



OUR BRAND



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ABOUT THIS BOOK AND WHY IT'S IMPORTANT

The WorldSkills movement is developing, and so is our brand.

In the last five years, WorldSkills has experienced a rapid growth welcoming new Members, partners and projects into the movement. Never before has there been so much interest in what we do – from skills sectors and industry, from governments and economists as well as from media and society as a whole.

Now is the time to take the next step.

This document serves as an internal guide that defines and explains what WorldSkills is all about. It is an aid for Members and stakeholders to express and communicate our brand with consistency. By maintaining contemporary, consistent and easy to understand branding we will be able to achieve the recognition that vocational, technical and service oriented education and training needs and that WorldSkills truly deserves.



WHY **SKILLS** MATTER

**"...It's the global
currency of the 21st century"**

Angel Gurría, OECD Secretary General



THE **POWER** OF **SKILLS**

SKILLS SHAPE PEOPLE AND SOCIETIES.

They are the foundation of modern life. Everything, from the houses we live in to the societies we create, is the result of skills. They allow individuals to grow and bring purpose to people. They are the driving force behind successful careers and companies, thriving industries and economies. **Skills keep the world working.**

ALMOST 40% of employers report recruitment difficulties due to the lack of the right skills for entry-level vacancies (OECD 2012, McKinsey 2012)

58% OF YOUTH say that practical, hands-on learning is an effective approach to training (McKinsey 2012)

HALF OF YOUTH are not sure that their post secondary education has improved their chances of finding a job (McKinsey 2012)

GLOBAL SHORTAGE of skilled workers in 2020 = 85 million (McKinsey, 2012)

ABOUT US

OUR VISION

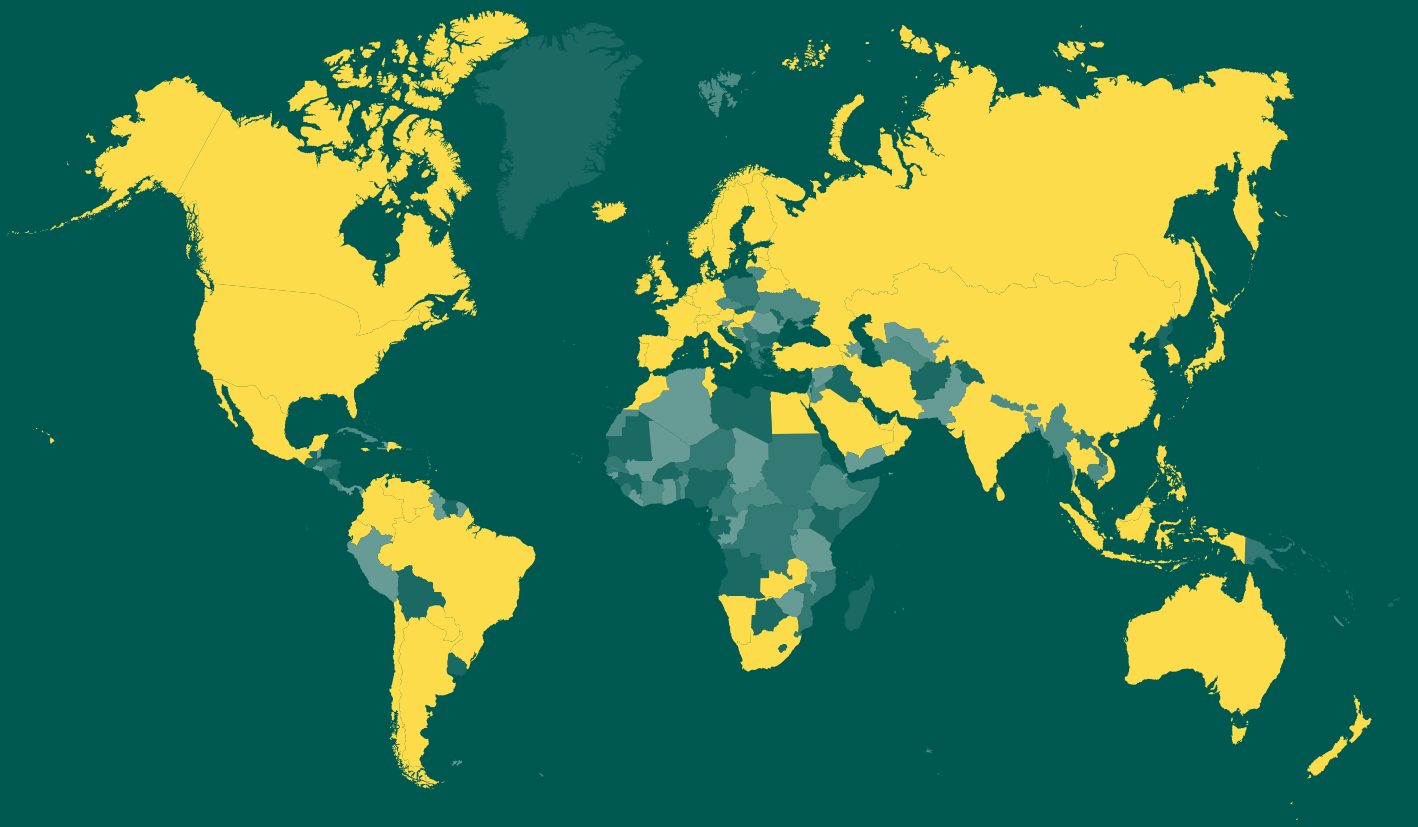
"Improving our world with the power of skills."

OUR MISSION

"To raise the profile and recognition of skilled people, and show how important skills are in achieving economic growth and personal success."

OUR POSITION

"The global hub for skills excellence and development."



In many parts of the world, youth have difficulties finding a job or entering the professional job market. At the same time, many employers struggle to find employees with the skills they need and educators have difficulties matching education with current market needs.



Use these texts in
your communications.
You can copy the
descriptions for use in
your communication
material.

DESCRIBING AND EXPLAINING WORLDSKILLS

WHAT IS WORLDSKILLS?

HOW WE DESCRIBE OURSELVES IN SHORT

WorldSkills is the global hub for skills development and excellence. Through international cooperation and development between industry, government, organizations, and institutions, we promote the benefits of and need for skilled professionals through grass-roots community projects, skill competitions, and knowledge exchange. We show how important skills education and training is for youth, industries and society by challenging young professionals around the world to become the best in the skill of their choice.

FOR USE IN TEXT, FORMAL DESCRIPTIONS OR PRESS RELEASES

Founded in 1950, WorldSkills is a global organization that promotes vocational, technological and service oriented education and training. We promote skilled careers in 72 Member countries and regions, all working with youth, educators, governments, and industries to help prepare the workforce and talent of today for the jobs of the future. WorldSkills brings youth, industries, and educators together to give youth the chance to compete, experience, and learn how to become the best in their skill of choice. From the traditional trades to multi-skilled technology careers in the industry and service sectors, supported by partners, industries, governments, volunteers, and educational institutions, WorldSkills is making a direct impact on raising the level of skills throughout the world.

ALTERNATE DESCRIPTION

WorldSkills is the collective voice for skills excellence and development in vocational, technological and service oriented careers around the globe. Since 1950 we have raised the awareness among youth, as well as their parents, teachers and employers, that our future depends on an effective skills training system. Today WorldSkills represents more than 45 skills in 72 Member countries and regions, all working together with youth, educators and industries to help prepare the workforce and talent of today for the jobs of the future.

HOW TO **DESCRIBE** THE **WORLDSKILLS** COMPETITION

The WorldSkills Competition occurs every two years and is the biggest vocational education and skills excellence event in the world that truly reflects global industry. The Competitors represent the best of their peers and are selected from skills competitions in WorldSkills Member countries and regions. They demonstrate technical abilities both individually and collectively to execute specific tasks for which they study and/or perform in their workplace.

One of the main legacies of the WorldSkills Competitions is to give visibility and importance to professional education, as one of the true tools of socioeconomic transformation.

The Competition also provides leaders in industry, government and education with the opportunity to exchange information and best practices regarding industry and professional education. New ideas and processes inspire school-aged youth to dedicate themselves to technical and technological careers and towards to a better future.

The best young skilled professionals selected from WorldSkills Members will participate in the WorldSkills Competition.

"It's like the ultimate exam!"

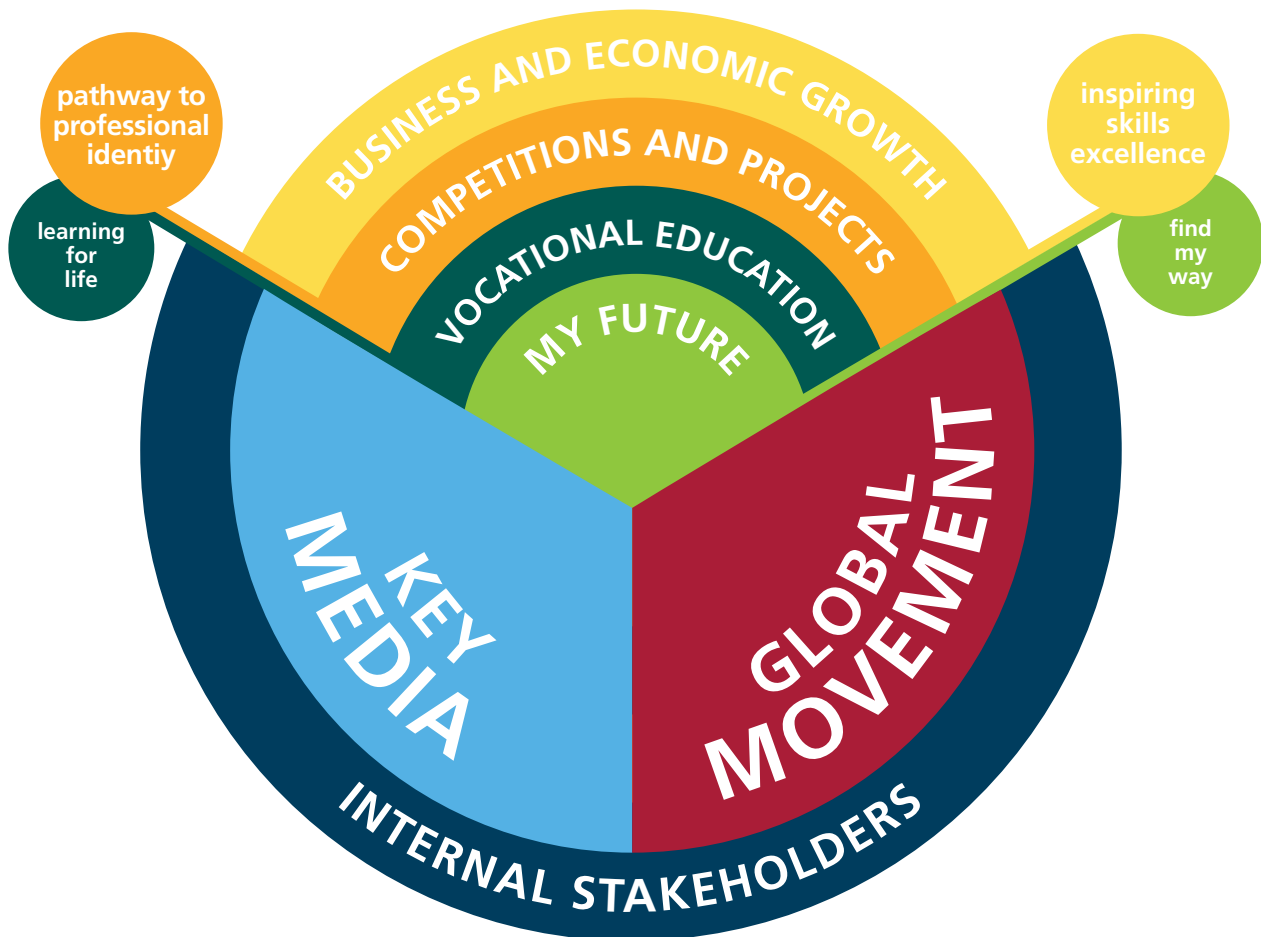
WorldSkills Champion

ABOUT THE WORLDSKILLS COMPETITION

The WorldSkills Competition is our flagship event, held biennially in a Member country or region. Competitors from our 72 Member countries and regions compete in more than 45 different skills. The Competitors are all under the age of 23 years (except for four skills that have the age limit of 25). This is a multifaceted event that is considered to be the global meeting place for government, education, industry and association leaders to discuss relevant and important issues related to skills worldwide.



