Brand book





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

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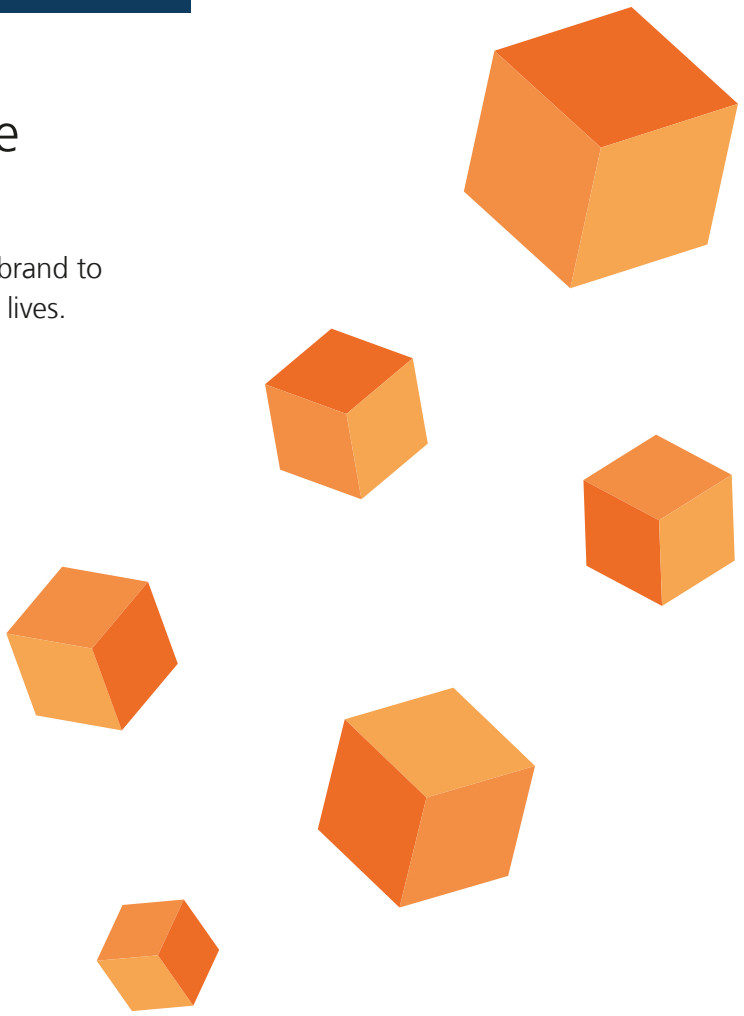
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We are a movement of change

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.

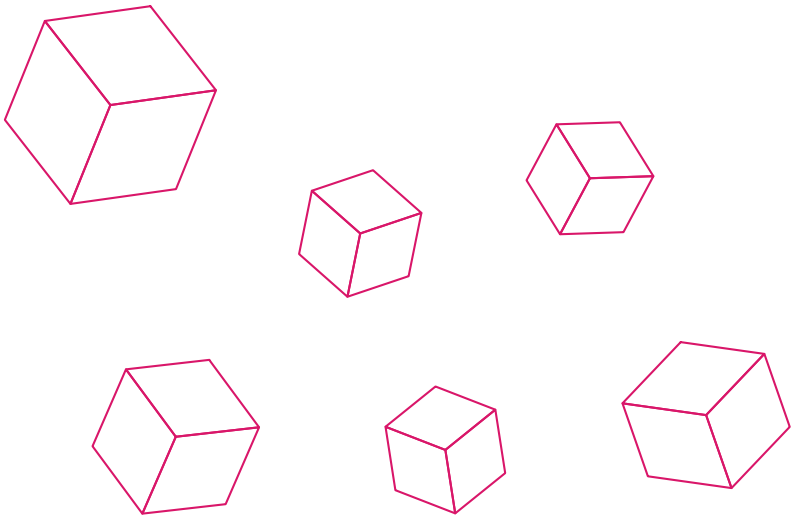


The brand is more than a look

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***.

