

## Names and Acronyms

When using the word “WorldSkills” in any text is to be typed as “ONE WORD”, using an upper case “W” and an upper case “S”. Please refer to the samples shown below for proper usage:

WorldSkills	✓	this is the correct and only version to use when typing WorldSkills
World Skills	✗	never insert word space in between
Worldskills	✗	always use an upper case W and an upper case S
World skills	✗	never insert a word space and always use an upper case W and an upper case S
world skills	✗	never insert a word space and always use an upper case W and an upper case S
WORLD SKILLS	✗	never use all upper case letters and never insert a word space

## WorldSkills Competition

✓	WSC
✗	WorldSkills competition
✗	The competition
✗	International Competition

## The overall event

These are the only acceptable names and acronyms when referring to the overall event.

✓	WorldSkills Calgary 2009
✓	The 40th WorldSkills Competition
✓	WSC2009

## The Host organisation

These are the only acceptable names and acronyms when referring to the Host organisation.

✓	WorldSkills Calgary
✓	WS Calgary 2009

## The Brand Mark – Positive format

- The brand mark should only be reproduced from the master artwork files supplied by WorldSkills Calgary 2009.
- A vector .eps format is the most preferred format for printing purposes as it can be blown up without affecting quality because it's independent of resolution.
- The WorldSkills logo should always be placed clear from other graphic elements. Use the x height as the minimum white space around the logo.
- The example shown is the preferred logo to be placed on a white, light or mid-coloured background.



FILE NAME:  
WSC\_CMYK.eps



- The brand mark with the Competition dates.
- The date ("September 1-7") is approved as right-justified and the proper spacing is for the top of lower case letters in "September 1-7" (for example, the 'e' to be 'X' (the height of the 'w' in "worldskills") away from the bottom of the letters proper in "Calgary2009[flag]" (for example, the 'a' - NOT the bottom of the hangers like the 'g' and 'y').



FILE NAME:  
WSC2009 colour on white date.eps



## The Brand Mark – Colour Reverse format

- The brand mark should only be reproduced from the master artwork files supplied by WorldSkills Calgary 2009.
- A vector .eps format is the most preferred format for printing purposes as it can be blown up without affecting quality because it's independent of resolution.
- The WorldSkills logo should always be placed clear from other graphic elements. Use the height as the minimum white space around the logo.
- The example shown is to be used ONLY when the background is black or extremely dark.



FILE NAME:

[WS\\_Calgary2009\\_black.eps](#)



- The reverse brand mark with the Competition dates included. (See notes above re date placement.)



FILE NAME:

[WSC2009 colour on black date.eps](#)



- The reverse brand mark with Competition dates, no colour.

FILE NAME:

[WSC2009 white on black date.eps](#)



# Official Mascots for WSC2009

WorldSkills Calgary 2009 unveiled its two official mascots at the 39<sup>th</sup> WorldSkills Competition in Numazu City, Japan. Two Clydesdale horses, named Tug and Tess, have been selected as the WorldSkills Calgary 2009 mascots.

Clydesdale horses were chosen as symbols for WorldSkills Calgary 2009 because the horses are known for their hard work and dedication to duty.

Partners and sponsors can use the images of Tug and Tess as part of your overall sponsorship activation. File images can be obtained by contacting Jennifer Laraway or Sue McMaster in the Marketing and Communications Offices.



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In addition, partners and sponsors can book Tug and Tess for special occasions, i.e. Company BBQs, AGMs, etc. Please contact Jennifer Laraway or Sue McMaster for more booking information/details.