

WorldSkills Visual Identity Guidelines

April 2005



world**skills**

Why new guidelines?

Since its introduction in 2000 there has been growing acceptance and wider use of the WorldSkills visual identity.

We are now in a position to further enhance this position and to promote a single, recognisable global brand.

There are obvious advantages to the strategy and practical benefits to the WorldSkills movement:

We have improved the identity standards to make them more attractive to adopt and easier to apply.

We have encompassed all the different WorldSkills events, activities and national member organisations within a common identity system.

At the same time, we recognise the wishes and needs of member organisations to retain their individuality.

We are ensuring a global brand that industry, government, training institutions, sponsors, teachers, and youth can recognise and associate with nationally and internationally.

We hope you embrace these updated guidelines and help promote the WorldSkills brand internationally.

Tjerk (Jack) Dusseldorp
President, WorldSkills



The guidelines

The consistent and correct application of the visual identity is required in order to present a strong and coherent branded image. This will reinforce the core values of WorldSkills and ensure awareness and recognition of the organisation.

By following these guidelines we will ensure that a consistent image for WorldSkills is employed throughout all applications.

Digital artwork files

Some illustrations in these guidelines are accompanied by a file name. This denotes a digital artwork file. These files should be used to create artwork for the communications material referred to in the guidelines. Section 9 of these guidelines contains an index of the digital artwork files.

The digital artwork files are all available from the WorldSkills Secretariat on request.

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What's new in
these guidelines?

Section **1**

New

1.1 What's new in these guidelines?

Encourage wider use of the WorldSkills logo

The WorldSkills logo was designed by Teaho Yang, a graphic design student at Mokwon University in Korea. His design was chosen by the WorldSkills General Assembly in June 2000 from the entries received from a global student design competition.

The design shows a hand, as expressed by five strong lines of colour representing the youth of all countries, reaching out for new skills.

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

WorldSkills logo = hand symbol + logotype

Hand symbol

Logotype

The hand symbol is composed of five thick, curved, overlapping lines in blue, green, red, yellow, and black, radiating from a central point to form a stylized hand shape.

worldskills

New

1.2 What's new in these guidelines?

Encourage wider use of the WorldSkills hand symbol

The WorldSkills symbol is unique, colourful, and bold. It has powerful, positive attributes.

Whilst the original idea was to reserve the hand symbol for the international organisation, it is now considered more advantageous to encourage member countries to use it and other WorldSkills identity elements.

This will build local and international brand recognition across all levels of activity.



A wider use of the hand symbol is to be encouraged



1.3 What's new in these guidelines?

Omit IVTO positioning statement

It is considered that the WorldSkills identity now has sufficient recognition, maturity and strength to drop the IVTO positioning statement.

This will simplify the message and create a more 'immediate' identity.

This change will affect the visual expression only, **not** the title of the legal entity.



New

1.4 What's new in these guidelines?

Omit the horizontal version of the logo

In the interests of simplification, the horizontal version of the logo will be omitted from the guidelines in favour of the more dynamic 'stacked' version.



Use of the horizontal logo is not permitted



The more dynamic 'stacked' logo

New

1.5 What's new in these guidelines?

Multiple logos appearing together

Adopting common standards allows the use of the hand symbol to represent many different WorldSkills activities without compromising the identity system.

Member statement

Home site

Link to international organisation site

Link to WorldSkills competition site

Link to program site



- > who are we?
- > what do we do?
- > where are we?
- > when can you visit?
- > how do you find us?
- > why contact us?

welcome
to WorldSkills

A banner with a blurred background of a computer keyboard. The text "welcome to WorldSkills" is overlaid in a white, sans-serif font.

New

1.6 What's new in these guidelines?

New typographic standards

The omission of the IVTO positioning statement has allowed a review of the typographic style. The new design is more direct, dynamic and modern than the original design, which was constrained by the IVTO positioning statement.

The new typographic standards give greater prominence to the secondary messages, thereby encouraging greater acceptance and use. They are easier to communicate and adopt and present a more modern visual approach.



WorldSkills expressed in typed text

Section 2

2.1 WorldSkills expressed in typed text

The correct way to type WorldSkills in any text (in all applications), is as one word in lower case with an upper case W and S.

The only exception to this is in the expression of the WorldSkills world wide web address, which is all in lower case:
www.worldskills.org

The correct configuration when typing WorldSkills:

These are all incorrect configurations when typing WorldSkills:

WorldSkills ✓

World Skills ✗ Never insert a word break.

Worldskills ✗ Always use an upper case W and S.

