Find our complete brand resources online at:
www.worldskills.org/brand
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Worldskills

Brand Book

Brand Book 3
We are a movement of change

We inspire young people to take up skills.

We want everyone who interacts with our brand to realize the power that skills have to change lives.
Creating the global brand together

With our WorldSkills Members, WorldSkills Regions, and Competition Organizers, we create impact through the use of a consistent and unified WorldSkills brand.

The brand is more than a look

The WorldSkills brand includes our positioning and our priorities, how we talk about ourselves, and everything we do to present ourselves to the world.
Our Members and events

The WorldSkills brand unites our WorldSkills Members, WorldSkills Regions, and Competition Organizers.

We share united brand positioning and principles, as well as a unified visual identity. This includes logos, fonts, and the WorldSkills building blocks. Together these elements create a consistent and identifiable global brand.

Every Member, Region, and Competition Organizer will bring their own cultural and organizational ambitions through a unique colour palette.
**Vision**
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.

**Position**
The global hub for skills excellence and development.
Building Blocks

WorldSkills organizes its work around six focus areas. Externally we describe our ambitions through three building blocks, which each capture two focus areas.

**Develop**
- Career Building
- Education and Training

**Inspire**
- Skills Competitions
- Promoting Skills

**Influence**
- International Cooperation
- Research
**Inspire**

We inspire young people to develop a passion for skills and pursuing excellence, through competitions and promotions.

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**Develop**

We develop skills through global training standards, benchmarking systems, and enhancing industry engagement — connecting organizations that deliver change.

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**Influence**

We influence industry, government, and educators through cooperation and research — building a global platform of skills for all.
Individual and societal change is central to what we do

WorldSkills is a movement. We are a group of people and organizations that together advance the shared social objective of increasing the provision of skills. Our Member organizations cover more than two-thirds of the world’s population.

Skills change the lives of young people around the globe. They build self-esteem and release potential. Skills create opportunities and connect communities. They are the foundation of economic progress and the building blocks of our world.

WorldSkills and its Members help young people who want to change their lives, and the fortunes of their communities and societies.

Our skills competitions measure excellence, celebrate Champions, and encourage hundreds of thousands of young people to turn their passions into a profession.

Our mission is relevant everywhere — whether you are from a G20 country, or a developing economy.
Young people are at the heart of everything we do

Young people are the beneficiaries of our work, the heroes of our stories of skills excellence, and our default audience.

All Competitors at a WorldSkills Competition are Champions. Just to reach this point they have pursued an ambitious journey, from discovering a skill to learning that skill at work and through education. They then progress through local, regional, and national skills competitions to compete for global glory.

These Champions are also the authentic voice of youth in the skills debate. Their experiences inform discussions on a range of global challenges. They regularly address audiences that include decision makers around the world, whether it is at our Conference or other international and national events.

They are supported by dedicated volunteers who mentor and help them on their skills journey.
Tackling the economic challenges of the world

Our origins are in post-World War II Europe when the continent was struggling to tackle the devastation left by the conflict.

Youth unemployment was rampant. Skills competitions were developed to encourage young people to take up vocational education and training.

From the first competition in Spain in 1950, WorldSkills has been on a rapid trajectory to enhance the power of skills around the world.

Our membership has grown exponentially in the past 15 years — it includes ministries and sector organizations that are responsible for national skills promotion.

We are apolitical, but we do not shy away from discussing the problems of the world. WorldSkills and our Members believe that skills are uniquely effective in tackling economic and social inequities.

We take a lead in demonstrating how skills can combat these challenges.
Visual identity

Our visual identity consists of key characteristics that work together to reflect our bold and youthful approach.

Logo

Colours

Building blocks

Fonts

Imagery
Our logo

The WorldSkills logo consists of two components: the *icon* and the *wordmark*

The five sweeping lines of the WorldSkills icon represent the hands of youth — reaching out for new skills.

Our logo was designed by Teaho Yang, a graphic design student at Mokwon University in Korea in 2000, following a global design competition for students.

The logotype has been designed to complement the symbol and is based on the competition finalist design from Kathrin Baldo and Andreas Alber of Italy.
Our logo

The wordmark is based on Frutiger, and can be separated from the icon — only when the full logo does not fit the design restrictions.

The WorldSkills icon, wordmark, and logo are always monochrome dark blue, white, black, or grey.

When used together the icon is always positioned above the wordmark in this way.

Clear space

The clear space is equal to the x-height (the height of the lower case letters).

To ensure the logo is easy to read, keep the background behind the logo simple, without a busy pattern.
Our logo

Member, regional, and event logos

Together we represent a unified, global brand

WorldSkills Members, WorldSkills Regions, and Competition Organizers connect to the global movement through the use of the WorldSkills visual identity, including the logo.

The Members, Regions, and Competition Organizers’ names are incorporated into the logo with descriptor text that is the same height as WorldSkills.

If there is additional text required, such as a national competition name or programme information — it appears outside the clear space around the logo.
Our logo

Global Partners

A joint Global Partner and WorldSkills logo reflects the partnership between WorldSkills and its official partners.
Our colours

Skills are *engaging* and *energetic* — so are our colours
Our colours

**Tint Palette**

A defined set of tints are useful — particularly in digital applications, when the full saturation colour may be too intense or additional options are required to create dimension to the building block.
Our building blocks

Skills are the *building blocks* of *life*

Our building blocks represent a multitude of skills and people, uniting and working together to bring change to our world.
Our building blocks

The *building blocks* work *together*

The growth and success of WorldSkills relies on each element of the building block working together.
Our building blocks

The building blocks are versatile

The blocks may be open or closed, solid or empty — depending on the message we are communicating.

They can be stacked, rotated, and resized.

You may choose to use a single block or many on a page. However, they must be clearly definable as blocks.
Our building blocks

Using a single *building block*

In addition to using multiple building blocks, a traditional enlarged WorldSkills building block can be used.

Elements are removable to accommodate imagery and text.
Our fonts

Frutiger is our primary font

Frutiger & Inria Serif

Inria Serif is also used to add variation and emphasis to text within designs.

When Frutiger is not available we use Arial.
Our fonts

We use seven weights of the Frutiger family

frutiger 45 light
abcdefgijklmnopqrstuvwxyz1234567
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 46 light italic
abcdefgijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 55 roman
abcdefgijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 56 italic
abcdefgijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 65 bold
abcdefgijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 75 black
abcdefgijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 95 ultra black
abcdefgijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

We use the complete Inria Serif family

inria serif light
abcdefgijklmnopqrstuvwxyz1234567
ABCDEFGHIJKLMNOPQRSTUVWXYZ

inria serif light italic
abcdefgijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

inria serif regular
abcdefgijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

inria serif italic
abcdefgijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

inria serif bold
abcdefgijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

inria serif bold italic
abcdefgijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Our imagery

Our imagery is youthful, energetic, and inspiring

Everything we do is to inspire young people to pursue skills. Our imagery reflects young people, skills development, and building a prosperous future.
Additional elements

Patterns
We use bold, geometric patterns that are dynamic representations of our building blocks.

Callouts
Our callouts can be used to emphasize a statement. They will also assist with layout design when using large images.
Young people are at the heart of everything we do.