UNDERSTAND YOUR ENVIRONMENT IN THE RIGHT ARENAS



FOUR ARENAS

WorldSkills has many different stakeholders being both internal and external audiences. Through the brand strategy, we have identified four key arenas that WorldSkills needs to engage with, these are: Business and Economic Growth, Competitions and Projects, Vocational Education and Training, and My Future. Once we have successfully gained access to the four arenas, we will earn our access to the key media and global movement arenas. In order to effectively communicate within each "arena," we first need to identify the primary audience to receive our messages. Outside of the four identified arenas in the brand strategy, it is crucial to include our internal stakeholders as a separate audience as they have their own needs and desired communication channels.

MY FUTURE ARENA

This arena includes anyone who is contemplating their future career options and those that influence them. For example: students, parents and guardians, schools, politicians, and employers.

In this arena, we will be a meeting place for career information, advice, and guidance. The information we make available for those in this arena must be relevant, global and local, matched to their interests and societal needs. It must be presented in an exciting and engaging way that demonstrates relevance, importance, and employability. Key topics that they would find interesting include youth unemployment, war for talent, and skills development.

PRIMARY AUDIENCE: Youth

COMPETITIONS AND PROJECTS ARENA

This arena involves all stakeholders including event organizers, sponsors, partners, volunteers, participants, and supporters. They are all looking for personal growth, development, and achievement.

To reach this arena, we are providing opportunities for the stakeholders to benchmark, share and transfer knowledge and skills.

PRIMARY AUDIENCE: Youth

VOCATIONAL EDUCATION AND TRAINING ARENA

This arena includes those who have been involved in or are thinking about entering the Vocational Education and Training (VET) system including students, educators, and businesses.

We will create awareness of and facilitate a global meeting place and platform for leading institutions and organizations from around the world, all with a vested interest in skills development and excellence.

PRIMARY AUDIENCE: Educators

BUSINESS AND ECONOMIC GROWTH ARENA

This arena includes organizations, governments, and industries with a vested interest in skills development and growth as it relates to global and local economies.

We will affiliate, engage and create synergy with like-minded organizations and industries. We will work with governments around the world to increase economic development opportunities as they relate to skills from education to job creation. We will bring all these groups together to improve and assist the developing and emerging economies.

PRIMARY AUDIENCE:

Leaders in industry and government and international organizations linked to skills development

We will use these four arenas to gain access and recognition in the key media, become recognized as a global movement, raise the profile of skilled careers, and impact global economic development.

INTERNAL STAKEHOLDERS

They are the groups that help us push our new WorldSkills brand to the world. We need to work with them effectively to provide the resources to work at the grass-roots level of the movement.

PRIMARY AUDIENCE: Members and partners

MEDIA

On top of the four arenas and internal stakeholders, we need to provide resources and information to media. Through success stories and actions as a result of engagement with our primary audiences, we will have a large library of ambassador stories and information ready to communicate with media in a reactive way.

HOW DO WE FULFILL OUR MISSION?

As an international movement, WorldSkills is the global voice of professional skills promotion. We use **COMPETITIONS AND PROJECTS, EDUCATION AND TRAINING, ADVOCACY, RESEARCH, CAREER AWARENESS, AND INTERNATIONAL COOPERATION AND DEVELOPMENT** to bring together industry, government, and education organizations to drive an international **SKILLS AGENDA** designed to create economic stability and growth for all people and freedom of choice for all youth.

Each Member might work with only one, or a couple of the focus areas, but WorldSkills as a global movement encompasses all of these ways of linking competitions and the work already being done in the other focus areas.

OUR SIX FOCUS AREAS





ADVOCACY

- Being proactive on skills issues by constantly influencing agendas before it is too late.
- Enabling networks through word-of-mouth, social media, events, and other outlets.
- Being part of the conversation in policy development in countries.
- Being the authority on skills development and excellence worldwide as a power-hub and information resource.
- Working together with educators, policy makers, industry, and other organizations to redefine the value and improve the attractiveness of skills.
- Advocating the need, value and results of skilled work and professional training for young people so that industries, regions, and countries will thrive in the global economy.



EDUCATION AND TRAINING

- Creating connections from a Competition to build lasting careers with lifelong learning opportunities.
- Bringing skills awareness into the classroom by creating hands-on learning opportunities for youth.
- Helping educators and industries to develop training systems and practices to remain relevant for the future needs of skilled professionals.
- Giving students the educational tools they need to discover and pursue a skill.
- Supporting institutions and educators to develop new and innovative ways of teaching the upcoming workforce the skills in demand.



COMPETITIONS AND PROJECTS

- Exposing youth to a variety of skilled careers and equipping them with the tools and resources they need to build a future.
- Communicating the benefits of holding a WorldSkills event to Members.
- Organizing skill competitions and events for young people on all levels all over the world.
- Being a place and a platform for celebrating world-class excellence in skills by showcasing the next generation of skills talent.
- Explaining the motivational and educational benefit of competitions by showing how they build Competitors' character, confidence, commitment, and self-esteem.
- Offering companies, industries, and trades a chance to meet and recruit skilled people who have demonstrated that they are at the "top of their game."



CAREER

- Profiling the short term and long term career benefits of Champions.
- Inspiring and attracting the next generation of skilled professionals to discover the relevance and importance of skills to prepare them for a career of a lifetime.
- Establishing participation in WorldSkills Competitions as a reference of excellence and quality as a career building tool.
- Giving young people in the beginning of their careers the infrastructure and career toolbox they need to be successful for a life-time.
- Leveraging skills professionals and alumni by supporting mentorships between countries, generations, and skills.



INTERNATIONAL COOPERATION AND DEVELOPMENT

- Providing Members access to an international knowledge base where ideas and best practices are exchanged.
- Providing a place and a platform where anyone with an interest in how skills make a difference – from youth, teachers, and institutions to industry and governments, can meet, learn, and develop together.
- Impacting the national, regional, and global education agendas and resource distribution.
- Creating an increased understanding of how important skills training is for economic development.



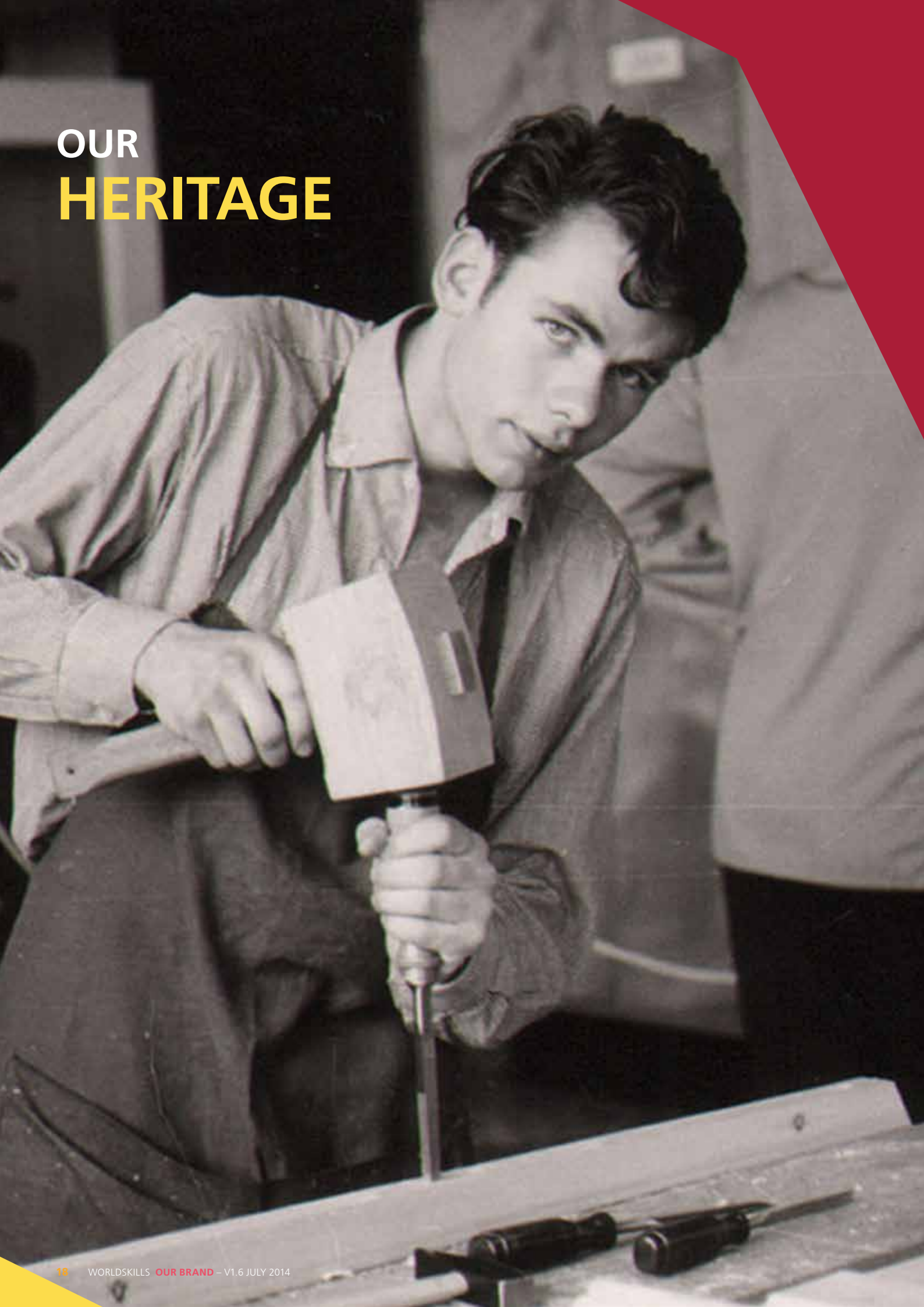
RESEARCH

- Collecting, curating and providing information, facts, figures and news about the skills sectors we represent and the demand for skills in the future.
- Supporting and conducting skills research.

SKILL SECTORS

- Construction and Building Technology
- Creative Arts and Fashion
- Information and Communication Technology
- Manufacturing and Engineering Technology
- Social and Personal Services
- Transportation and Logistics

OUR HERITAGE



WHERE WE COME FROM

Many countries and regions were severely affected by the Second World War. To rebuild Europe, there was a great need and demand for skilled labour. But it was also necessary to convince the youth, as well as their parents, teachers, and prospective employers, that the future depended on an effective vocational training and education system.

In Spain, the idea of a Competition for young soon-to-be professionals was born in 1946. The Competition's benefits would include stimulating youth's competitive spirit while developing their skills, the public could view and learn about the variety of skills in demand but most importantly vocational education would be in the spotlight.


The first official international Competition was held in Spain in 1950, with Spain and Portugal competing, but it soon grew to include many other European countries facing the same need for skilled labour. In 1953 teams from Germany, United Kingdom, France, Morocco, Portugal, and Switzerland travelled to Spain to take part in the Competition for the first time. Right from the start, state agencies and vocational training schools were interested in the initiative. And as the number of skills and participating countries continued to grow, what began with a simple idea quickly became the major international skills and career event.

Since then, WorldSkills has hosted international Competitions where tens of thousands of young students and Experts have participated, most of whom testify that it has and continues to have, a significant impact on their lives.

