



Transformative Pathways



Visual Identity Guide





Logo



Colour palette



Fonts



Visuals



Branding

Transformative
Pathways 

Transformative
Pathways 

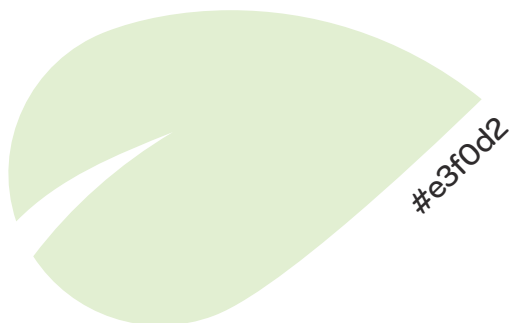




C 64%	R 106
M 7%	G 178
Y 100%	B 700
K 0%	

C 82%	R 30
M 36%	G 136
Y 18%	B 176
K 0%	





C 11% R 227
M 0% G 240
Y 21% B 210
K 0%



C 85% R 0
M 40% G 84
Y 100% B 0
K 40%



C 18% R 205
M 0% G 236
Y 2% B 246
K 0%



C 100% R 0
M 75% G 65
Y 37% B 101
K 24%

Transformative

1

2

1

Omnes – Medium

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

2

Omnes - Regular

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Heading 1 – Metropolis Bold 26 pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Heading 2 – Metropolis Semibold 22 pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Heading 3 – Omnes SemiBold 18 pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Body text – Omnes 12 pt

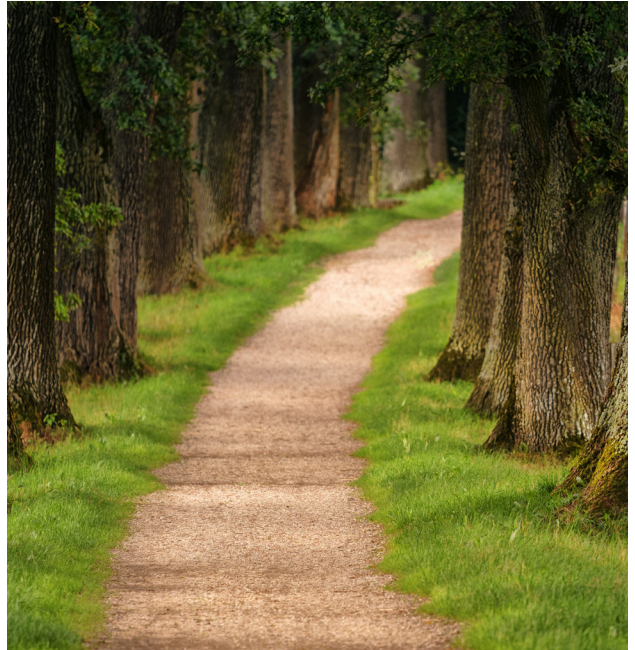
Regular: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Italic: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold Italic: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz







Title of the presentation

Name of presenter

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TRANSPATH Project



Transformative Pathways

Identifying leverage points and
interventions for triggering
transformative changes at consumer,
producer and organisational levels.

Partners

9 countries and 12 nationalities across
Eastern and Western Europe, Africa and
Latin America

The consortium of TRANSPATH comprises a mix
of leading academics, science-policy experts,
and early-career professionals in the global North
and South, joining forces to engage with those
who affect and are affected by trade regimes and
associated 'greening' mechanisms. The project
brings together a team representing a diversity of
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and twelve nationalities are represented.

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Background

Biodiversity is declining at unprecedented rates,
which will lead to significant consequences at
a global scale. There is widespread agreement
among science and policy communities that
conventional policies will not be enough to halt
biodiversity loss or curb climate change. More urgent
and ambitious 'transformative changes' are needed
to the ways in which we live, and the ways in which our
economies and societies use and relate to nature and
natural resources. Transformative change focuses
on the fundamental system-wide restructuring of
the root causes to sustainability challenges, which
are underpinned by complex social paradigms,
values and behaviours.

Project Coordination

Prof. Francisco Alpizar

Chair and Professor of the Environmental and Natural
Resource Economics Group at the Department of Social
Sciences, Wageningen University and Research

Dr Jeanne Nel

Programme Lead: Biodiverse Environment,
Wageningen University & Research



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