World skills ✗ Never insert a word break.
Always use an upper case W and S.

worldskills ✗ Always use an upper case W and S.

world skills ✗ Always use an upper case W and S.
Never insert a word break.

WORLD SKILLS ✗ Always use lower case with an upper case W and S. Never insert a word break.

WorldSkills logo

Section 3

3.1 Configuration and clear space

Logo configuration

There is only one configuration of the logo: where the hand symbol sits over the logotype. This logo is also available in a simplified form to be used when size or reproduction limitations may compromise clarity.

Do not use any other configurations of logotype and hand symbol.

Clear space

The WorldSkills logo should always be placed clear from other graphic elements. Use the x height as a guide when positioning the logo. No other graphic material should be closer than the x height.



3.2 WorldSkills colour logos

There are a number of formats in which the logo has been produced. Use the logo file type which best suits your application.

The logos shown on this page are for full colour print reproduction.



WS_CMYK.eps

This logo is for CMYK (process colour) print applications.



WS_PMS.eps

This logo is for print applications using the Pantone Matching System.



3.3 Colour logos



WS_RGB.jpg

This logo uses web-safe colours for screen-based applications.

Do not use this logo for print applications.



WS_BLU.eps

This logo is for print applications using the Pantone Matching System.



3.4 Colour logos



WS_K.eps

This logo is for black-only print applications.



WS_HFT.eps

This logo uses tints for black-only print applications.



3.5 Colour logos



WS_W.eps

This logo is in white and should be used on dark or patterned backgrounds.



3.6 Simplified Logo

Simplified Logo

This version of the logo has been redrawn for applications where the reproduction quality is limited, such as embroidery. It is supplied in black only. If colour is to be used, WorldSkills main colour palette colours should be specified and colour breakdowns supplied.



WS_K_Sm.eps

This logo is in black. The WorldSkills colours can be specified when required.



Activity statements

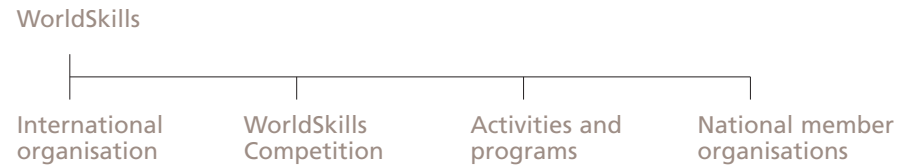
Section 4

4.1 Activity statements

The WorldSkills movement encompasses many bodies and activities including the international organisation, the WorldSkills Competition, national member organisations and various other programs.

The WorldSkills visual identity treats all these activity statements in a similar style, following common guidelines.

The guidelines have been designed to make simple the creation of the visual representation of these activities, thereby encouraging greater use and wider recognition.



WorldSkills international organisation



WorldSkills Competition



Activities and programs



National member organisations (hypothetical example)

4.2 Activity statements

The logos for activity statements can be created from a single, common artwork file, shown here.

The typography used for the activity statement matches the type size and weight of 'world' from the WorldSkills logo.

The artwork file allows each activity statement to be typed over the template to create each new logo.

If required, secondary messages can be added in the same way.

The artwork is supplied in EPS format and the Frutiger font is required. While both are readily available, professional help should be sought in the creation of logos and identity systems.



world skills	X 'x' height of 'world' type
activity statement	60% X Clearspace
Secondary Message Top or Single Line	X Frutiger Light
Secondary Message Lower Line	60% X Clearspace
	X Type size to suit the message

WS_Template_AS_CMYK.eps

4.3 WorldSkills international statement

The WorldSkills international statement denotes the international organisation when it appears on the same page or document as the member organisation. This ensures differentiation between a member organisation and the international organisation.



WS_Inter_CMYK.eps

4.4 WorldSkills member statement logo

The WorldSkills member statement logo allows member organisations to show their affiliation to the WorldSkills movement. It must be used with the international statement.



