

Someone brands sustainability organisation Pathway International

Tom Banks

Consultancy Someone has branded Pathway International, a new organisation which looks to enable international collaboration on sustainable development projects in China between global partners.



Pathway International

Someone, which was appointed directly in March, has designed both the Pathway International brand and that of the Hanwang Forum, a new international conference that Pathway International is a founding member of.



Pathway International

A proposition for not-for-profit organisation Pathway International has been built around the idea of connecting the world to China - 'This takes the form of petals forming a perfect circle,' according to the consultancy.



Hanwang Forum

The Hanwang Forum is a conference for 'Chinese and international stakeholders to advance the development of a sustainable, ethical and resilient global society at scale and with urgency,' says Someone.



Hanwang Forum

The forum will be the focus of Pathway International's work, according to Someone Partner Gary Holt who says 'They want to grow Hanwang, and help it become the epicentre not just of disaster relief but also of sustainability.' The town of Hanwang was badly affected by the 2008 Sichuan earthquake.



Hanwang Forum

The Hanwang Forum identity features 'an unfolding ribbon' says Holt which will evolve and eventually be combined with the Pathway International identity.



Hanwang Forum

Both identities 'needed to work from an eastern and western perspective without pastiche' says Holt.

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