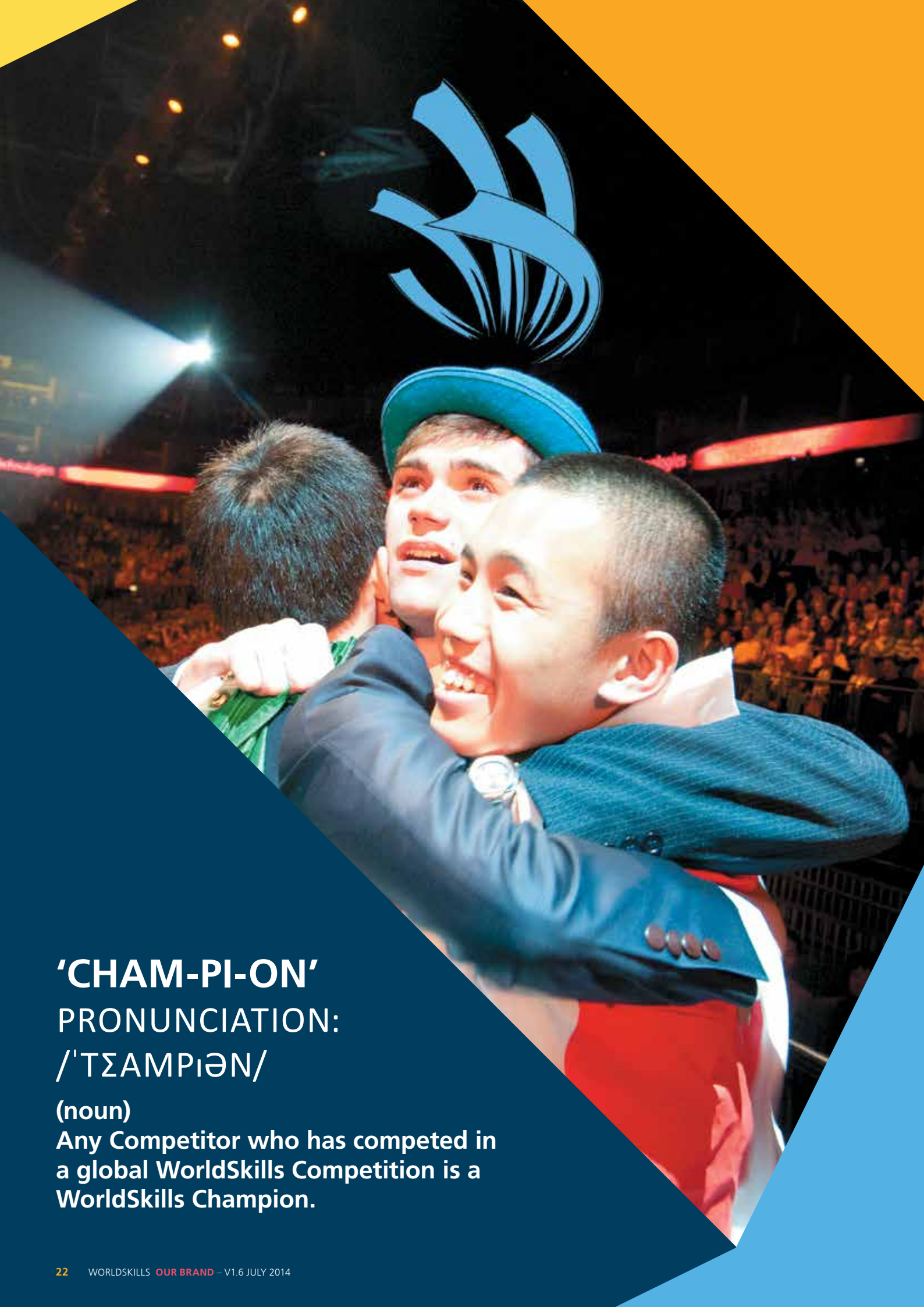
WorldSkills is not just a Competition though, it is a movement. By working within the six focus areas of Research, Advocacy, Career, Education and Training, International Cooperation and Development, and Competitions and Projects, WorldSkills will be the global hub for skills excellence and development with ongoing activities nationally, regionally and globally. The WorldSkills Foundation contributes with projects and initiatives that demonstrate the capacity for innovation and collaboration with partners, in order to leverage and build self-sustaining activities.

WORLDSKILLS TIMELINE

1950	FIRST INTERNATIONAL SKILLS COMPETITION
1953	6 MEMBER COUNTRIES AND REGIONS FROM EUROPE
1961	1ST ASIAN COUNTRY JOINS — JAPAN
1970	FIRST TIME COMPETITION HELD OUTSIDE EUROPE
1973	1ST NORTH AMERICAN COUNTRY JOINS — UNITED STATES OF AMERICA
1980	17 MEMBER COUNTRIES AND REGIONS
1981	1ST SOUTH AMERICAN COUNTRY JOINS — BRAZIL
1981	1ST OCEANIA COUNTRY JOINS — AUSTRALIA
1990	22 MEMBER COUNTRIES AND REGIONS
1990	1ST AFRICAN COUNTRY JOINS — SOUTH AFRICA
1995	1ST ASEAN REGIONAL SKILLS COMPETITION — MALAYSIA
1997	1ST MIDDLE EAST COUNTRY JOINS — UNITED ARAB EMIRATES
1998	1ST EUROPEAN REGIONAL SKILLS COMPETITION — NETHERLANDS
2000	ORGANIZATION REBRANDED AS WORLDSKILLS
2000	36 MEMBER COUNTRIES AND REGIONS
2001	FIRST WORLDSKILLS LEADERS FORUM HELD IN SEOUL, KOREA
2003	FIRST GLOBAL INDUSTRY PARTNERS SUPPORT THE CONTINUOUS WORK OF ORGANIZATION
2005	FULL TIME SECRETARIAT TO PROFESSIONALLY MANAGE THE ORGANIZATION
2005	FIRST CONFERENCE PROGRAMME HELD IN CONJUNCTION WITH WORLDSKILLS COMPETITION
2005	42 MEMBER COUNTRIES AND REGIONS
2006	FIRST WORLDSKILLS YOUTH FORUM HELD IN MELBOURNE, AUSTRALIA
2007	47 MEMBER COUNTRIES AND REGIONS
2008	FIRST WORLDSKILLS AMBASSADOR
2008	1ST GCC REGIONAL SKILLS COMPETITION — UNITED ARAB EMIRATES
2009	52 MEMBER COUNTRIES AND REGIONS
2010	1ST AMERICAS REGIONAL SKILLS COMPETITION — BRAZIL
2011	WORLDSKILLS FOUNDATION CREATED
2011	58 MEMBER COUNTRIES AND REGIONS
2012	FIRST INNOVATION LAB HELD IN SINGAPORE
2014	72 MEMBER COUNTRIES AND REGIONS
2015	FIRST WORLDSKILLS COMPETITION TO BE HOSTED IN SOUTH AMERICA
2017	FIRST WORLDSKILLS COMPETITION TO BE HOSTED IN THE MIDDLE EAST

A young man with brown hair is focused on his work in a workshop. He is wearing a black t-shirt with 'FALLS P AB' printed on it and a large red and black headset. He is working on a metal piece on a workbench. In the background, there are industrial lights and structures. A blue speech bubble is overlaid on the image, containing the text 'Inspiring the younger generation to reach their full potential and embrace skills.'

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



'CHAM-PI-ON'

PRONUNCIATION:

/ˈtʃæmpɪən/

(noun)

Any Competitor who has competed in a global WorldSkills Competition is a WorldSkills Champion.

WHY ARE SKILL COMPETITIONS SO IMPORTANT?

- Training, qualifying and competing in the WorldSkills Competition equals 4-5 years of professional training.
- Builds character, confidence, commitment, and self-esteem.
- Helps align and increase the quality of the required standards in vocational and education training systems.
- Helps benchmark the educational training system against industry, public demand, and across borders.
- The challenge of a competition brings fun and exciting elements into teaching and training.
- Provides the validation that mastery of a skill requires practical learning and training over time.
- Raise quality, promote professional development, and drive improvements in vocational training.

WorldSkills offers the infrastructure and competition experience to engage with a number of target groups, from students in grade school and secondary school to youth, governments, and educators.

- No. of skills represented: more than 45
- No. of Member countries/regions: more than 72 (representing more than 70% of the world's population)
- 32 new Member countries/regions since 2005

Since the 2003 WorldSkills Competition we have had:

- A combined 992,000 people visit the Competitions
- A combined 4,931 Competitors at the global level

A total of 14,268 Competitors have competed at the WorldSkills Competition since 1950.

OUR IDENTITY

THE RATIONALE

WorldSkills represents a variety of sectors, skills, expertise, countries, and regions from all around the world. This diverse mix has been symbolized by the classic WorldSkills logotype and “the hand symbol” with its signature colours red, green, blue, yellow and black.

Building on this legacy, we are introducing a new and contemporary colour palette to replace the old one.

Two new shades of each signature colour opens up a new range of colour combinations that allows the brand to naturally evolve into a strong brand identity with a distinct, yet playful look and feel. This, together with a new set of graphic elements, lets Members express and apply the brand in a number of ways for different uses, audiences, and purposes.

The graphic elements are based on a set of enlarged and oversized building blocks; blocks that symbolize the essence of WorldSkills – a multitude of skills coming together, working together. Graphic elements and colour combinations are supported by templates and visual resources for local adaptation in a number of formats.

Together the contents of this brand identity will send a clear “WorldSkills” signal to anyone who comes in contact with our brand. This is especially important with the younger demographics, showcasing that the sectors WorldSkills represents are modern, creative, fun and can provide a bright career and future!

WHAT IS NEW?

ESSENTIAL CHANGES TO THE GUIDELINES

LOGOTYPE

The logo will now only be in one-colour — monochrome.
The monochrome logo can be applied in various combinations and colours.

COLOURS

A new contemporary palette to replace the old giving a variety of different expressions.

TYPOGRAPHY AND FONTS

Same fonts, but updated typographic guidelines, especially for headlines.

VISUAL ELEMENTS

A range of graphical elements and visuals to be used in WorldSkills materials.
New templates to be supplied in PowerPoint, Word and in Illustrator format for designers. Design files will also be made available in InDesign.

IMAGERY

Updated set of photo rules and rules-of-thumb.

NAMING

The use of simply “WorldSkills” will be implemented on an international level. The Members and Competitions will be able to keep their identities if they want. Over time the ambition is to pull the movement closer together as WorldSkills grows stronger and more recognized as a brand.

BRAND ARCHITECTURE

VISION

"Improving our world with the power of skills"

POSITION

"The global hub for skills excellence and development"

MISSION

"To raise the profile and recognition of skilled people, and show how important skills are in achieving economic growth and personal success"



OUR LOGO

WorldSkills identity becomes strong by being consistent over time, countries, regions, and events.

A monochrome logotype is easy to recognize and simple to use. With a look and feel to match, this one-colour solution adds a lot of flexibility as it opens up the WorldSkills brand identity for many different uses and creative expressions.

The graphical elements, colour schemes, logotype, typeface, and look and feel guidelines all work together to create a

brand identity that is recognizable as distinctly WorldSkills, making the brand less dependent on a logotype alone.

The use of the WorldSkills logotype (the symbol with the word “WorldSkills”) will initially be implemented on an international level by WorldSkills International and WorldSkills Foundation. The ambition over time is to have the Members adopt the same branding. But as a brand identity is more than a logo the adoption of the **LOOK AND FEEL** will serve as the key to the broader re-branding.

LOGO USAGE AND COLOURS

PRIMARY RECOMMENDATION - DARK BACKGROUND, WHITE LOGO



SECONDARY RECOMMENDATION - LIGHT BACKGROUND, DARK LOGO



IF NEEDED - LIGHT BACKGROUND, COLOUR LOGO



IF NEEDED - LIGHT BACKGROUND, BLACK LOGO



The black logo can be used on a white background, but we encourage the use of light coloured backgrounds to make the designs more exciting.

LOGO USAGE AND COLOURS — CONTINUED

NEUTRAL LOGOS



Use in B&W, standard white documents or when associated with other brands. When using the grey logo, the preferred colour tone is Grey 2. See colour chart on the following page for more information.

SIMPLIFIED LOGOS



To be used when the final output result cannot achieve the detail of the original logo. Examples include embroidered clothing and screen printed materials.

LOGO RULES

SAFE AREA

Our logo should never be placed closer to any object than the x-height (height of the lower case letters) in the logo being used. The upper left square of the logo must be kept clear of elements that may detract from the logo itself. It is however, acceptable for part of a cube element to enter the area.

ALTERATIONS

The logo should not be altered in any way. We do not allow removal of the symbol or adding colours. If a specific logo needs to be produced, all modifications needs to be approved by the Secretariat.

MINIMUM SIZE

In order to protect our logo's value and ensure readability a minimum size of 15 mm in width is needed.



SPECIAL LOGOS



MEMBER ORGANIZATION LOGOS

Initially emphasis in the branding will be on the **LOOK AND FEEL** rather than the Logo for the Members. Meaning branded Members may keep their multi-coloured symbol and geographic identities. However, a full colour logo may only be shown on a white background according to this new brand. The Secretariat will create a full logoeset in accordance with our logo guidelines. Members may not create their own logo.



