



THE COMPLETE BRAND MANUAL



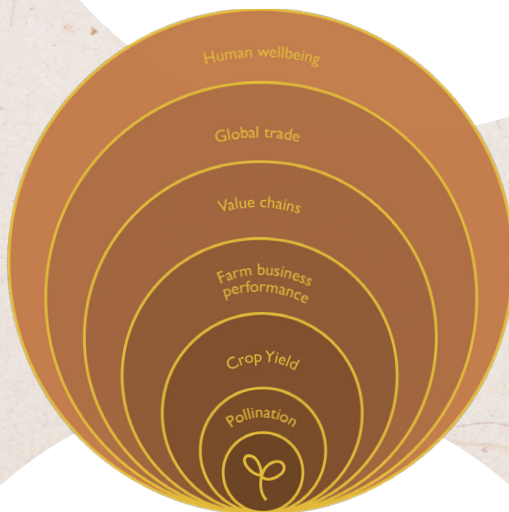
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INTRODUCTION

VALOR is a multi-actor research initiative that seeks to develop a comprehensive, systems-based approach to better understand the far-reaching impacts of pollinator shifts, spanning the journey from flower to fork and beyond. The project focuses on seven specific “focal regions” across Europe, where the effects of pollinator changes on ecosystems, agricultural businesses, and local communities will be explored through primary research and modelling.

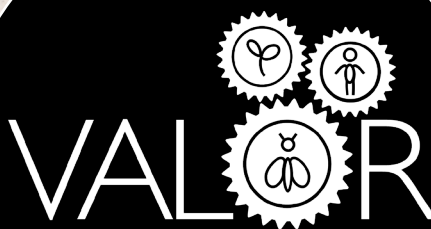
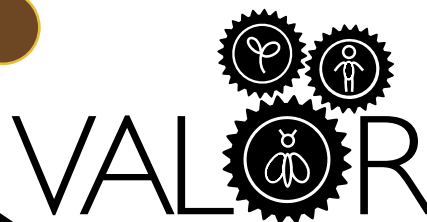


Complementing this regional research, broader synthesis and modelling activities will assess the implications of pollinator shifts on value chains, international trade, and nutrition. These analyses will also highlight the risks posed to ecosystems and natural capital under various co-developed future scenarios.

VALOR aims to empower landowners, businesses, and policymakers by providing co-developed tools and replicable methodologies to better understand and manage the risks associated with pollinator shifts. The project leverages existing networks of policy and business collaborators to maximise the reach and engagement of its outcomes, datasets, and tools. By building synergies with the wider pollinator research community, VALOR seeks to mainstream pollinator conservation into decision-making processes at all levels across Europe.



Monochrome black and coloured
for white and light
backgrounds



Monochrome white and
coloured for black and
light backgrounds

Primary Colours

COLOUR SCHEME



- CMYK 40/65/90/38
- HEX #704926
- RGB 112/73/38



- CMYK 53/10/100/0
- HEX #88b440
- RGB 136/180/64



- CMYK 1/71/55/0
- HEX #f26e65
- RGB 242/111/101



- CMYK 11/24/90/0
- HEX #e4bc3d
- RGB 228/188/61



Secondary Colours

COLOUR SCHEME



- CMYK 37/87/42/14
- HEX #953D60
- RGB 149/61/96



- CMYK /12/14/18/0
- HEX #DDD3C9
- RGB 221/211/201



- CMYK 80289515
- HEX #367d41
- RGB 5412565



- CMYK 20/60/75/4
- HEX #c57750
- RGB 197/119/80



- CMYK 34/65/82/25
- HEX #8d5737
- RGB 1418755



Aa

Gill Sans

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Used for the LOGO

Used for body text in deliverable
and milestone templates and
presentations

Aa Arial

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Aa Krub

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Used for body text and headings
on the website and the
promotional materials

FUNDING STATEMENT

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



**Funded by
the European Union**

VALOR receives funding from the European Union's Horizon Europe research and innovation programme under grant agreement No.101181169. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union (EU) or the European Research Executive Agency (REA). Neither the EU nor REA can be held responsible for them.



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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
- The minimum size of the logo must be 1 cm.



