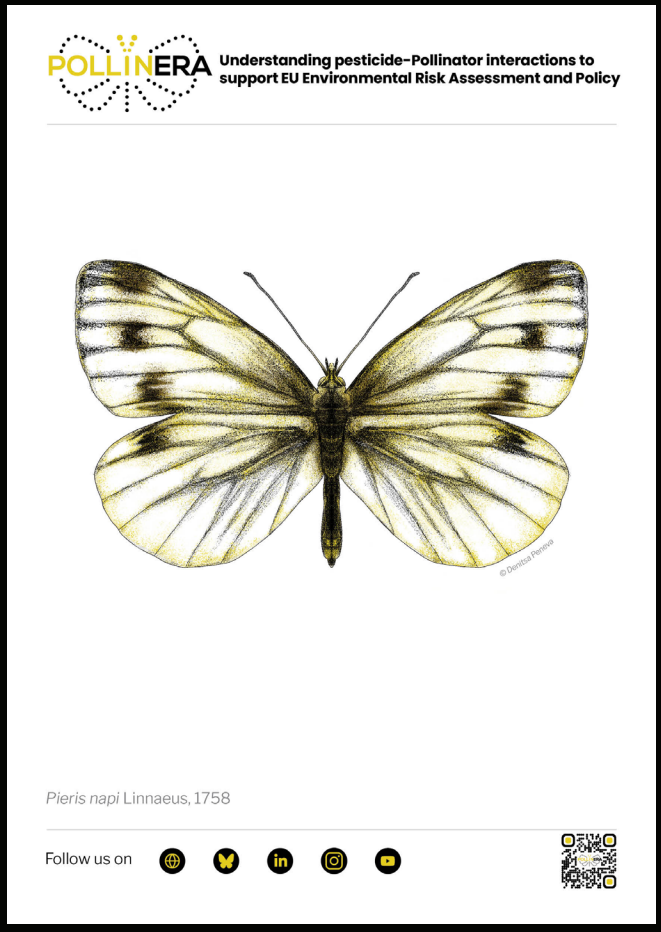




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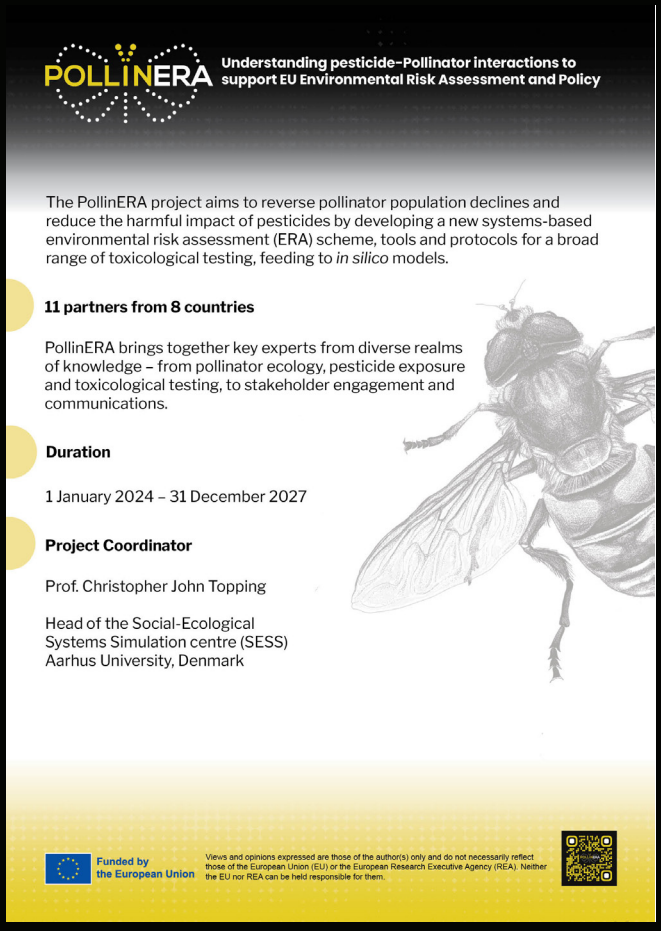
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PROMOTIONAL MATERIALS