For non-branded Members a special logo should be added to indicate Membership of WorldSkills. Observe, if a specific logo needs to be produced, all modifications needs to be approved by the Secretariat



CULTURAL EVENT LOGO

For events such as the WorldSkills Competitions there has to be a way to distinguish the event from others and allow for some artistic freedom. For this end special event logos including the "fingers" and the official name will be developed in collaboration with the Secretariat.

NATIONAL SKILLS EVENT LOGO

National and Regional events will follow the same rules as the WorldSkills Competition. They may use a full colour cultural event logo that is distinct and different from the Member or organization logo.

LOGO CONFIGURATION

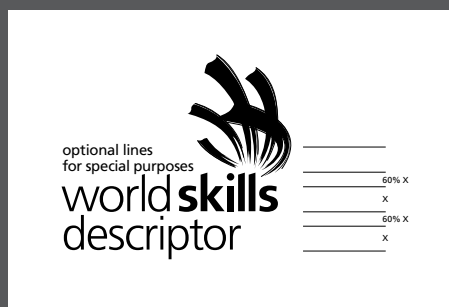
Adaptation of the logo will only be accepted for global, Member and Regional organizations and events. For example: WorldSkills Atlantis and WorldSkills Europe.

OPTIONAL LINES FOR SPECIAL PURPOSES

Text in this area is used for special purposes to show affiliation with WorldSkills. Text such as "A Global Partner of" or "A Member of" is located here.

DESCRIPTOR

This area is for the Member country/region name or name of the event. The case of the descriptor is preferred to be in lowercase with the exception of Member, organization or city names but this is not a requirement. Text appears here with the same x-height as the "w" in the logotype.



MULTIPLE LOGOS APPEARING TOGETHER

It is preferred that there is only ever one WorldSkills logo on a surface. However, if it is completely unavoidable, the logos should be shown with a clear relationship between them. For example to the left: WorldSkills Sao Paulo 2015 is the primary logo as the event and WorldSkills is the supporting organization.

LOGO MISUSE

Incorrect use of the logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses.

To ensure accurate, consistent reproduction of the logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork available from the Secretariat.



SPONSOR LOGOS

Below are examples of sponsors logos in place but these may vary depending on the use. When using multiple sponsor logos in the same production, they must be in full colour and on a white background.

Example using Global Premium Partners of WorldSkills International



Example using Global Industry Partners of WorldSkills International



Example using Global Supporters of WorldSkills International



Example using Global Partners of WorldSkills Foundation





OUR COLOURS

RED HEX #A6192E R166 G25 B46 C0 M100 Y59 K26 PMS 187C	LIGHT RED HEX #DF4661 R223 G70 B97 C0 M90 Y46 K0 PMS 198C	GREEN HEX #00594F R0 G89 B79 C100 M0 Y41 K48 PMS 3292C	LIGHT GREEN HEX #97D700 R151 G215 B0 C35 M0 Y100 K0 PMS 375C
BLUE HEX #003B5C R0 G59 B92 C100 M35 Y0 K60 PMS 302C	LIGHT BLUE HEX #62B5E5 R98 G181 B229 C57 M0 Y0 K7 PMS 2915	YELLOW HEX #F2A900 R242 G169 B0 C0 M36 Y100 K0 PMS 130C	LIGHT YELLOW HEX #FBDD40 R251 G221 B64 C0 M7 Y84 K0 PMS 114C
BLACK HEX #000000 R00 G00 B00 100% K	GREY 1 HEX #585858 R88 G88 B88 80% K	GREY 2 HEX #838383 R131 G131 B131 60% K	GREY 3 HEX #A8A8A8 R168 G168 B168 40% K

SCREEN USE (RGB AND HEX)

We use this colour-system when producing visuals to be viewed on screens such as computers, smartphones and tablets.

PRINT USE

When producing print material we primarily use the PMS-model to ensure quality. If needed, you can use the CMYK colour model.

OUR SIX FOCUS AREAS



KEY COLOUR 1

HEX #DF4661
R223 G70 B97
C0 M90 Y46 K0

PMS 198C

KEY COLOUR 2

HEX #00594F
R0 G89 B79
C100 M0 Y41 K48

PMS 3292C



KEY COLOUR 1

HEX #A6192E
R166 G25 B46
C0 M100 Y59 K26

PMS 187C

KEY COLOUR 2

HEX #FBDD40
R251 G221 B64
C0 M7 Y84 K0

PMS 114C



KEY COLOUR 1

HEX #62B5E5
R98 G181 B229
C57 M0 Y0 K7

PMS 2915

KEY COLOUR 2

HEX #DF4661
R223 G70 B97
C0 M90 Y46 K0

PMS 198C



KEY COLOUR 1

HEX #97D700
R151 G215 B0
C35 M0 Y100 K0

PMS 375C

KEY COLOUR 2

HEX #A6192E
R166 G25 B46
C0 M100 Y59 K26

PMS 187C



KEY COLOUR 1

HEX #F2A900
R242 G169 B0
C0 M36 Y100 K0

PMS 130C

KEY COLOUR 2

HEX #62B5E5
R98 G181 B229
C57 M0 Y0 K7

PMS 2915



KEY COLOUR 1

HEX #FBDD40
R251 G221 B64
C0 M7 Y84 K0

PMS 114C

KEY COLOUR 2

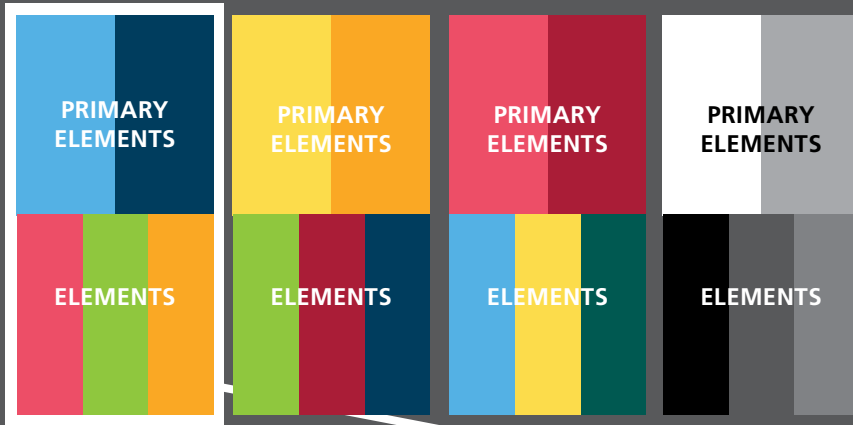
HEX #003B5C
R0 G59 B92
C100 M35 Y0 K60

PMS 302C

Each focus area has been assigned two key colours from the WorldSkills colour palette. The key colour 1 should be the dominant colour assigned when designing for a specific focus area. These colours are used to differentiate each area from one another.

For example: The WorldSkills website will utilise these key colours to differentiate between areas. Promotional material specifically focused on an area will use the key colours specified.

OUR GRAPHICAL ELEMENTS/LOOK AND FEEL

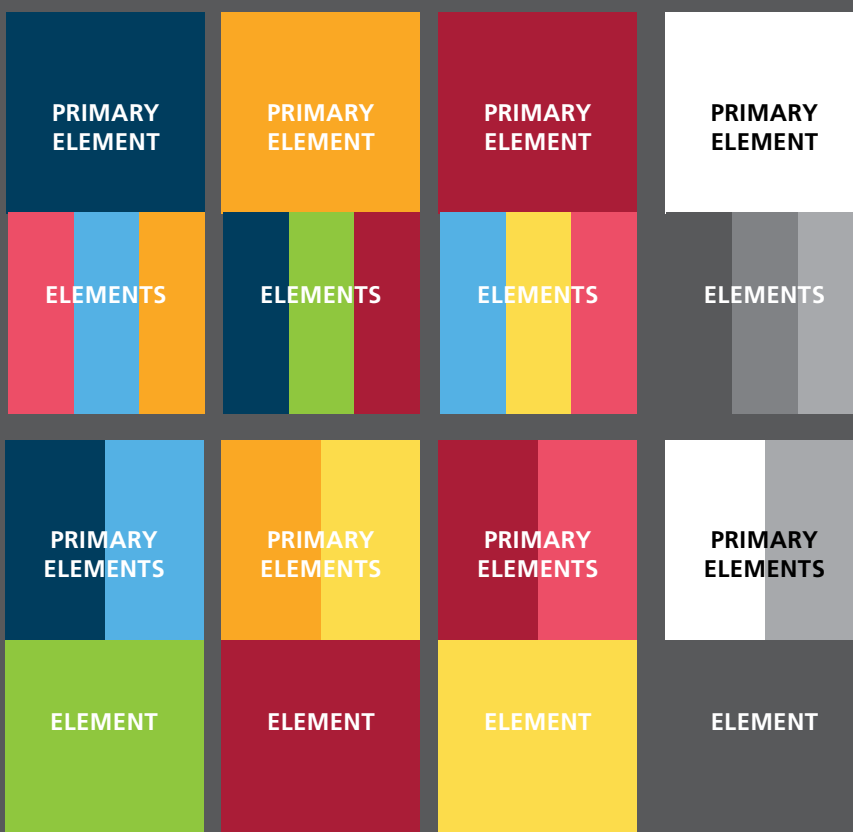
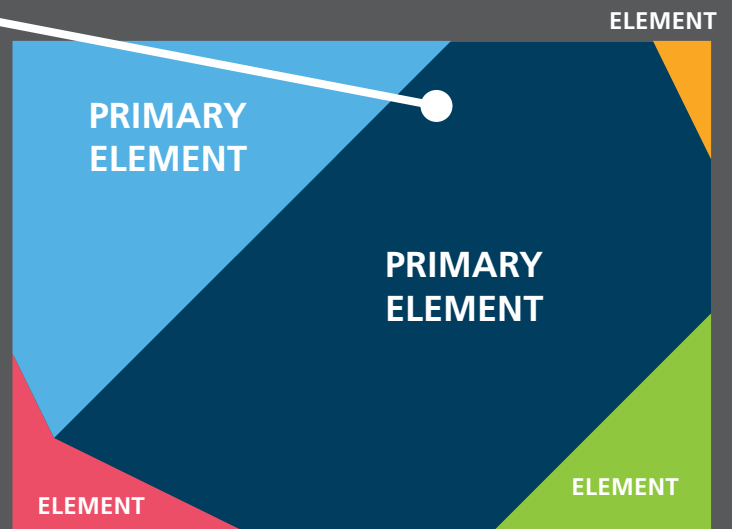


USE OF SEVERAL COLOURS

Since the colours have been removed from the logo we are instead using the colours to create an exciting visual platform. It's important to use a dark and light version of the main colour and to use different colours to create an exciting mix when using our visual elements. But remember to ensure readability when placing text on a coloured background.

EXAMPLE OF CUTOUT FROM THE IDENTITY CUBE

On the right you can see a cutout from our identity cube. The two larger pieces of the cube are here named "Primary elements". These will serve as your main background in your designs. You are however free to use only one primary element or replace one with an image or visual. The other pieces of the cutouts are here named "Element". These serve as design triggers and allows you to mix a wide range of colours to make the designs more exciting. For a deeper understanding of where our elements came from, see the section "Identity cube" on the following page.



USE OF LESS COLOURS

Still with the focus of creating an interesting and exciting visual, we encourage you to use a mix of colours to complement the background colour.

If needed, less elements can be used to create a visual. This however means that the element that stands out should use a colour that complements the design and makes it exciting.

If needed, a two colour combination can be created if the content created is targeted to a more corporate or business type of audience. See examples of our visual combinations on the following page.

Note: These colour combinations are only some of the examples available.

IDENTITY CUBE



Rotate 90°



Rotate 180°



Rotate -90°



Rotate 90°



Rotate 180°



Rotate -90°



WHAT IS THE IDENTITY CUBE?