WS_Inter_MEM_CMYK.eps

4.5 WorldSkills member statement wordmark

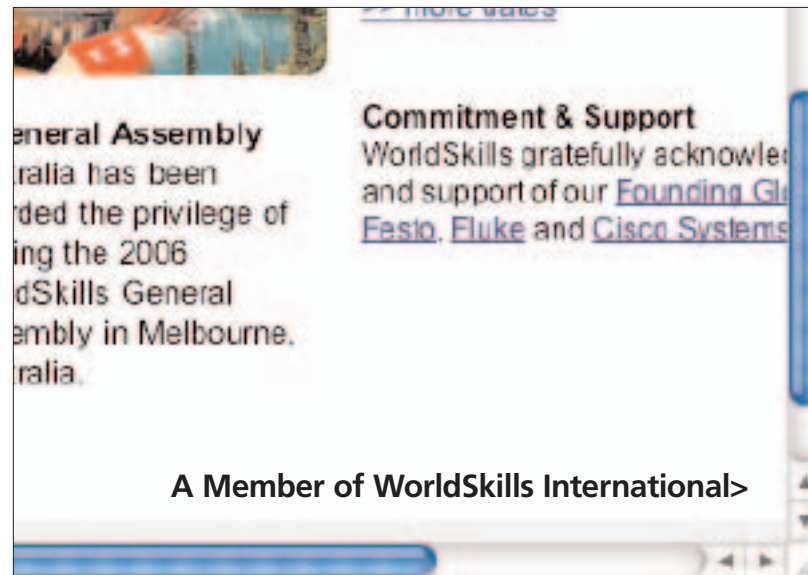
To show membership to WorldSkills without showing the full WorldSkills logo as per 4.4, use the member statement wordmark.

The correct way to type 'A Member of WorldSkills International' in any text or font is shown on the right.

A Member of WorldSkills International ✓ The correct configuration

a member of world skills International ✗ This is an incorrect configuration

A Member of WorldSkills ✗ This is an incorrect configuration



WorldSkills
background pattern

Section 5

5.1 WorldSkills background pattern

The WorldSkills background pattern has been designed to complement the WorldSkills logo.

The WorldSkills background pattern is available in two colour options as shown on your right. It has vibrancy when used in WorldSkills blue or subtlety when used in the WorldSkills grey.

The background pattern can be used in print and electronic media, on stationery, banners, advertising and other communications material.



WS_BG_BLU.eps



This background pattern has been constructed in WorldSkills blue and WorldSkills cyan. It can be converted to CMYK process colours if necessary.



WS_BG_GRY.eps



This background pattern has been constructed in WorldSkills grey. It can be converted to CMYK process colours if necessary.

Colour palette

Section 6

6.1 Colour palette

The WorldSkills visual identity elements have been created in CMYK process, RGB (web safe colours) and Pantone® colour systems. Precise reproduction of these colours is required to maintain a coherent branded image.

WorldSkills main colour palette



CMYK process values

Yellow: 15M, 90Y
Red: 100M, 100Y
Green: 100C, 25M, 100Y
Blue: 100C, 65M, 5Y
Black: 100K

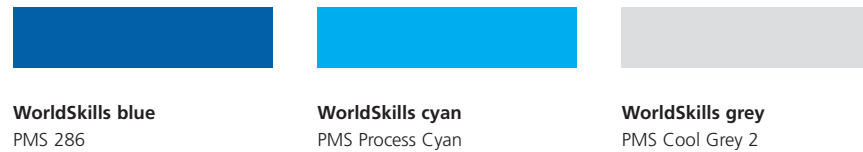
RGB values

Yellow: R255, G217, B24
Red: R255, G0, B0
Green: R0, G102, B41
Blue: R13, G56, B143
Black: R0, G0, B0

Pantone®

Yellow: PMS 116
Red: PMS 186
Green: PMS 356
Blue: PMS 286
Black: Process Black

Worldskills secondary colour palette



Typography

Section 7

7.1 Typography

The primary typeface for WorldSkills is Frutiger, a modern sans serif font which complements the WorldSkills logotype. All body copy should be set in Frutiger Light or Roman; headings and text requiring greater prominence can be set in Bold.

Other fonts which are acceptable substitutes for Frutiger are:

- (on a PC) Arial
- (on a Mac®) Helvetica.

These fonts are only to be used in circumstances where Frutiger is not available, for example, in word processing and common desktop applications only. Arial or Helvetica should not be used on any printed material.

HTML text should be set in Arial/Helvetica only.

A b c 1 2 3

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Frutiger Light

Applying the identity

Section 8

8.1 Applying the identity

The WorldSkills ceremonial flag

This flag is to be flown at official WorldSkills events, and within venues during the WorldSkills Competitions.



WS_Hand_PMS.eps



This flag has been constructed using the WorldSkills logo from the Pantone Matching System. The background should always be white.

8.2 Applying the identity

The WorldSkills decorative flag

This flag can be flown at informal WorldSkills events and outside venues at WorldSkills Competitions.



This flag has been constructed using the background pattern in WorldSkills blue and WorldSkills cyan (WS_BG_BLU.eps) and a WorldSkills activity statement logo in white.



This flag has been constructed using the background pattern in WorldSkills grey (WS_BG_GRY.eps) and the WorldSkills logo from the Pantone Matching System (WS_PMS.eps).