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

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.



Develop

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



Influence

We influence industry, government, and educators through cooperation and research — building a global platform of skills for all.


worldskills
Skills
change
lives

Brand principles

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.

Brand principles

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.

Brand principles

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.



Member logo



WorldSkills Competition logo



Regional logo

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



Horizontal



Vertical

National competition logo

Our logo

Global Partners

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

SAMSUNG

worldskills

Global Partner vertical logo

SAMSUNG | worldskills

Global Partner horizontal logo

SAMSUNG

worldskills
Global Premium Partner

Global Partner vertical logo with descriptor

SAMSUNG | worldskills
Global Premium Partner

Global Partner horizontal logo with descriptor

Our colours

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

Pantone 102C	Pantone 1585C	Pantone 214C	Pantone 2617C	Pantone 2955C	Pantone 7704C	Pantone 0821C	Pantone 332C
C5 M4 Y100 K0	C0 M68 Y90 K0	C9 M98 Y28 K2	C87 M100 Y26 K16	C100 M76 Y37 K28	C92 M27 Y20 K5	C54 M0 Y8 K0	C47 M0 Y27 K0
R254 G227 B0	R255 G108 B12	R213 G16 B103	R74 G13 B102	R0 G55 B100	R0 G132 B173	R114 G208 B235	R138 G226 B209
HEX FEE300	HEX FF6C0C	HEX D51067	HEX 4A0D66	HEX 003764	HEX 0084AD	HEX 72D0EB	HEX 8AE2D1

Our colours

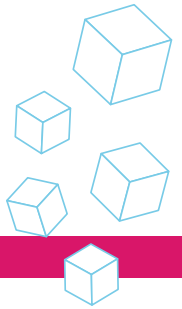
Tint Palette

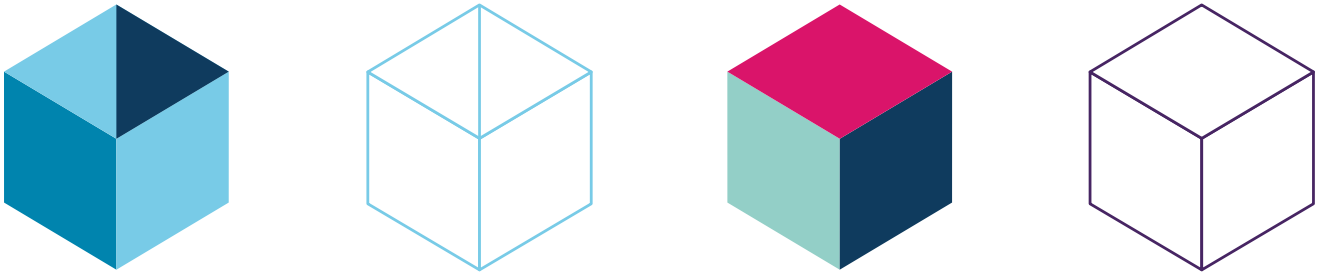
A defined set of tints are useful — particularly in digital applications, when the full saturation colour may be too intense or additional options are required to create dimension to the building block.