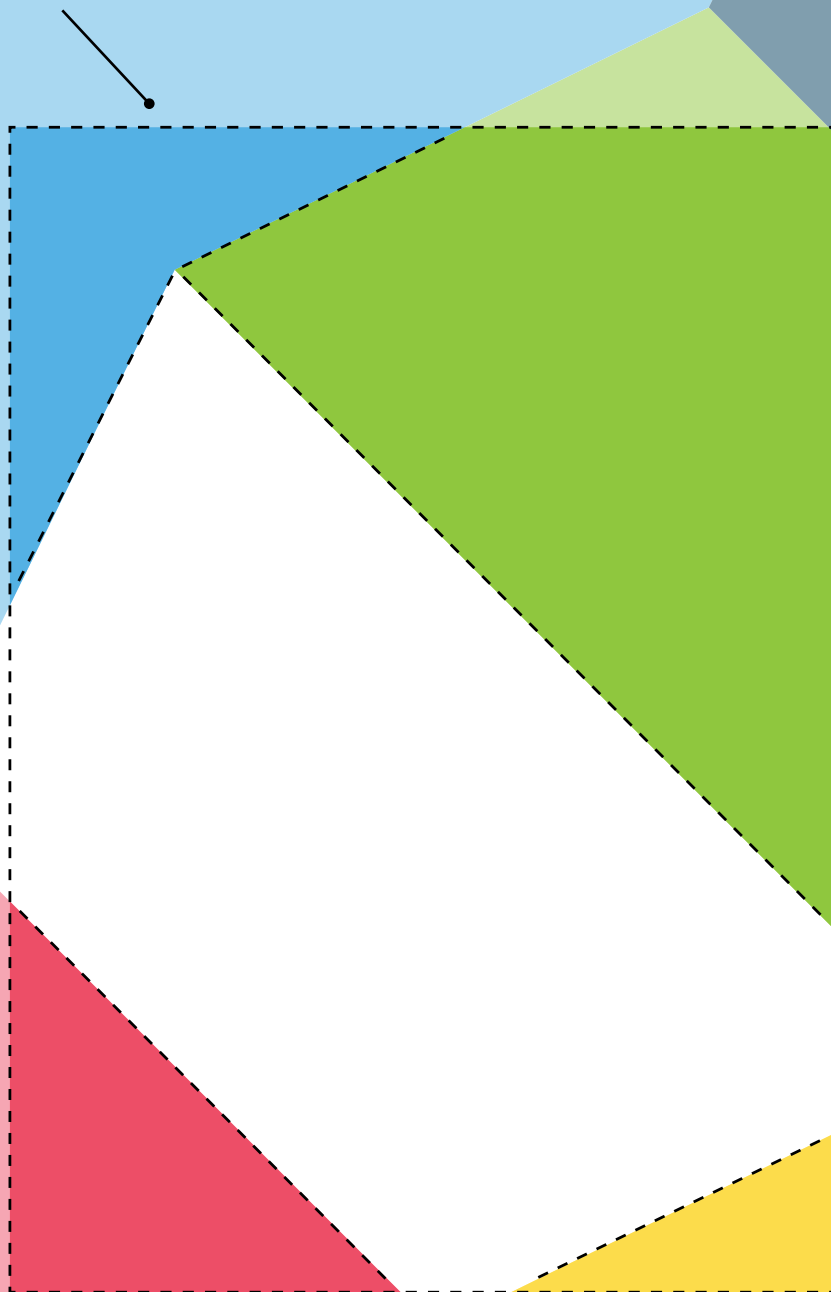
The graphic elements are based on a set of enlarged and oversized building blocks; blocks that symbolize the essence of WorldSkills – a multitude of skills coming together, working together.

From this cube we extract our visual elements.

For examples on how this is done and which elements we recommend see the following pages.

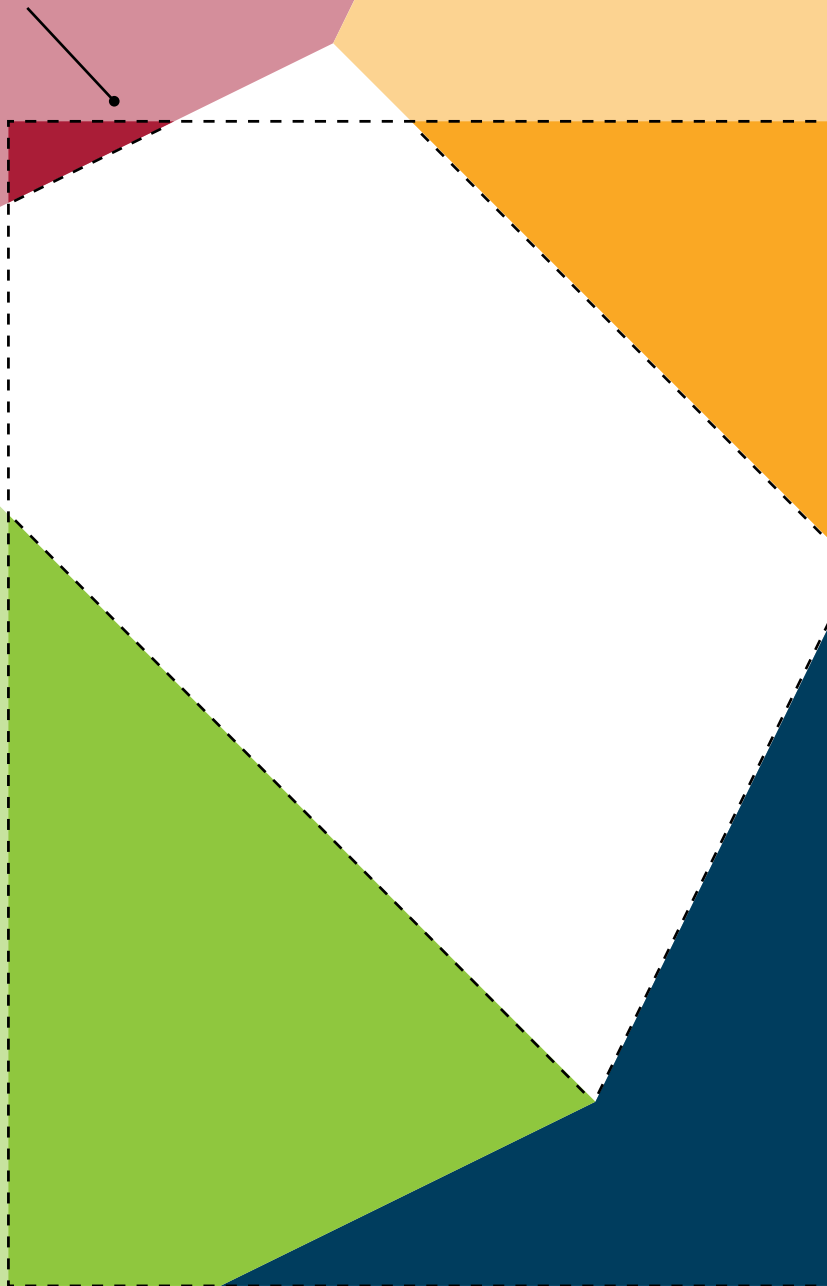
BREAKDOWN OF IDENTITY CUBE

EXAMPLE FOR STANDARD CUTOUT



BREAKDOWN OF IDENTITY CUBE

EXAMPLE FOR STANDARD CUTOUT



BREAKDOWN OF IDENTITY CUBE

EXAMPLE FOR WORD TEMPLATES

Below you can see an example of the cutout we created for our Word templates. In order to make the templates more suitable for content-heavy Word documents, we decided to only use the elements on the front page of the template as seen in the pictures below. For the press release we chose to reverse and zoom out the cutout in order to make room for even more content, but also to have the ability to show our elements on every page of the document. The designer has the freedom to choose which elements to include in order make the design as visually compelling and effective as possible.

PRESS RELEASE



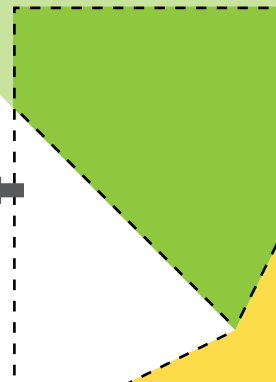
TEXT PAGE



FRONT PAGE



ORIGINAL CUTOUT

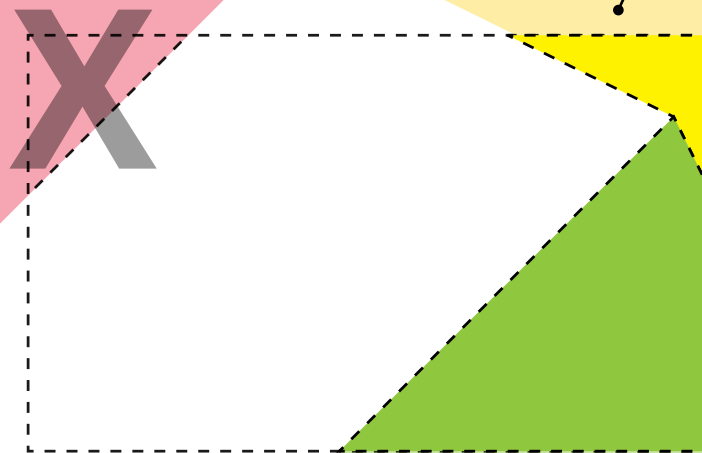


BREAKDOWN OF IDENTITY CUBE

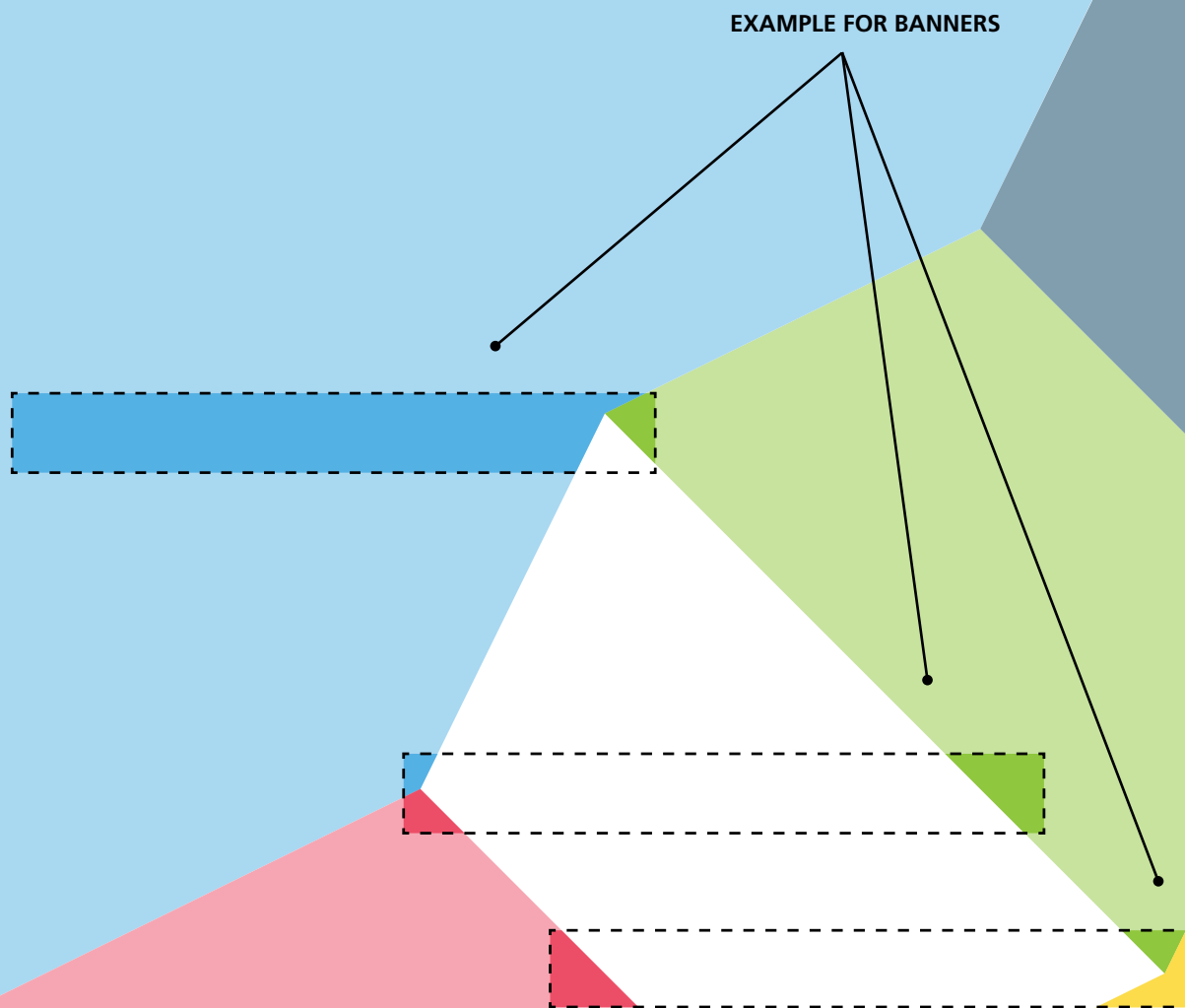
EXAMPLE FOR BUSINESS CARDS

Below you can see an example of the cutout we created for our business cards. The designer has the freedom to choose which elements to include in order to make the design as visually compelling as possible.