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Presentation template

VISUALS




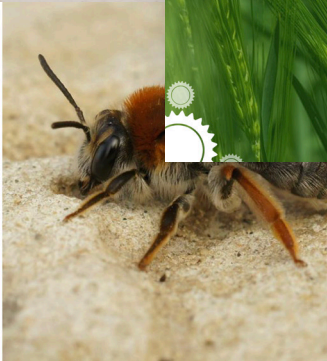
Date / Place / Event

Funded by the European Union

Title of slide

- Text





Section slide



valor-project.eu@valor-project.euVALOR Project

Thank you



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Photos

VISUALS



Photos

VISUALS





Co-develop a better understanding of stakeholder knowledge needs around pollinators;



Better understand the dependence of society and the economy on pollinators;



Measure and model the cascading impacts of plant-pollinator networks on ecosystems and human well-being;



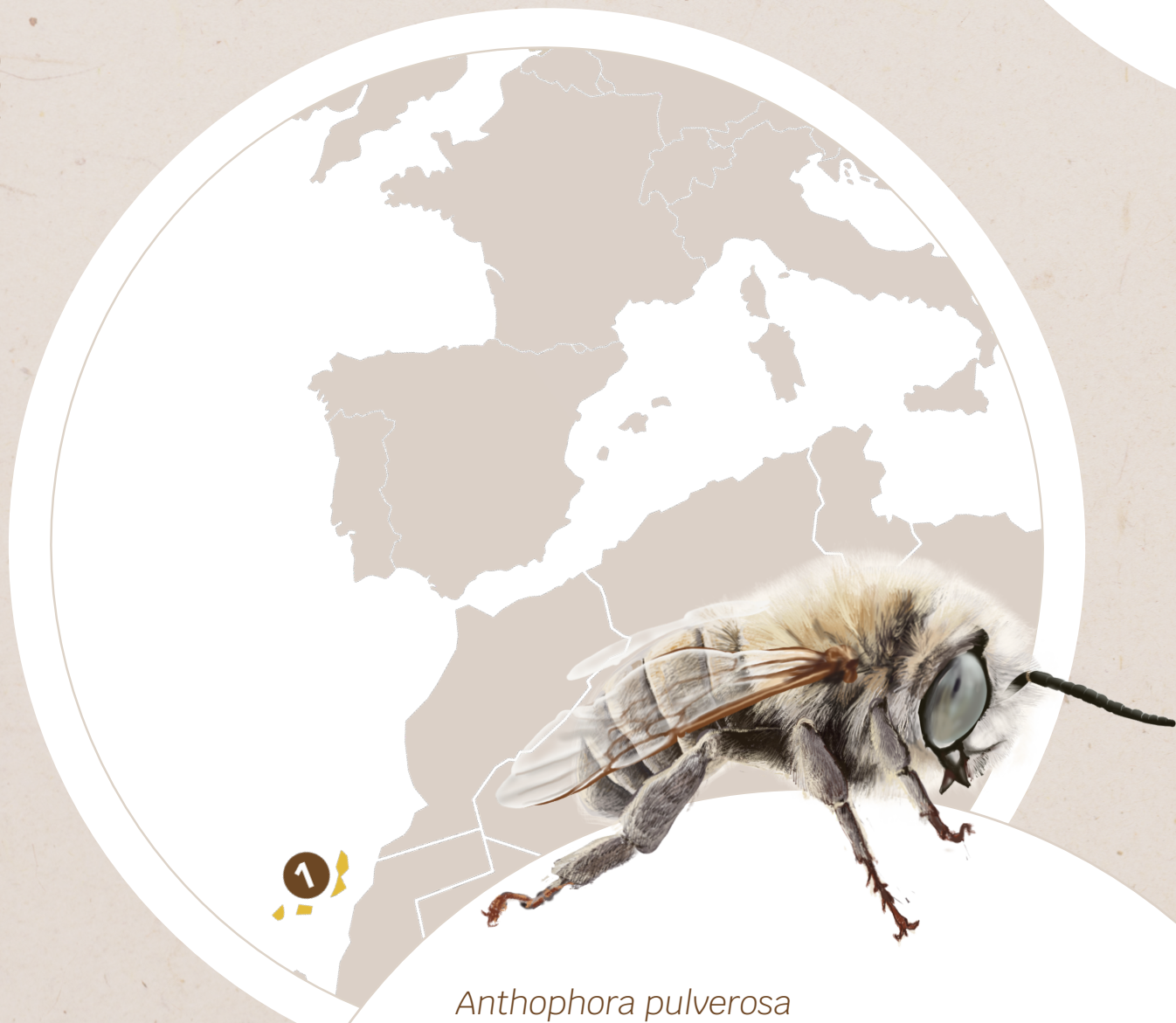
Explore the consequences of pollinator loss through value chains;



Forecast the resilience of pollinator networks and human benefits under future conditions;



Co-develop tools to engage and empower actors about pollinator conservation.