8.3 Applying the identity

The WorldSkills banner

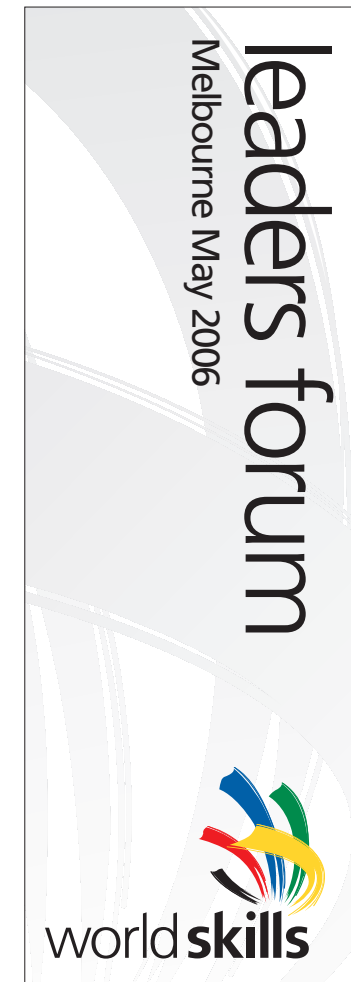
This banner can be flown at informal WorldSkills events and outside venues at WorldSkills Competitions.



This banner has been constructed using the background pattern in WorldSkills blue and WorldSkills cyan (WS_BG_BLU.eps) and a WorldSkills activity statement logo in white.



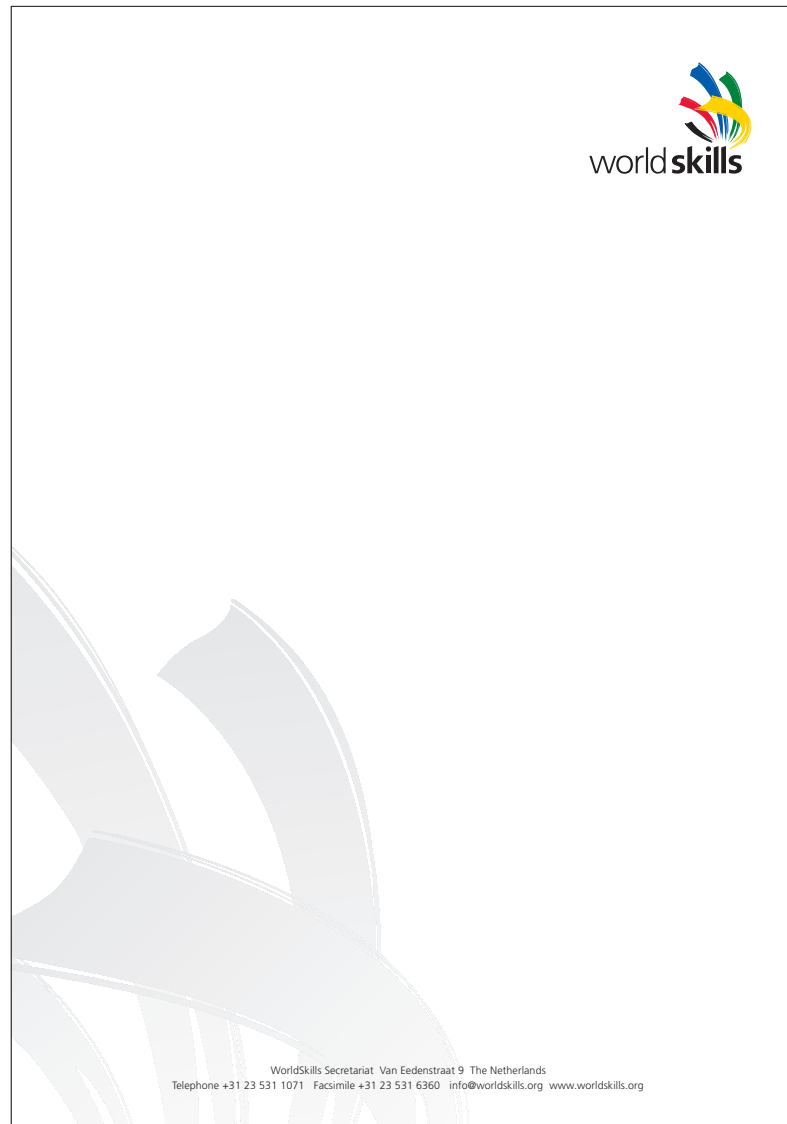
This banner has been constructed using the background pattern in WorldSkills (WS_BG_GRY.eps) and the WorldSkills logo from the Pantone Matching System (WS_PMS.eps).



