

ForestPaths

Visual Identity Guidelines



Logo

3

Colour palette

6

Fonts

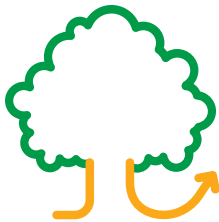
8

Visuals

11

Promotion

19



Logo/vertical/full and short version



Logo/vertical/white – to be used on dark or colour backgrounds



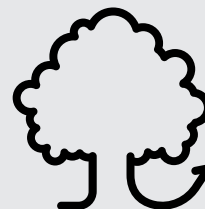
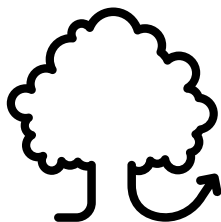


ForestPaths

Co-designing holistic forest-based policy pathways for climate change mitigation

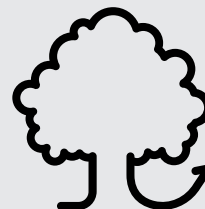


ForestPaths



ForestPaths

Co-designing holistic forest-based policy pathways for climate change mitigation



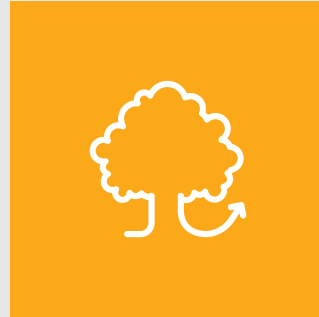
ForestPaths



#009B49

R - 0
G - 155
B - 73

C - 85
M - 13
Y - 100
K - 1



#fba919

R - 251
G - 161
B - 25

C - 0
M - 38
Y - 100
K - 0

Colour palette/Secondary colours



#2f7549

C - 82	R - 47	C - 60	R - 114
M - 31	G - 117	M - 0	G - 191
Y - 85	B - 73	Y - 100	B - 68
K - 19		K - 0	



#72bf44

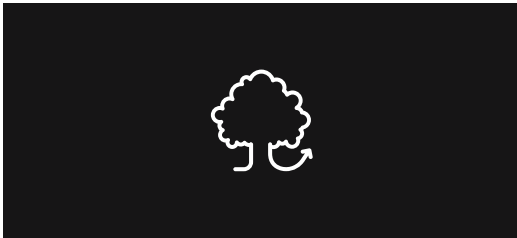


#f47920

C - 0	R - 244	C - 23	R - 201
M - 65	G - 121	M - 29	G - 169
Y - 100	B - 32	Y - 100	B - 40
K - 0		K - 1	

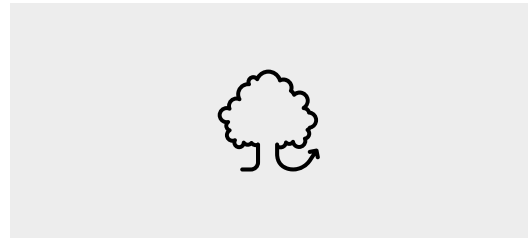


#c9a928



#191919

C - 73	R - 24
M - 67	G - 24
Y - 65	B - 24
K - 79	



#eceded

C - 6	R - 237
M - 4	G - 237
Y - 4	B - 237
K - 0	

ForestPaths – Kohinoor Bangla

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

Co-designing holistic forest-based policy pathways for climate change mitigation – Roboto Condensed 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

Fonts to be used in professionally designed promotional materials.

Heading 1 – Raleway – 22pt

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 – Clear Sans Bold 16 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 – Nunito 11 pt

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

Light: 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

Light 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

Only one simple font (Arial Microsoft) to be used by project partners in Office templates (including project deliverables).