- Brochure

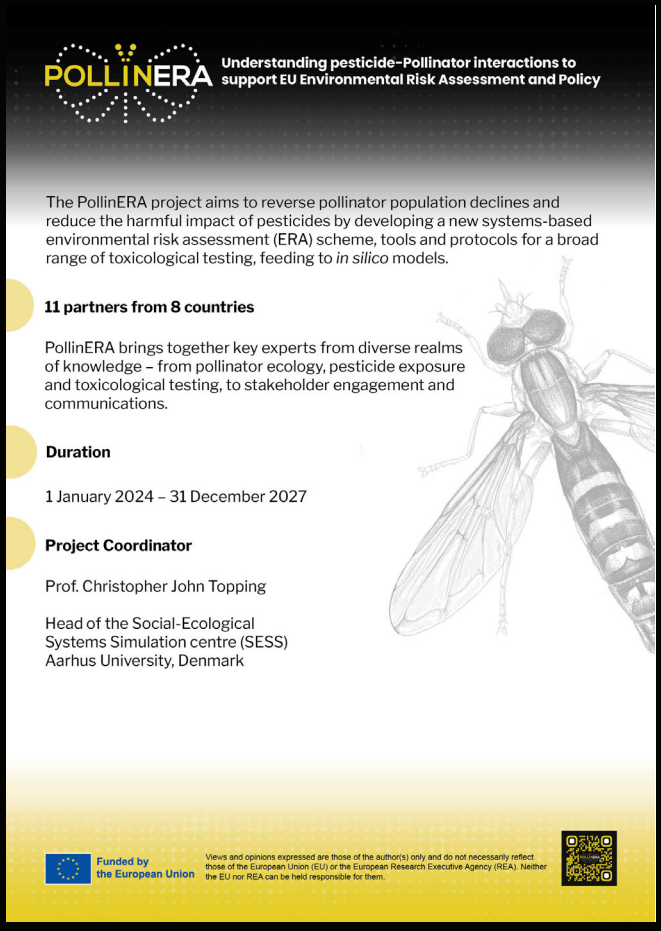




- Introduction
- Logo

PROMOTIONAL MATERIALS

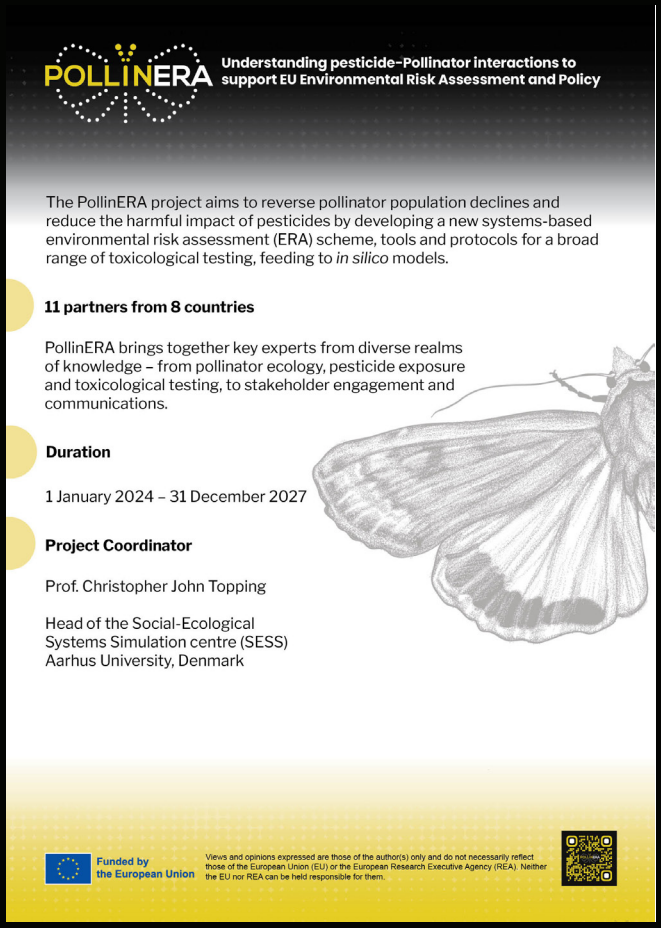
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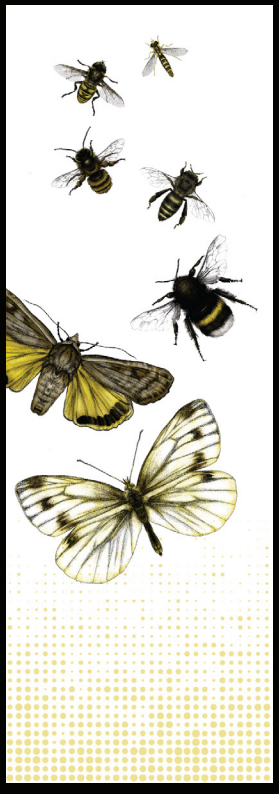
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PROMOTIONAL MATERIALS