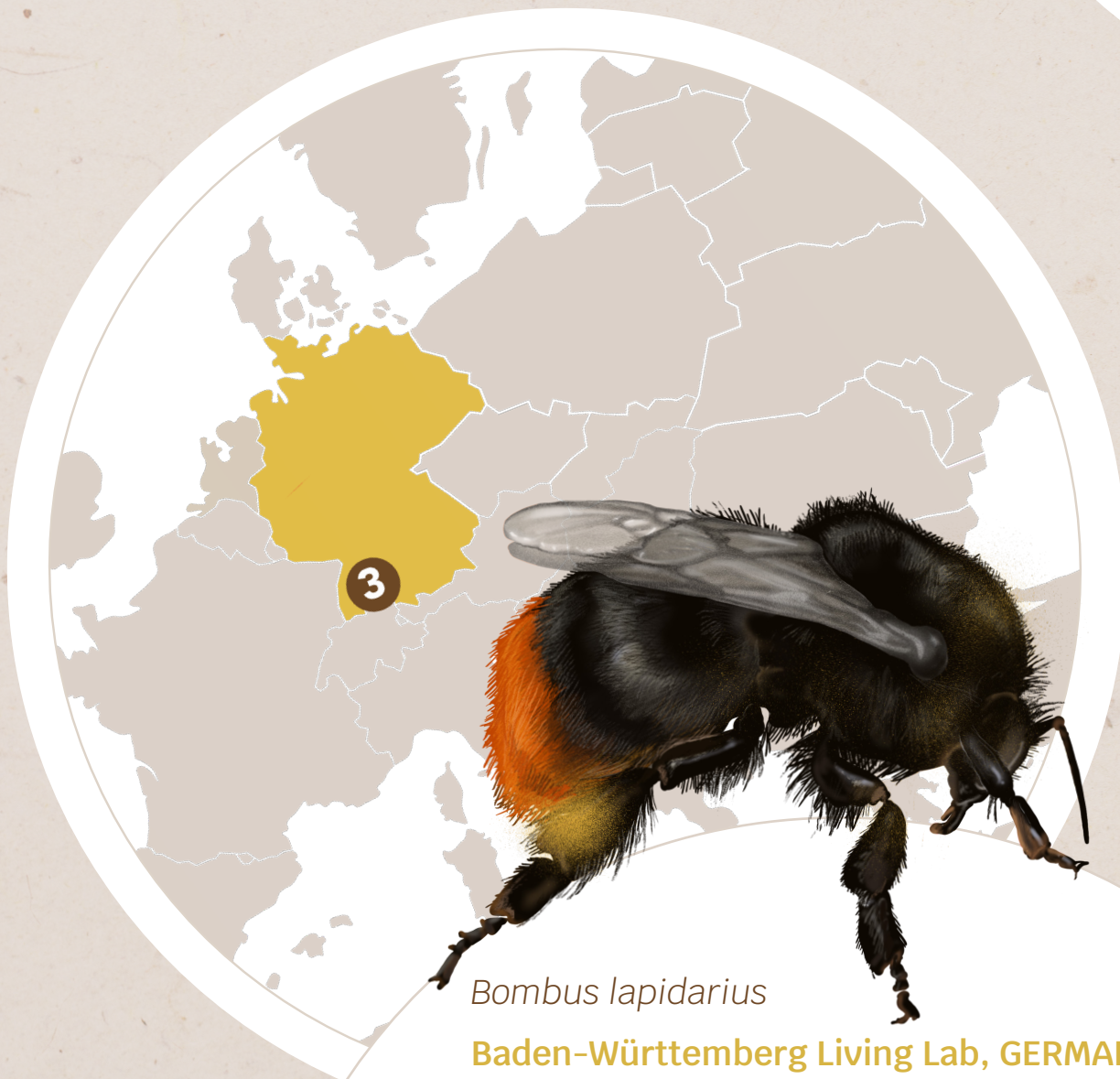
Anthophora pulverosa

Güímar Valley, TENERIFE



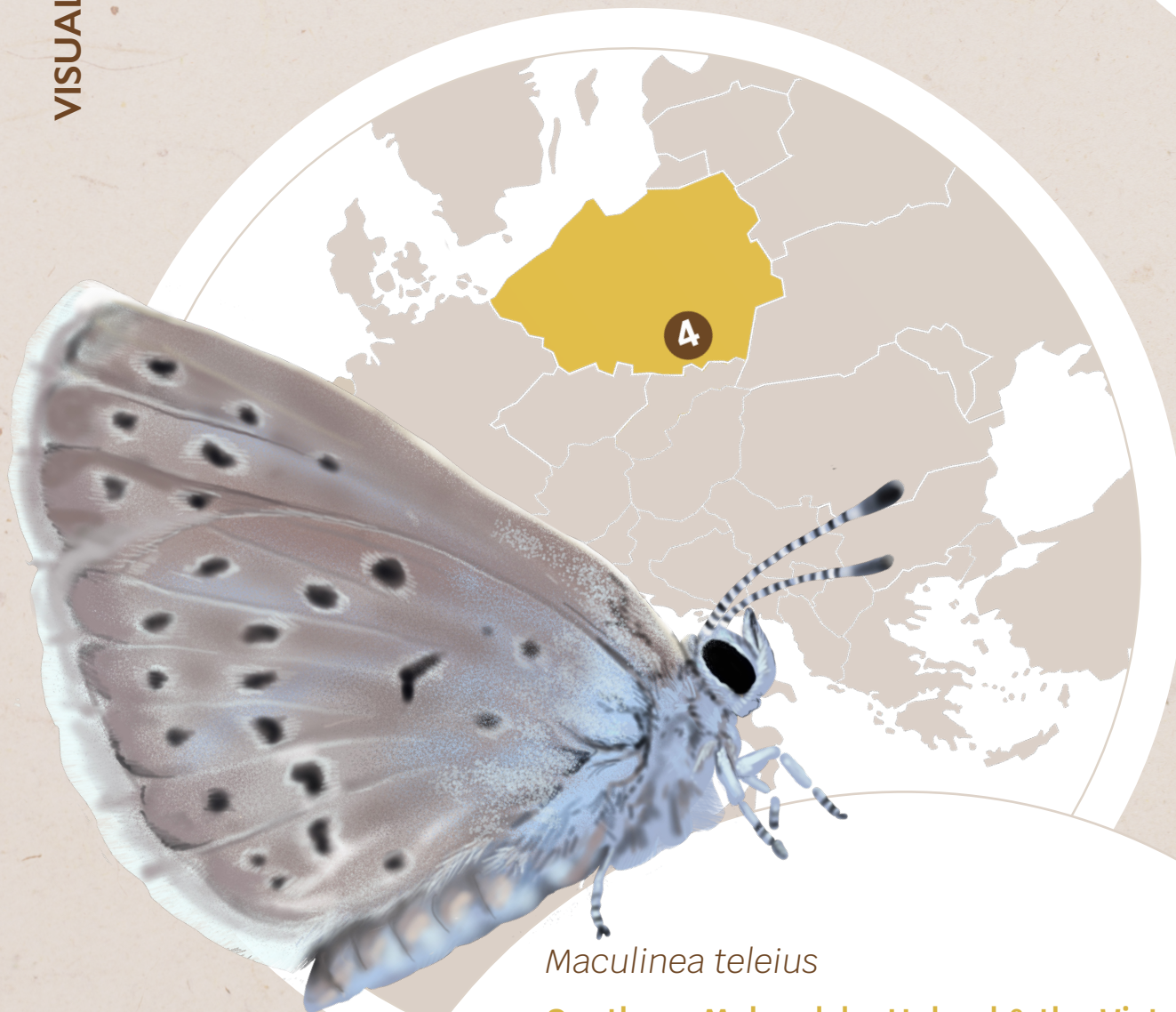
Xylocopa cantabrita

Guadalquivir Productive Plains, SPAIN • 15



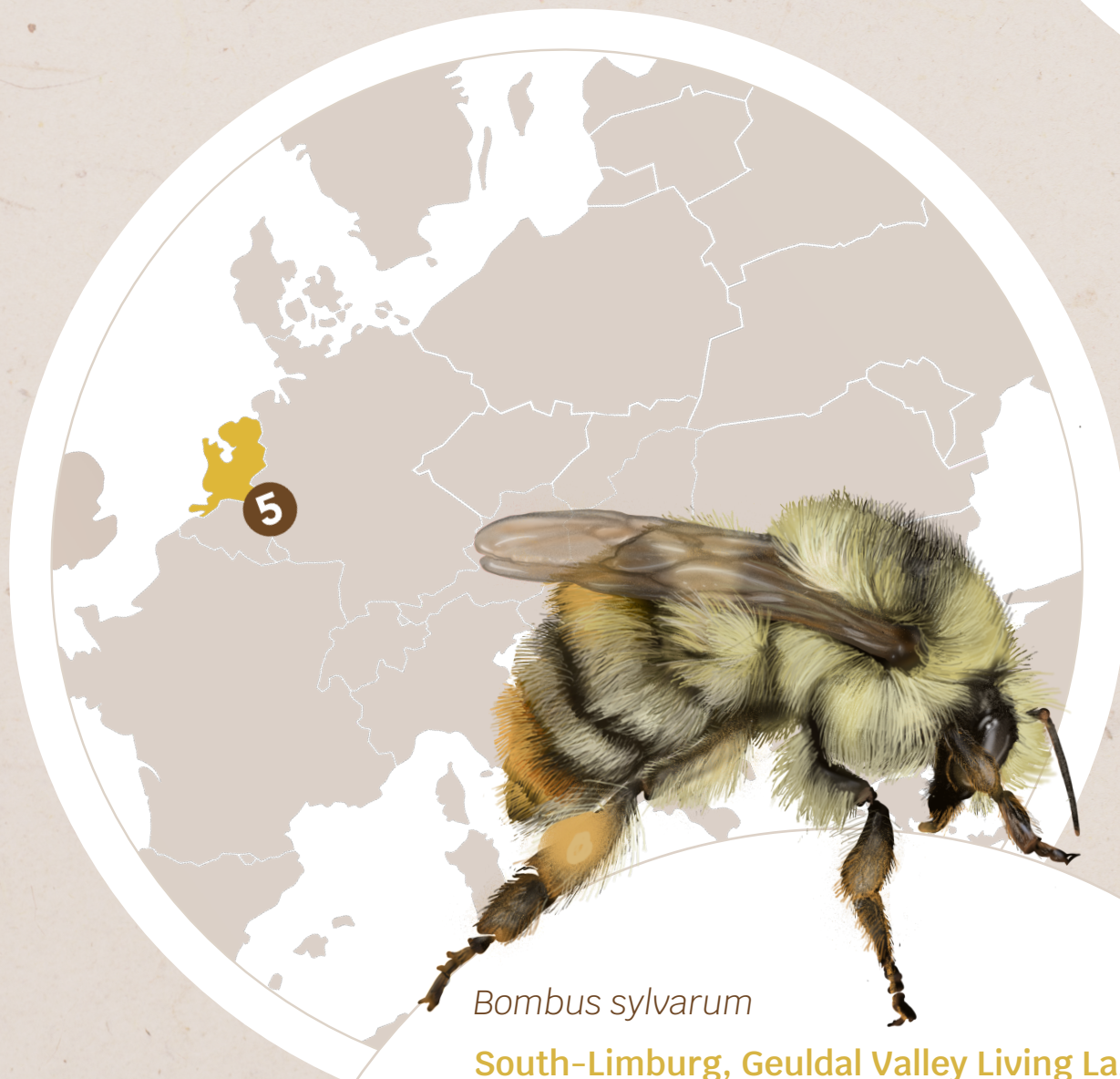
Bombus lapidarius

Baden-Württemberg Living Lab, GERMANY



Maculinea teleius

**Southern Małopolska Upland & the Vistula
River Valley Living Lab, POLAND**



Bombus sylvarum

**South-Limburg, Geuldal Valley Living Lab,
NETHERLANDS**



Andrena fulva

Kent Apple Orchard Living Lab, UK




Phengaris arion

South Scania, SWEDEN



PROMO MATERIALS






VALUES AND DEPENDENCE OF SOCIETY ON POLLINATORS

SUMMARY

VALOR is a multi-actor project that will co-develop a comprehensive systems-based approach to provide a deeper understanding of the cascading impacts of pollinator shifts from flower to fork and beyond. VALOR aims to empower actors to better understand their relationship with pollinators and will produce a number of co-developed tools for landowners, businesses and policymakers to better understand these risks and easily undertake their own studies by replicating our methods and employing our models.

OBJECTIVES

- Co-develop a better understanding of stakeholder knowledge needs around pollinators;
- Better understand the dependence of society and the economy on pollinators;
- Measure and model the cascading impacts of plant-pollinator networks on ecosystems and human well-being;
- Explore the consequences of pollinator loss through value chains;
- Forecast the resilience of pollinator networks and human benefits under future scenarios;
- Co-develop tools to engage stakeholders in pollinator conservation.



GENERAL INFORMATION

Consortium | 16 partners, 12 countries
Structure | 9 Work Packages
Duration | January 2025 – December 2028

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 University of Reading

SOCIAL MEDIA
 @valor-project.eu
 in VALOR project

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