ARIAL

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

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

Co-designing holistic forest-based
policy pathways for climate change
mitigation



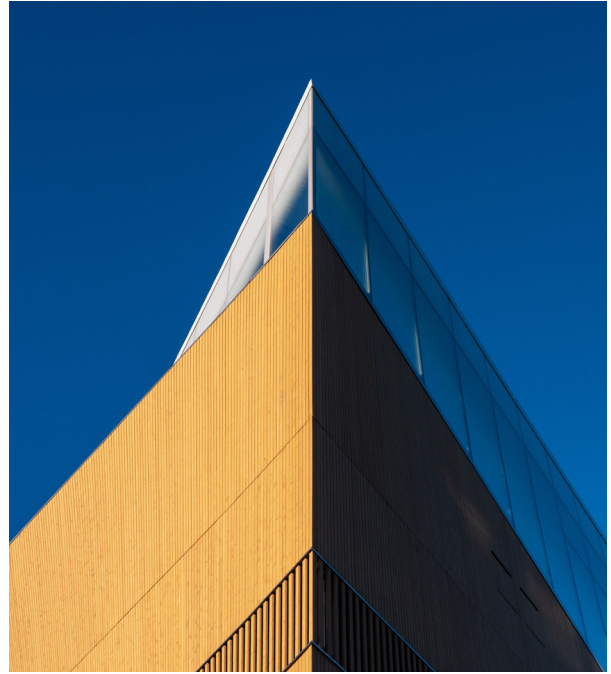
Visuals/Suggested images



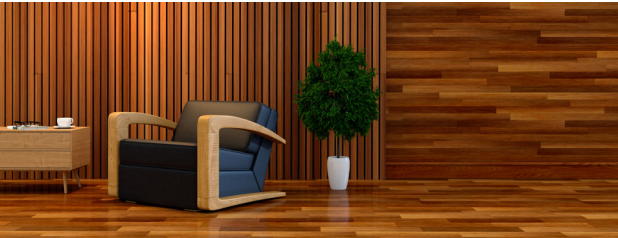
Visuals/Suggested images



Visuals/Suggested images



Visuals/Suggested images



Visuals/Partners map



FINLAND



SWEDEN



GERMANY



THE NETHERLANDS



BELGIUM



ITALY



UNITED KINGDOM



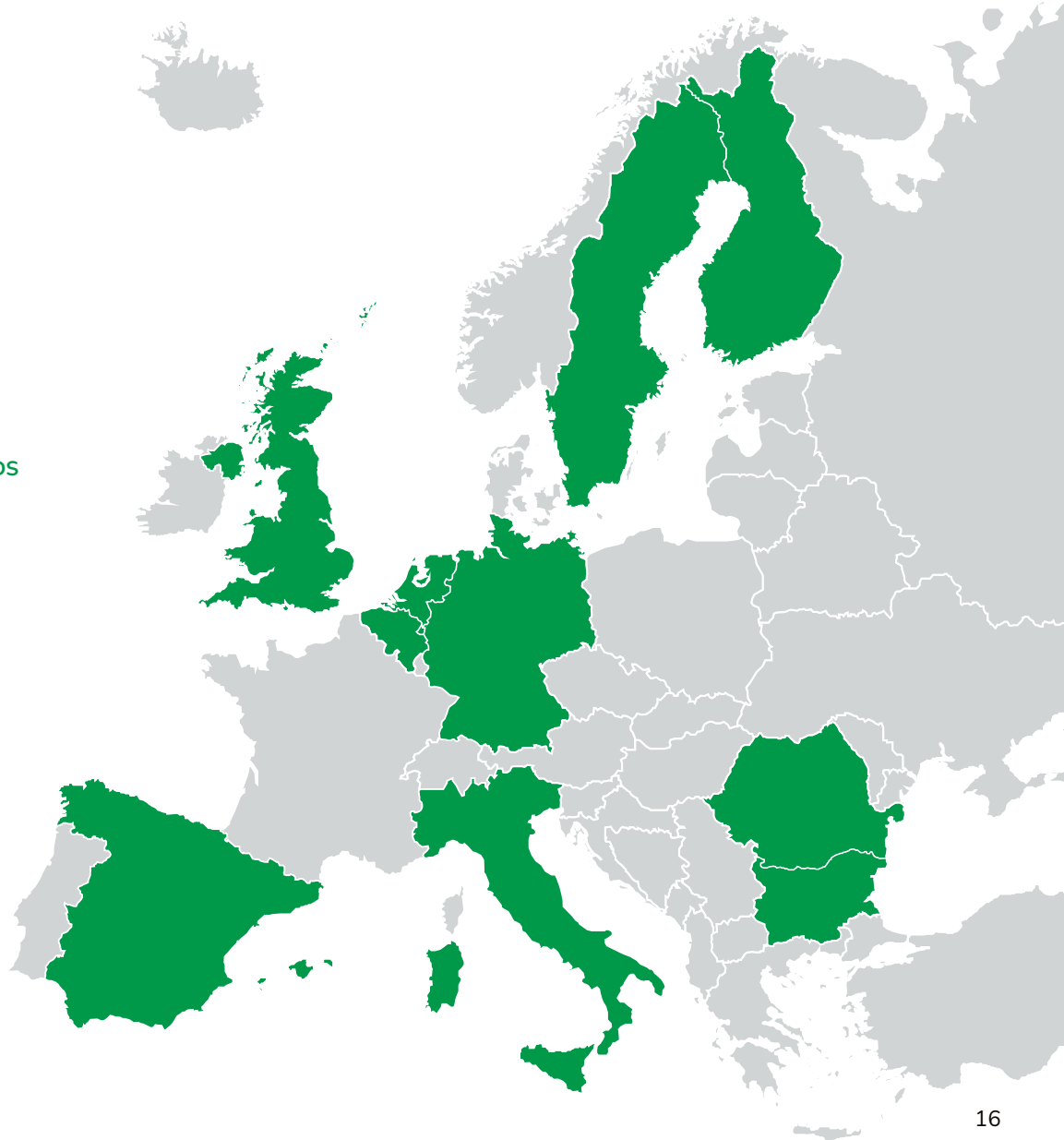
BULGARIA



ROMANIA



SPAIN



Visuals/Icons and suggested shapes



CHALLENGES

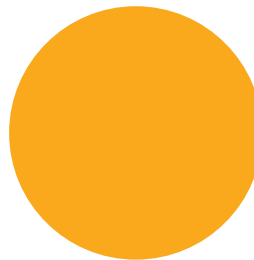