Notice that we choose to remove the top-left red corner of the cube in order to have room for more information on the card. This option applies to all designs being created.

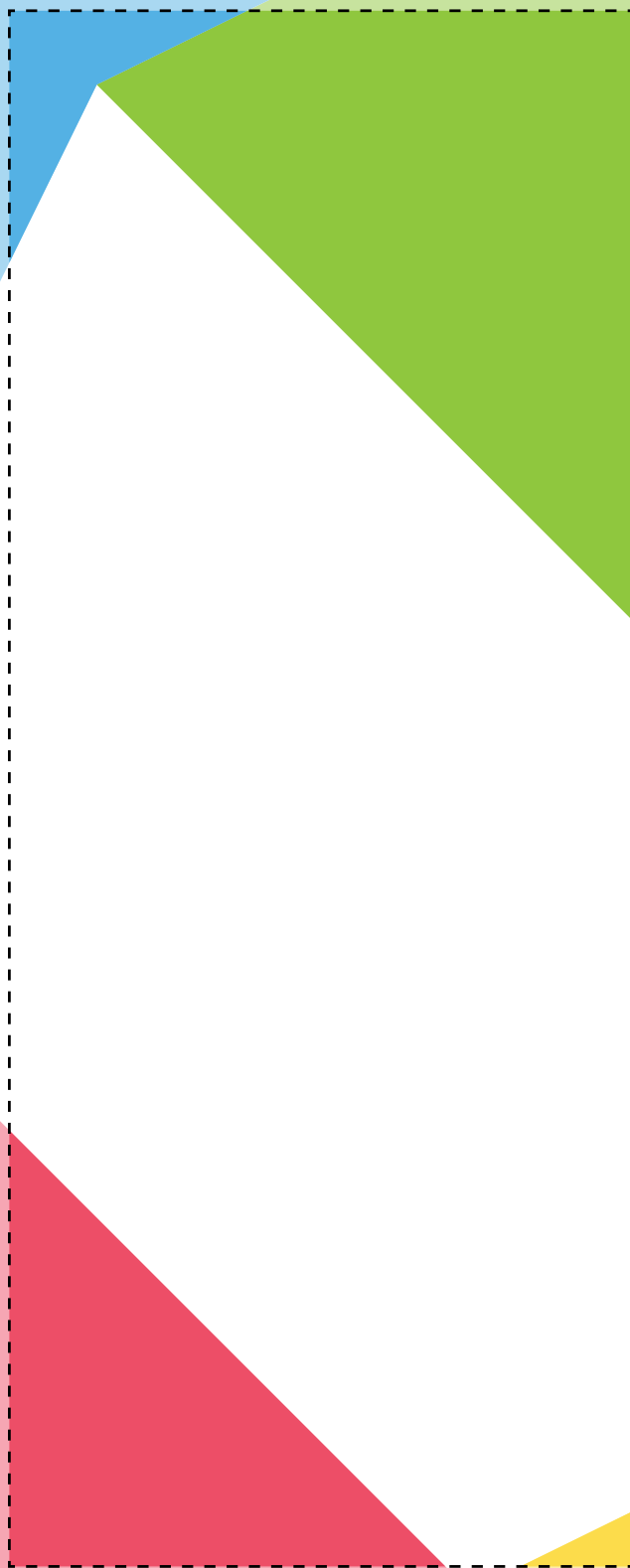


BREAKDOWN OF IDENTITY CUBE



BREAKDOWN OF IDENTITY CUBE

EXAMPLE FOR ADVERTISEMENT



VISUAL COMBINATIONS AND PATTERNS

BASIC CONFIGURATION

Found below are examples of the cutouts with our colour principles applied. These are examples of how to use the colours. We do however encourage you to mix the colours using our colour guide in this document.

A vector (EPS) file is available for designers in the Toolkit.

HORIZONTAL COMBINATIONS



VERTICAL COMBINATIONS



IMAGES

USING AN IMAGE AS A BACKGROUND

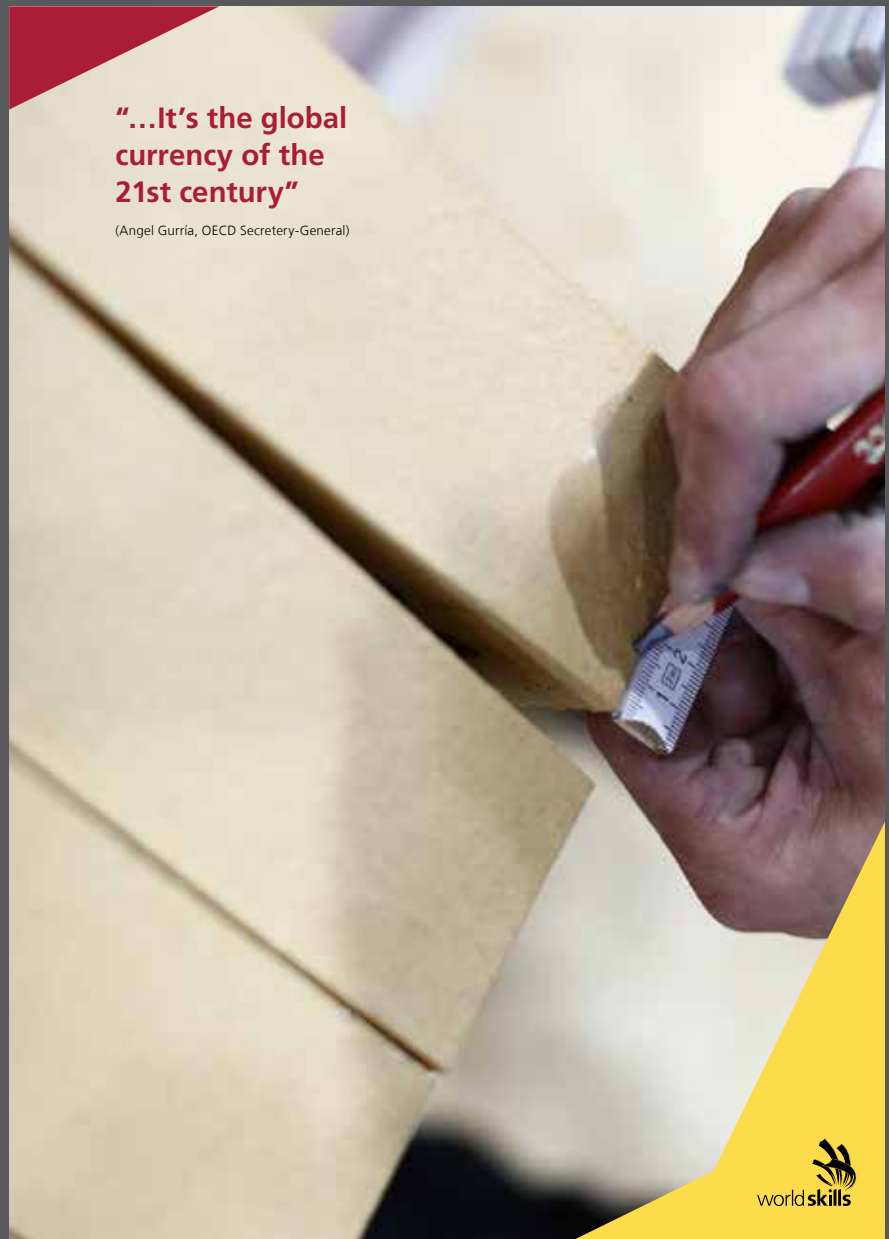
A photograph is preferably used instead of plain colour background when communicating a certain issue.

Images which contain colours that are similar to the colour elements are preferred.

When adding headlines or texts to an image, use either an extra element that contains the text or an abstract image like in the larger example to the right.

IMAGE RECOMMENDATIONS – HOW TO USE PICTURES

- Try matching imagery with colour scheme or combinations.
Pick up a dominant colour and choose a recommended colour combination that fits.
- Only use images in the WorldSkills supplied promotional photos library. If needed, try cropping the image and making it grayscale if it doesn't match colour scheme.
- Make sure you clearly can see people's eyes and facial expressions. We want to show human intention, emotion, feelings and action. Zoom in or crop if necessary.
- Try to show people, skills and trades in everyday, real-world situations and workplaces, not only at the competition event or preparing for it.
- Show pictures that support the focus areas you work with.
- Less is more.



OUR TYPEFACES

Frutiger Light
Frutiger Light Italic
Frutiger Roman
Frutiger Italic
Frutiger Bold

Frutiger is the official WorldSkills font and every effort should be made to use it. If this is not possible, the alternative font used must be Arial.

HOW WE USE OUR TYPEFACE

Our typeface has not changed, but we are using it differently than before. In headlines, we are mixing sizes and colours on the words we want to highlight.

The same colour principle as seen on the previous page applies also to typography in context with the chosen background. The complimentary colour should however be kept to the visual elements in order to keep the typography clear. Examples are shown below with just the typography in focus.

HEADLINES

To differentiate certain words we use different sizes when writing headlines. This rule is suitable to apply when writing one-liners such as the back of the business card or a billboard. The major capitals are 1.5 times the small capitals, and the smaller capitals are 0.67 of the larger capitals.

A NEW LOOK AT SKILLS

A NEW LOOK AT SKILLS

A NEW LOOK AT SKILLS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

WXYZ (.,,:;?!&@) 0123456789

abcdefghijklmnopqrstuvwxyz

USING OUR FONT IN TEXT

General body text should consist of either black or grey colours. Highlighting links or specific words is allowed if following the colour guide. We encourage you to mix bright and dark colours in harmony with any background elements.

SPEECH BALLOONS

The speech balloons can be used to emphasize and highlight specific points in a document or web page. The colour can be determined from the WorldSkills colour scheme as outlined on page 30 and must be at 100% of the colour.

The balloons must be kept in proportion with the corner radius and shape as shown in the examples below. The height of the balloon should be 75% (3/4) of the width.

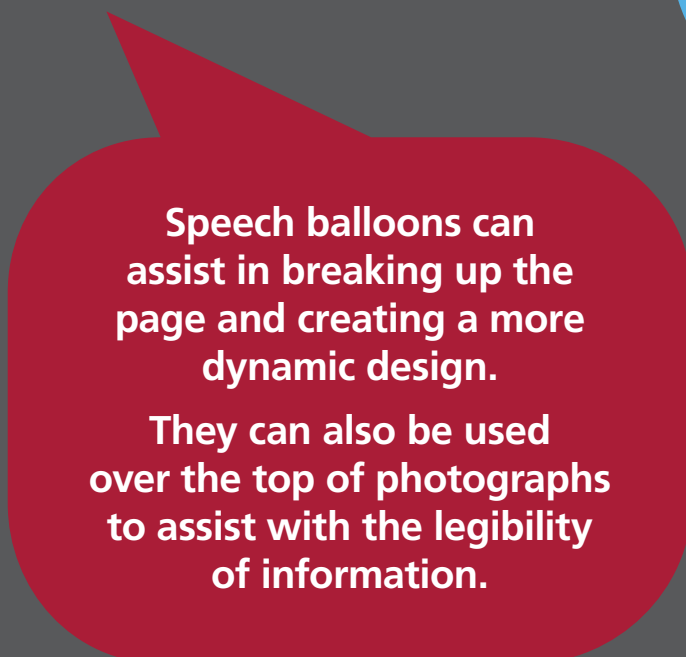
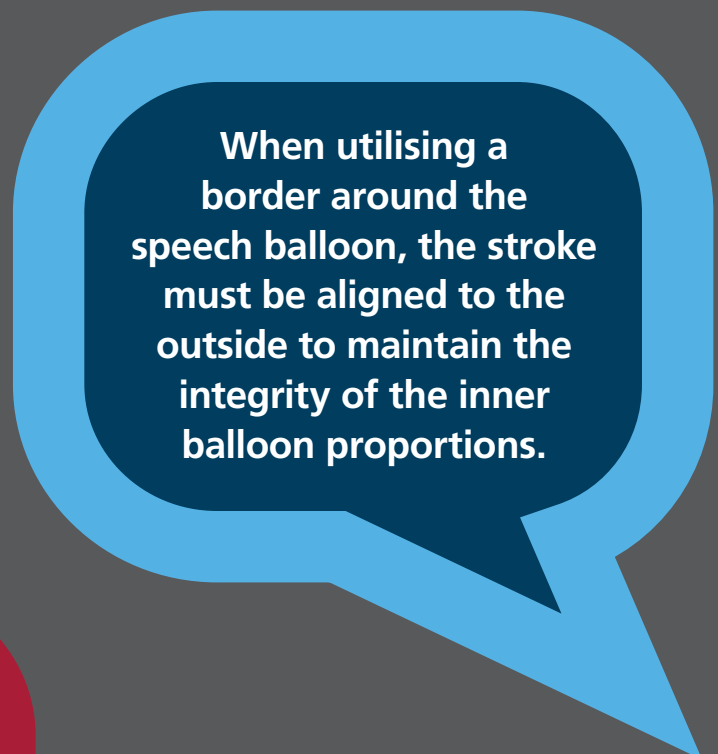
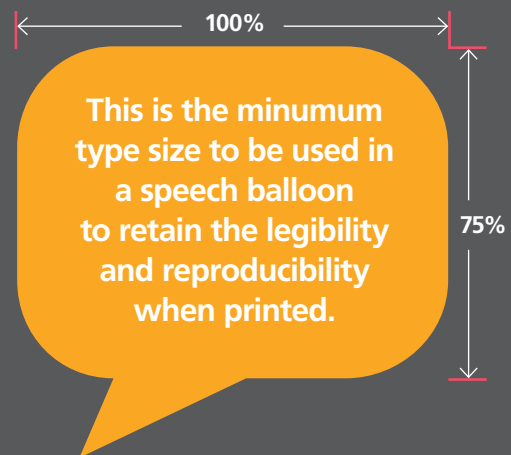
The weight of the type must be bold.