R223 G200 B35 HEX DFC823 C16 M15 Y91 K0	R227 G65 B35 HEX E34123 C0 M85 Y91 K0	R172 G13 B86 HEX AC0D56 C23 M100 Y34 K16	Pantone 2617C R74 G13 B102 HEX 4A0D66 C87 M100 Y26 K16	Pantone 2955C R0 G55 B100 HEX 003764 C100 M76 Y37 K28	R0 G101 B143 HEX 00658F C90 M51 Y24 K9	R0 G187 B230 HEX 00BBE6 C71 M0 Y7 K0	R95 G197 B189 HEX 5FC5BD C61 M0 Y31 K0
R231 G209 B27 HEX E7D11B C14 M11 Y92 K0	R241 G81 B34 HEX F15122 C0 M79 Y89 K0	R191 G21 B97 HEX BF1561 C18 M100 Y31 K7	R93 G40 B117 HEX 5D2875 C78 M100 Y15 K5	R3 G73 B115 HEX 034973 C98 M68 Y31 K17	R14 G119 B159 HEX 0E779F C84 M40 Y22 K6	R51 G193 B231 HEX 33C1E7 C67 M0 Y7 K0	R112 G201 B93 HEX 70C9C1 C57 M0 Y30 K0
R241 G216 B0 HEX F1D800 C9 M9 Y94 K0	Pantone 1585C R255 G108 B12 HEX FF6C0C C0 M68 Y90 K0	Pantone 214C R213 G16 B103 HEX D51067 C9 M98 Y28 K0	R110 G62 B132 HEX 6E3E84 C69 M85 Y13 K0	R0 G88 B130 HEX 005882 C94 M59 Y27 K12	Pantone 7704C R0 G132 B173 HEX 0084AD C92 M27 Y20 K5	R84 G200 B233 HEX 54C8E9 C61 M0 Y8 K0	R129 G214 B201 HEX 81D6C9 C51 M0 Y29 K0
Pantone 102C R254 G227 B0 HEX FEE300 C5 M4 Y100 K0	R248 G144 B65 HEX F89041 C0 M53 Y78 K0	R221 G62 B117 HEX DD3E75 C7 M87 Y26 K0	R129 G85 B147 HEX 815593 C59 M74 Y11 K0	R57 G116 B160 HEX 3974A0 C80 M46 Y20 K4	R0 G147 B183 HEX 0093B7 C79 M24 Y19 K3	Pantone 0821C R114 G208 B235 HEX 72D0EB C54 M0 Y8 K0	Pantone 332C R138 G226 B209 HEX 8AE2D1 C47 M0 Y27 K0
R246 G240 B110 HEX F6F06E C9 M0 Y66 K0	R250 G164 B79 HEX FAA44F C0 M44 Y73 K0	R227 G88 B131 HEX E35883 C5 M77 Y23 K0	R147 G106 B161 HEX 936CA1 C50 M63 Y11 K0	R62 G126 B177 HEX 3E7EB1 C77 M42 Y13 K0	R74 G165 B195 HEX 4AA5C3 C68 M17 Y18 K0	R143 G219 B240 HEX 8FDBF0 C46 M0 Y8 K0	R171 G234 B220 HEX ABEADC C36 M0 Y21 K0
R249 G246 B172 HEX F9F6AC C6 M0 Y42 K0	R251 G182 B84 HEX FBB654 C0 M34 Y73 K0	R236 G123 B152 HEX EC7B98 C0 M64 Y20 K0	R164 G131 B176 HEX A483B0 C42 M53 Y10 K0	R82 G144 B189 HEX 5290BD C70 M34 Y12 K0	R116 G182 B207 HEX 74B6CF C57 M13 Y15 K0	R168 G228 B243 HEX A8E4F3 C37 M0 Y7 K0	R197 G240 B230 HEX C5F0E6 C26 M0 Y15 K0