AIM

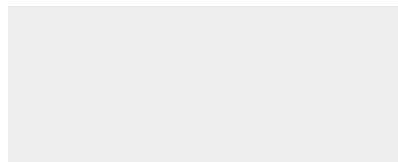
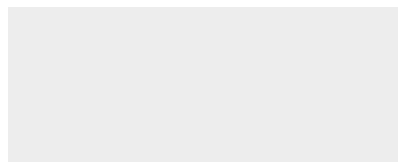
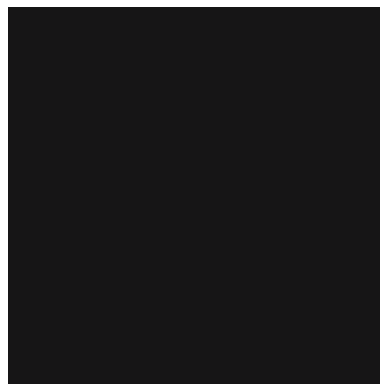


OPPORTUNITIES

Please use either **all rounded** edges and **circles**



or **all square** edges





CBS management options



Policy pathways



CANOPY platform



Maps



Models



Data & tools




Demo cases



Policy labs



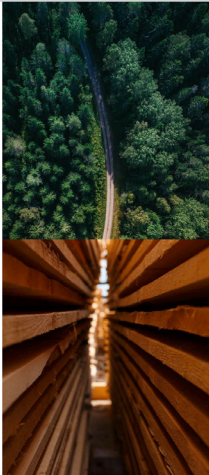
Policy engagement forum




ForestPaths
Co-designing holistic forest-based policy
pathways for climate change mitigation

Presentation name

Speaker
Date/Event



 Funded by
the European Union

Your logo

Title here

Body text here

