

REASONS TO ADOPT BRANDING

INCENTIVES TO ADOPT THE BRAND AND COMMUNICATIONS STRATEGIES

The WorldSkills brand will be:

- consistent and easy to understand across countries and regions to create even more interest in the skills we represent; and
- widespread so that we gain exposure and awareness on the global scale in media and with like-minded influential organizations.

The transition to the new brand is:

- Customizable - Flexible
- Easy to use - Quick to implement
- Ready to use with the necessary support and resources readily available

www.worldskills.org



LEVELS OF BRAND ADOPTION

INTRODUCTION LEVEL:

This level includes the minimum requirements for adoption of the WorldSkills brand.

- Adopting the name "WorldSkills XXX."
- Creating direct and clear linkages to the WorldSkills movement with click through options to worldskills.org.
- Promotion of upcoming WorldSkills Events and Competitions.
- Creating a separate presence for the WorldSkills activities within the Member organization. For example, if the Member organization is a government or education entity, there should be a clear presence on their web and in marketing material under the banner of "WorldSkills XXX", with links to worldskills.org, and upcoming events.

For this level, WorldSkills Secretariat will create a fully compliant logo set for the organization and provide advice and guidance into the development of a WorldSkills specific presence.

CUSTOMIZED LEVEL:

This level would be a hybrid of the introduction level and the full implementation level. WorldSkills Secretariat would work on an individual basis with the Member to see what of the new brand is possible to adopt in the short term and what the ultimate goal would be. This would include:

- All the requirements of the introduction level branding
- The adoption of the brand but still using the full colour logo.

WorldSkills Secretariat will work with the organization to create a brand book specific to them which contains all the guidelines and principles. The development of the brand book would be at the expense of the Member organization however, since the research and bulk of the work already exists it is a minimum design fee.

FULL LEVEL:

The Member or Regional organization adopts the new look and feel completely including the monochrome logo. This would include rebranding and committing to the new way of structuring their activities.

For this level, WorldSkills Secretariat will work with the organization to create a brand book specific to them which contains all the guidelines and principles, including how to use the new monochrome logo.

The development of the brand book would be at the expense of the Member or Regional organization however, since the research and bulk of the work already exists it is a minimum design fee.

Inspiring the younger generation to reach their full potential and embrace skills.