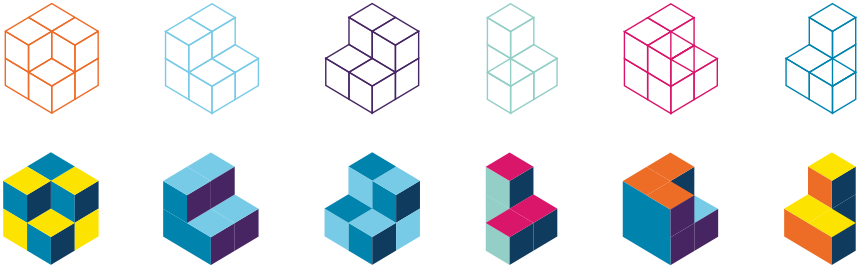
Our building blocks

Skills are the ***building blocks*** of ***life***





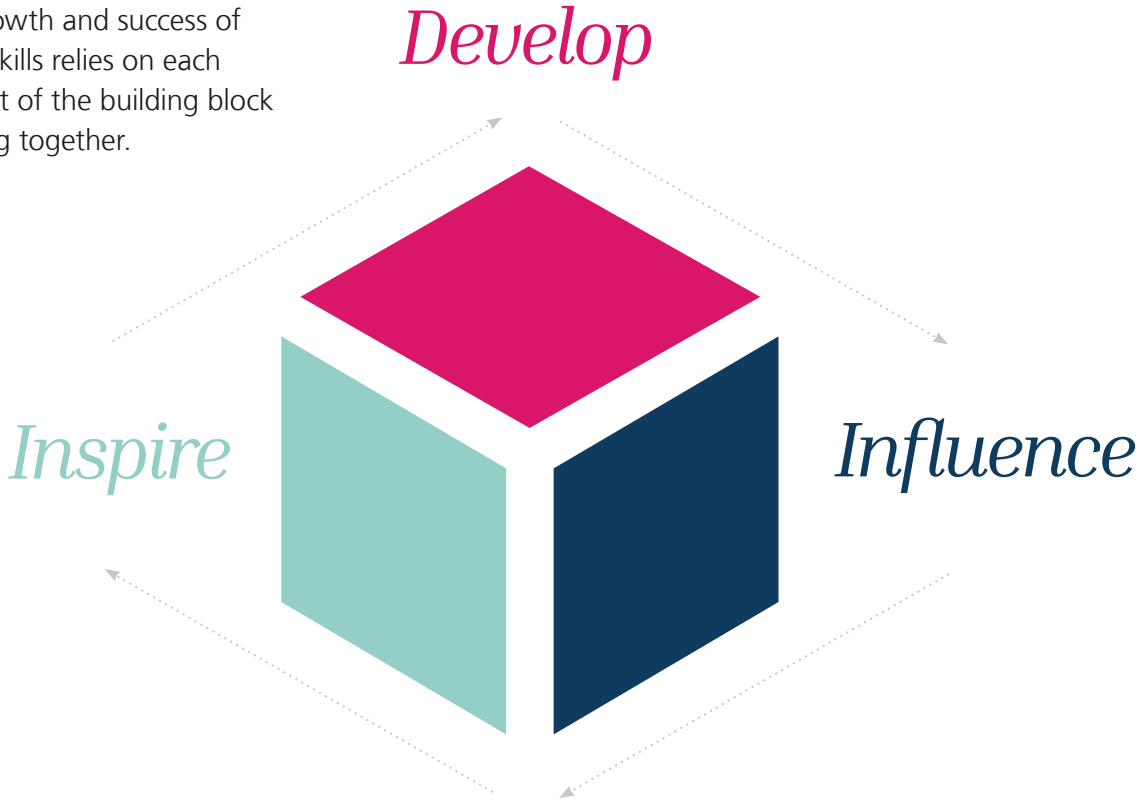
Our building blocks represent a multitude of skills and people, uniting and working together to bring change to our world.



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

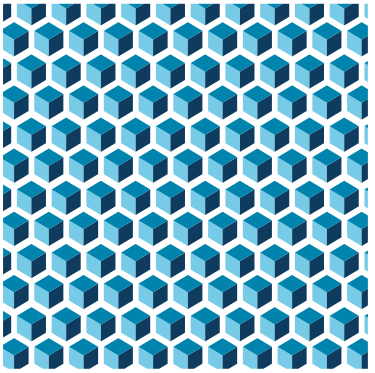
The *building blocks* are *versatile*

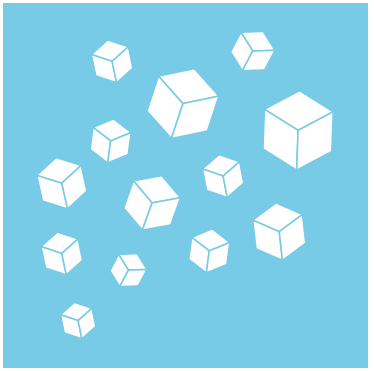
The blocks may be open or closed, solid or empty — depending on the message we are communicating.