The type size can be altered depending on the amount of information required, but must still be legible and no smaller than 12pt in size.

An adequate amount of space must be applied (at least the width of one lower case x) between the text and the edge of the balloon.

The direction of the speech balloon can be reversed (flipped horizontally) if it is more suitable for the design.

It is preferred that the speech balloon is kept with the talking arrow to the bottom of the balloon, however, it may be flipped vertically (reversed) if it is more suitable for the design — see example below.



Example of a vertically flipped balloon



'WORLDSKILLSED' IMAGES

The WorldSkills logo contains five fingers. These fingers can be used to highlight and accent an image and to show a person as being 'WorldSkillsed'. The fingers must only be used in the WorldSkills colour scheme as outlined on page 26 and must be at 100% of the colour. The fingers can be rotated slightly to suit the image and should be no wider than the width of the head. The image should govern the colour choice for the fingers. See examples below.



BUSINESS CARD TEMPLATES

GENERAL INFORMATION FOR PRODUCING PRINT MATERIAL

In order for our printed material to look and feel similar across the world, we need to print everything with the following in mind. Firstly, we should only use the PMS-colour and CMYK-colour systems found in the colour-section of this document. Secondly, we need to print our material on coated paper to ensure the correct tone of colour.

Any combination with regards to the colour guide in this document can be used. In the example below we use 6 colours for the multi colour version. However, if needed only 2 colours can be used for the background and elements. Actually a variety is encouraged.

MULTI COLOUR VERSION FRONT



MULTI COLOUR VERSION BACK



ECONOMY VERSION FRONT — ONE PMS



ECONOMY VERSION BACK — ONE PMS



ECONOMY VERSION FRONT — GREYSCALE



ECONOMY VERSION BACK — GREYSCALE



TAGLINES FOR BUSINESS CARDS

DISCOVER THE **POWER** OF **SKILLS**
THE GLOBAL **HUB** FOR **SKILLS EXCELLENCE**
SKILLS SHAPE **PEOPLE** AND **SOCIETIES**
SKILLS BRING **PURPOSE** TO **PEOPLE**
SKILLS KEEP THE **WORLD WORKING**
IMPROVING OUR **WORLD** WITH THE **POWER** OF **SKILLS**

POWERPOINT TEMPLATES

GENERAL INFORMATION FOR USING AND ALTERING THE POWERPOINT TEMPLATE

Depending on for what purpose we use PowerPoint presentations or handouts — we can alter and use different styles within the template. The identity elements are created within PowerPoint itself, so the user can change colour to suit their theme of the presentation.

WorldSkills colours are defined within the template.

TABLE OF CONTENTS

TABLE OF CONTENTS			
Introduction	1-3	Youth Forum	13-15
History	3-5	Leaders Forum	16-18
WorldSkills Membership	5-6	Meetings	19
Regional Organisations	7	Competitions	20-23
WorldSkills	8-12	WorldSkills Sponsors	24

IMAGE OR VISUAL



MAIN SLIDE

INTRODUCTION

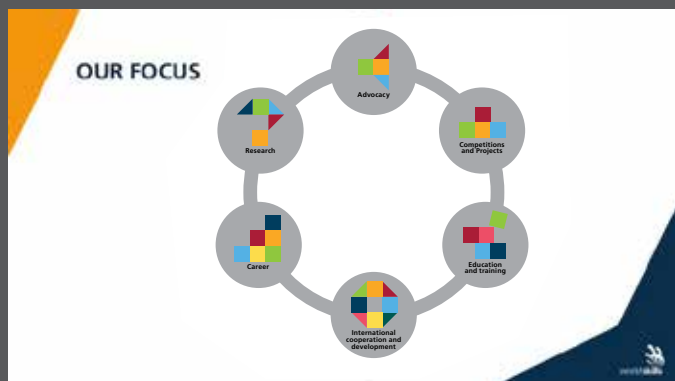
- Designed specifically with industry, government, associations, unions, and education leaders in mind
- Flexible and customisable to meet their needs and match their interests
- Held in conjunction with the WorldSkills Competition to enable participants to see first hand this unique event which showcases young skilled professionals from over 50 countries
- Well rounded program filled with networking, information and cultural exchanges

- Designed specifically with industry, government, associations, unions, and education leaders in mind
- Flexible and customisable to meet their needs and match their interests
- Held in conjunction with the WorldSkills Competition to enable participants to see first hand this unique event which showcases young skilled professionals from over 50 countries
- Well rounded program filled with networking, information and cultural exchanges

CHAPTER IMAGE



MODEL OR ILLUSTRATION



CHAPTER VISUAL



WORD TEMPLATES

ABOUT WORD TEMPLATES

These are a few examples on how a Word template should look and examples of colour combinations. It is possible for the different Members and offices to choose their own colours.

Note: These images are examples of the actual template file design.

COLOUR DOCUMENT

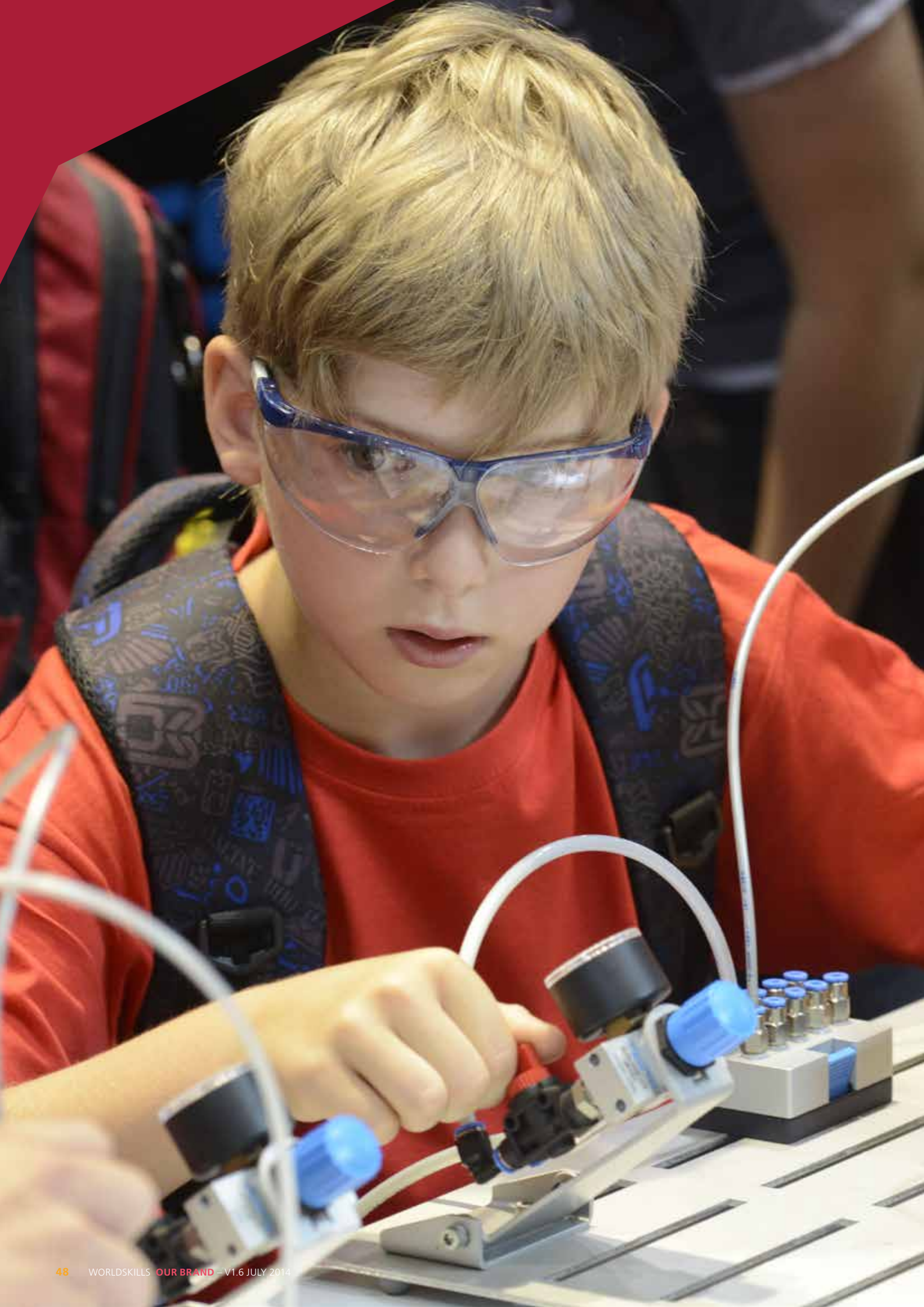


IMAGE DOCUMENT



PRESS RELEASE AND LETTER





WORLD SKILLS MOVEMENT

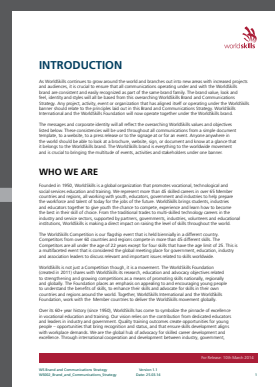
When promoting the WorldSkills brand or movement generally it is important to maintain a consistent colour palette as shown below. Movement files (including presentations, flyers, brochures, etc.) must utilize these colours in order to differentiate the movement as a whole.

HEX #A6192E R166 G25 B46 C0 M100 Y59 K26	HEX #FBDD40 R251 G221 B64 C0 M7 Y84 K0	HEX #003B5C R0 G59 B92 C100 M35 Y0 K60
PMS 187C	PMS 114C	PMS 302C

PRESS RELEASE



TEXT PAGE



FRONT PAGE



PMS THREE COLOUR BACK



PMS THREE COLOUR FRONT



CHAPTER VISUAL



EXAMPLES FOR WORLD SKILLS MOVEMENT CORPORATE BRANDING

WORLD SKILLS INTERNATIONAL

The WorldSkills International branding is defined by the colour palette below. Corporate files (including business cards, letterheads and presentations) must utilize these colours in order to differentiate from other WorldSkills ventures.

HEX #003B5C R0 G59 B92 C100 M35 Y0 K60	HEX #62B5E5 R98 G181 B229 C57 M0 Y0 K7	HEX #F2A900 R242 G169 B0 C0 M36 Y100 K0
PMS 302C	PMS 2915	PMS 130C

PRESS RELEASE



TEXT PAGE



FRONT PAGE



PMS THREE COLOUR BACK



PMS THREE COLOUR FRONT



PMS TWO COLOUR BACK



PMS TWO COLOUR FRONT



EXAMPLES FOR WORLD SKILLS INTERNATIONAL CORPORATE BRANDING

WORLD SKILLS FOUNDATION

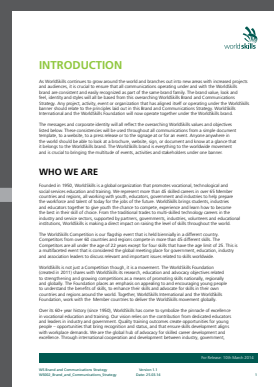
The WorldSkills Foundation branding is defined by the colour palette below. Corporate files (including business cards, letterheads and presentations) must utilize these colours in order to differentiate from other WorldSkills ventures.