- Bookmarks









PROMOTIONAL MATERIALS

- Bookmarks







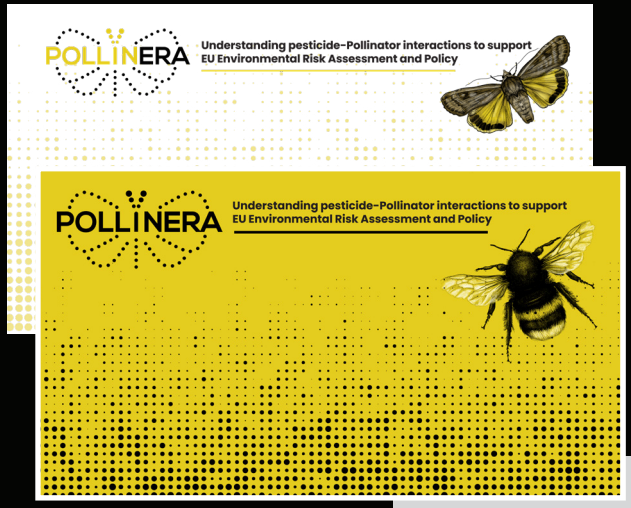


• Introduction

• Logo

PROMOTIONAL MATERIALS

• Virtual meeting backgrounds

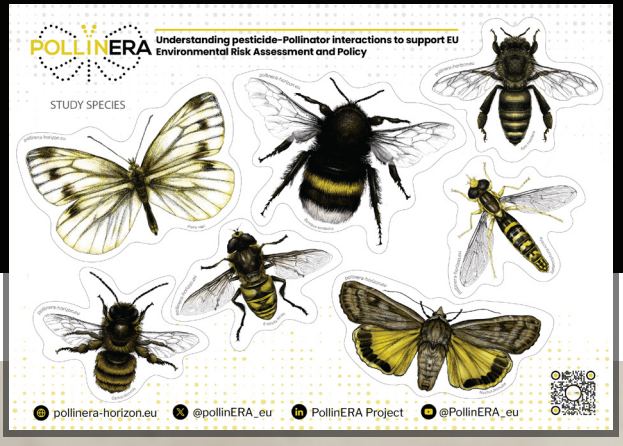


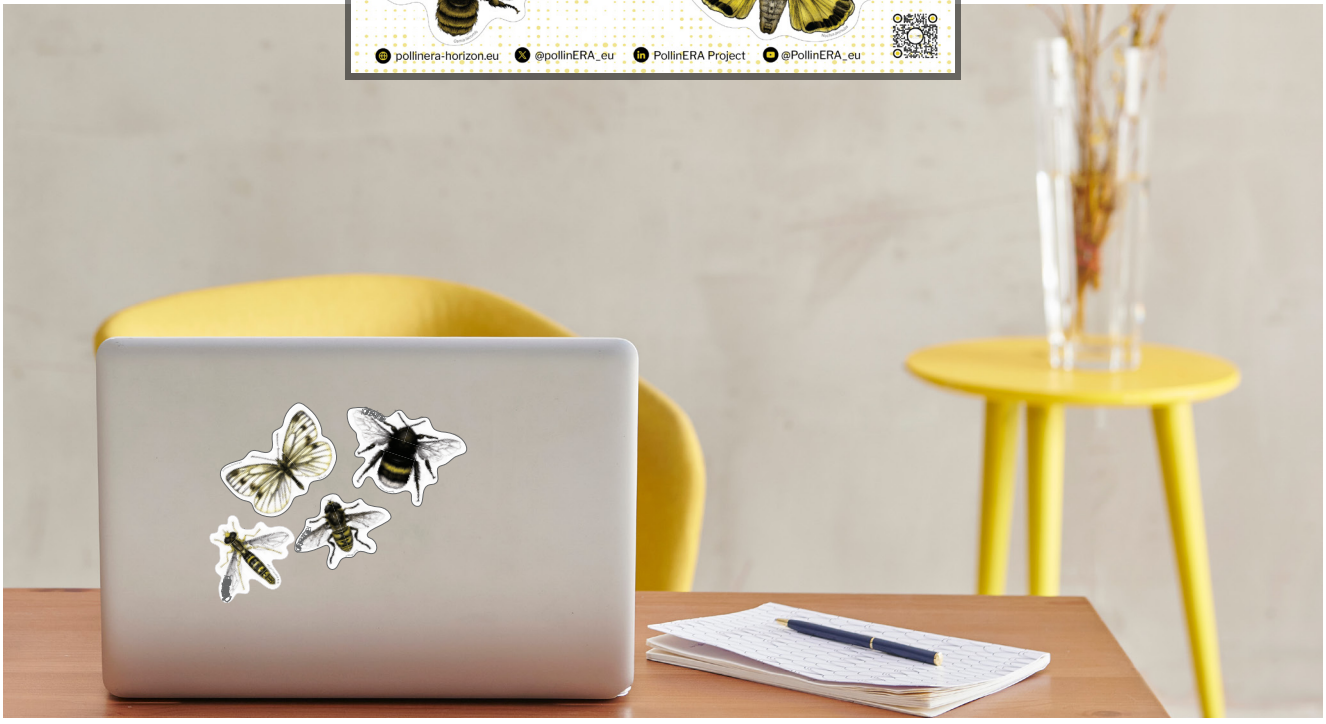




PROMOTIONAL MATERIALS

- Info stickers
- Logo





PROMOTIONAL MATERIALS

- Stickers



PROMOTIONAL MATERIALS

- Stickers
- Logo