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
abcdefghijklmnopqrstuvwxyz1234567
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 46 light italic
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 55 roman
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 56 italic
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 65 bold
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 75 black
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 95 ultra black
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

We use the complete Inria Serif family

inria serif light
abcdefghijklmnopqrstuvwxyz1234567
ABCDEFGHIJKLMNOPQRSTUVWXYZ

inria serif light italic
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

inria serif regular
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

inria serif italic
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

inria serif bold
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

inria serif bold italic
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Our imagery

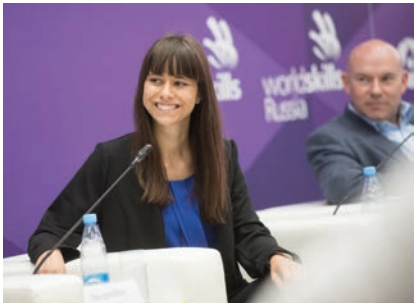
Our imagery is youthful, energetic, and inspiring

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











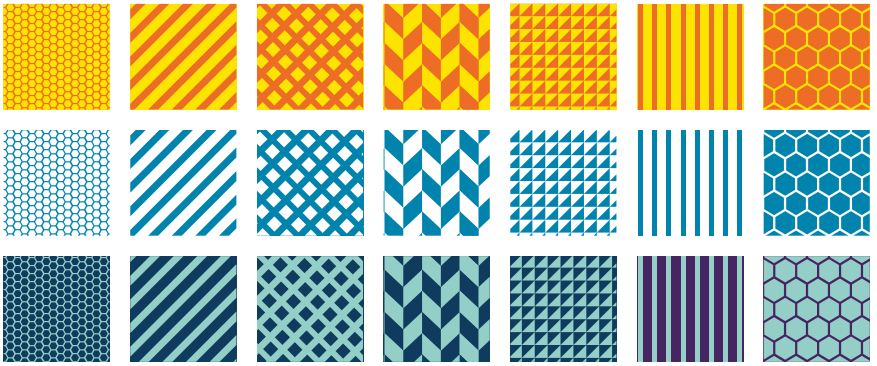




Additional elements

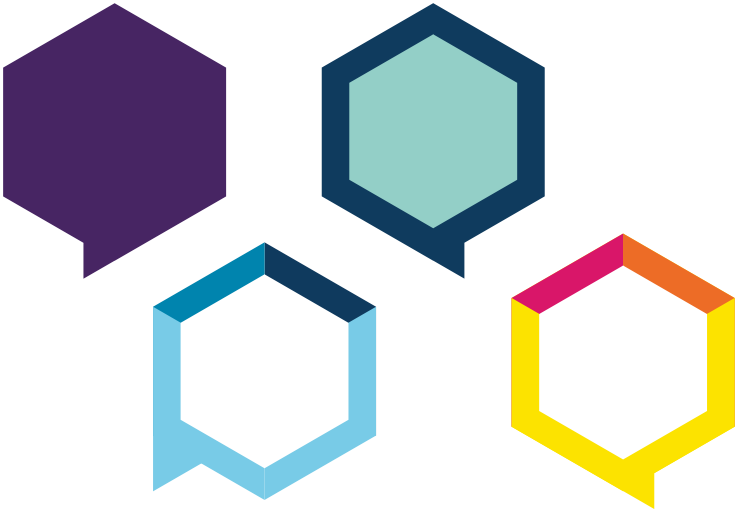
Patterns

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
ль Партнерлары
StanleyBlack&Decker



v3.1

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