HEX #00594F R0 G89 B79 C100 M0 Y41 K48	HEX #97D700 R151 G215 B0 C35 M0 Y100 K0	HEX #FBDD40 R251 G221 B64 C0 M7 Y84 K0
PMS 3292C	PMS 375C	PMS 114C

PRESS RELEASE



TEXT PAGE



FRONT PAGE



PMS THREE COLOUR BACK



PMS THREE COLOUR FRONT



PMS TWO COLOUR BACK



PMS TWO COLOUR FRONT



EXAMPLES FOR WORLD SKILLS FOUNDATION CORPORATE BRANDING

WORLDSKILLS **BRAND TONALITY**

Tonality is the way we speak and write to an audience. Everything from social media, emails, brochures, websites, signage, and speeches.

BRAND PERSONALITY TRAITS

EXCELLENCE
INSPIRING
COLLABORATIVE
GLOBAL
VISIONARY
INNOVATIVE
CHAMPION



**Skills keep
the world
working.**

EXCELLENCE

Words that are used with excellence:

- Quality
- High standard
- Expertise
- Best practices

We strive to showcase skills excellence and promote only the best practices. We want to raise the collective skill level worldwide by encouraging the sharing and transferring of knowledge and ideas.

INSPIRING

Words that are used with inspiring:

- Motivating
- Enthusiastic
- Discovering
- Passionate
- Heart-felt
- Believing

We inspire skilled people to achieve their personal best in everything that they do. We highlight success stories around the world of people discovering a skill and creating a better future for themselves, their families and the society around them.

COLLABORATIVE

Words that are used with collaborative:

- Committed
- Focused
- Unwavering
- Diligent

We want to bring the leaders in industry, education, and government together on one platform to address the skills gap, youth unemployment, and labour mobility issues.

We partner with organizations and institutions that have the same vision and want to make an impact on the ground with skills development and excellence.

GLOBAL

Words that are used with global:

- Diverse
- United

We operate in and represent over 65 countries and regions worldwide, which is over 70% of the world's population. Our aim is to bring the world together to increase the level of skill and standard of living globally.

VISIONARY

Words that are used with visionary:

- Modern
- Creative
- Fun
- Exciting
- Colourful
- Energetic
- Bold
- Idealistic
- Strategic
- Forward-looking
- Missionary

We are visionary, we see a world that works together to increase the collective skill level. We highlight ordinary people making a difference in their communities in ways that matter and are relevant to societies.

INNOVATIVE

Words that are used with innovative:

- Dynamic
- Vigorous
- Spirited

We are innovative, we look at problems and tackle them in new ways. We have a network of industry and education experts that are the best in their fields and are staying on top of the emerging techniques and technologies in their skill. We connect the experts with youth so they can learn from them and increase their skills knowledge base.

CHAMPION

Words that are used with champion:

- Confidence
- Youthful
- Fresh
- Risk-taking
- Connected

We champion skills excellence worldwide. We showcase the young skilled professionals that are doing extraordinary things to improve their skill base and those around them. We connect them to a network of industry and education experts to make their visions possible.

WORLDSKILLS VALUES
EXCELLENCE
DEDICATION
RESPONSIBILITY
FAIRNESS
EQUALITY
EFFORT
RECOGNITION
RESPECT

**WorldSkills...
leaders in
the making.**

MESSAGES BY ARENAS AND STAKEHOLDERS

ARENA AND TAGLINE	PRIMARY AUDIENCE	KEY COMMUNICATION CHANNELS	BRAND PERSONALITY TRAITS	WHAT THEY NEED TO KNOW	KEY COMMUNICATIONS MESSAGE
My future <i>Tagline:</i> <i>"WorldSkills... promoting skills across the world"</i>	Youth	Social media Website Marketing material through influencers Career exploration apps Video content	Inspiring Visionary Champion	There is a rewarding and prosperous future in skilled professions. Explore opportunities through hands-on learning and activities. Use us as a resource for career information, advice, and guidance on skilled professions.	Everything, from the houses we live in to the societies we create, is the result of skills. You will be in a rewarding and successful career and be the driving force behind thriving industries and the future. Skilled professionals are highly employable in a wide variety of industries. In many countries, the more skills one has the higher the demand is for them. Skilled professions of today bring together hands-on abilities with emerging technologies. Those who are exposed to career options through hands-on and practical learning make more informed and educated decisions on their future.
Vocational Education and Training <i>Tagline:</i> <i>"WorldSkills... pathway to professional identity"</i> <i>"WorldSkills... leaders in the making"</i>	Educators	Website User driven forums Webinars Podcasts	Excellence Inspiring Collaborative Global Visionary Innovative Champion	Use us as a resource hub for the latest relevant skills information and teaching tools.	WorldSkills is your go-to place for the latest teaching tools and industry developments in your field. A platform to showcase your students' talents and share your teaching best practices. Share and transfer skills and knowledge with institutions and fellow educators around the world.
Business and Economic Growth <i>Tagline:</i> <i>"WorldSkills... inspiring skills excellence"</i>	Leaders in industry and government	Annual reports Position papers Webinars Podcasts Speaking opportunities	Excellence Collaborative Global	We bring educators, schools, industry and government together around a global skills agenda to help youth of today find the jobs of the future.	The WorldSkills story is more than 60 years old and has touched millions of people over the years. Skills shape people and societies. They are the foundation of modern life. Everything, from the houses we live in to the societies we create, is the result of skills. They allow individuals to grow and bring purpose to people. They are the driving force behind successful careers, thriving industries and economies. WorldSkills is the foremost hub for connecting with youth, educators, and industries to showcase and experience opportunities in skilled professions.

ARENA AND TAGLINE	PRIMARY AUDIENCE	KEY COMMUNICATION CHANNELS	BRAND PERSONALITY TRAITS	WHAT THEY NEED TO KNOW	KEY COMMUNICATIONS MESSAGE
Competitions and Projects <i>Tagline:</i> <i>"WorldSkills... learning for life"</i>	Youth	Website Newsletters Social media Blog Video and Podcasts	Excellence Inspiring Collaborative Global Innovative	<p>There is a rewarding and prosperous future in skilled professions.</p> <p>Explore opportunities through hands-on learning and activities.</p> <p>Use us as a resource for career information, advice and guidance on skilled professions.</p> <p>Advance your career by getting involved and learning the latest techniques and technologies through international sharing of best practices. Personal growth, development, and achievement is all attainable by being involved in competitions and/or projects.</p> <p>Competitions raise the quality and standards of teaching and learning.</p> <p>Competitions drive improvement, promote professional development, and showcase the excellence in youth.</p>	<p>WorldSkills gives young professionals on a skills career path the infrastructure, self-confidence and career toolbox they need to become successful. We are convinced that people with better skills, creates a better world.</p> <p>WorldSkills offers a place and a platform to experience the skills that shape our world.</p> <p>Those who are exposed to career options through hands-on and practical learning make more informed and educated decisions on their future.</p> <p>WorldSkills Competitions raise quality, promote professional development and drive improvements in VET.</p>
Internal Stakeholders <i>Tagline:</i> <i>"WorldSkills... strengthening national training systems"</i>	Members and partners	Speaking opportunities/ ambassadors Action Plan scorecard Cross promotion	Collaborative Global Visionary Innovative	<p>We are all part of the movement.</p> <p>We are a resource hub year-round.</p> <p>WorldSkills is an umbrella brand for all Members and partners.</p> <p>To express and communicate our brand with consistency.</p>	<p>By working together under one brand to promote the benefits of skilled professions, we will make a positive global economic impact.</p> <p>Together we will create synergy in the marketplace and for the future of skills development and excellence.</p>
Media <i>Tagline:</i> <i>"WorldSkills... improving our world with the power of skills"</i>	global media (TV, print and online)	Press releases Media conferences/ events/briefings Social media	Excellence Inspiring Global	<p>We impact lives.</p> <p>We are a resource hub for real life success stories.</p> <p>Just tell the story (individual profiles)</p> <p>Changing perceptions into these positive stories which are leading the movement.</p>	<p>Skills shape people and societies. They are the foundation of modern life. Everything, from the houses we live in to the societies we create, is the result of skills. They allow individuals to grow and bring purpose to people. They are the driving force behind successful careers, thriving industries and economies.</p>

TAKE CONTROL OF THE BRAND

By implementing this WorldSkills brand book, WorldSkills sets a clear example for the rest of the movement and its Members. By taking control of how WorldSkills is used and perceived at the international level, the movement regains the communication lead. The WorldSkills brand is transferred to the events and stakeholders in the movement through the following strategy.

Having the options of branding clearly linked but distinct, will enable the different levels and organizations within WorldSkills to have their own identity while still maintaining their connection to the global brand. It is our intention that the material from WorldSkills, the WorldSkills Competition, a WorldSkills Project, Regional skill competitions, and a Member organization is viewed side-by-side, it would be quickly and easily (visually) connected but also recognized as different facets.

GLOBAL WORLDSKILLS BRANDING

The global branding for WorldSkills will be applied according to the official WorldSkills brand book. This is the foundation of the whole brand and maintains the integrity of the brand.

MEMBER BRANDING

In order for Members to adopt the brand and still have a unique look and feel, we will allow one key element to change from the global brand. In this case, each Member organization will be allowed to change the colour palette to suit their culture and needs. But all the remaining elements of the global brand will remain the same; this includes the identity cube and its use, logos, fonts, implementation of fonts, principles and use of imagery all consistent with the global brand.



WORLDSKILLS COMPETITION EVENT BRANDING

The WorldSkills Competition (WSC) event branding will be an adaptation of the WorldSkills brand book. One key element of the brand will change from

event to event to allow for a distinct look and feel for the event. For the WSC, it is decided that the geometric shape of the design (i.e. replacing the identity cube) can be changed but all other elements remain the same, this includes colours, logos, fonts, implementation of fonts, principles and use of imagery are all consistent with the global brand.



REGIONAL ORGANIZATION AND COMPETITION BRANDING



As there are four regional skills competitions (Europe, ASEAN, GCC, and Americas) it is important for them to align with the WorldSkills brand.

For this option, it is best to do a combination of the Member branding and Competition branding. We will differentiate these organizations and

events with a colour palette distinct to each region. For the actual event, they will create a new shape with the regional colour palette. Everything else will remain the same; this includes the logos, fonts, implementation of fonts, principles and use of imagery are all consistent with the global brand

WORLDSKILLS PROJECT BRANDING

All the projects and activities for WorldSkills will fall under one of the six focus areas which will be assigned a specific brand colour. The project promotions and communications will use that colour. To differentiate the projects and activities conducted by WorldSkills Foundation and WorldSkills International, the text will be allowed to specify which organization is responsible for what but the look and feel will remain under the WorldSkills brand.

STAKEHOLDER AND PARTNER BRANDING

In order to show branding support and alignment, the WorldSkills stakeholders and partners will also be able to communicate and work within the WorldSkills brand. However, this needs to be done in consultation with the WorldSkills Secretariat. Specific logos will be created for different levels of partners and stakeholders.



SKILLS EXPLAINED

In English we talk about “skills” – a word which may be difficult to translate or may be ambiguous across in other languages and cultures. Here are some other words we associate with skills.

Ability

Action

Excellence

To master something

Craftsmanship

Workmanship

Know-how

Competence

Self-esteem

Profession

Line of work

Occupation

Career

Calling

Making things work

Problemsolving

Creativity

Service

Quality

Professionalism

Vocational

Applied Science

Hands-on

Attractive

Modern

Always in demand





CONTACT

Do you have questions or require more information about the WorldSkills brand or the brand book? Please contact the WorldSkills Secretariat via the Communications, Marketing and Special Events Director.

WorldSkills International
Keizersgracht 62-64
1015 CS Amsterdam
The Netherlands
Phone: +31 23 531 1071
Fax: +31 23 531 0816
secretariat@worldskills.org