8.4 Applying the identity

WorldSkills letterhead

Shown here is the WorldSkills letterhead in full colour.



WSLH_PMS.eps



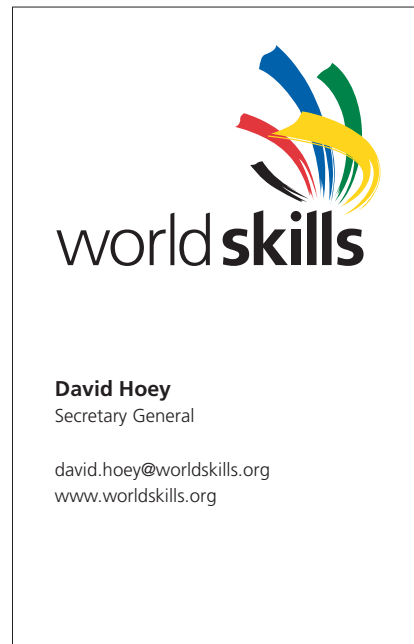
This letterhead has been constructed using the background pattern in WorldSkills grey, the WorldSkills logo from the Pantone Matching System and the text in black.

Actual size A4
(210mm x 297mm)

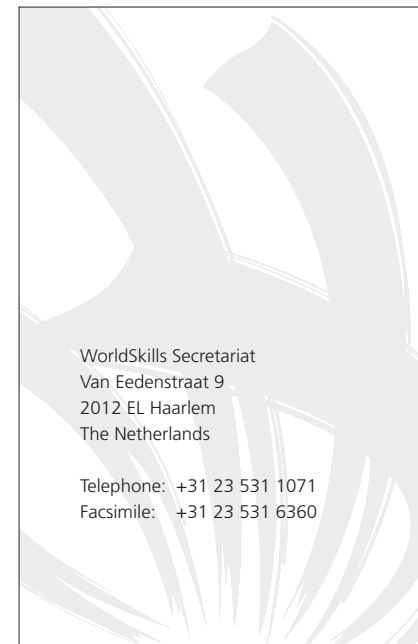
8.5 Applying the identity

WorldSkills business card

Shown here is the WorldSkills business card in full colour. It has an optional design which can be printed on the back of the card.



FRONT:
WSBC1_PMS.EPS



REVERSE:
WSBC2_PMS.EPS



This business card has been constructed using the background pattern in WorldSkills grey, the WorldSkills logo from the Pantone Matching System and the text in black.

8.6 Applying the identity

WorldSkills folder

This folder design is included in the digital artwork files. When assembled, the folder will accommodate A4 pages and has a capacity of approximately 7mm.



Use glue or double-sided tape on this flap to form a pocket.



WSFLDR_BLU.eps
This folder has been constructed using the background pattern in WorldSkills blue and WorldSkills cyan and the WorldSkills logo in white. A special knife should be made to die-cut and crease the printed sheets to the correct shape. The knife dieline artwork is included in the file. An overall matt celloglaze, laminate or varnish should be applied to protect the paper stock. Paper stock should be white coated board of approximately 300gsm.

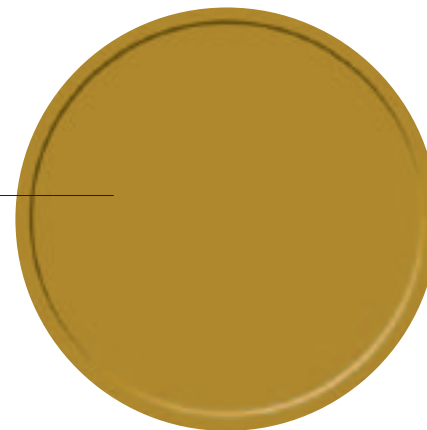
8.7 Applying the identity

The WorldSkills sample medal

The medal design uses the WorldSkills logo embossed over the WorldSkills background pattern.



Reverse side



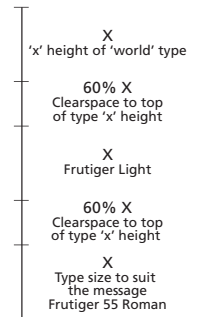
The reverse side of the medal should be an individual design to commemorate both the year and host nation of the competition.

8.8 Applying the identity

Event logos

Additional elements may be added to the WorldSkills logo when used for competition events or promotion. Pictorial images may be used (flags or iconic images to represent a country or event). The WorldSkills logo should never be edited or compromised by any other part of the design.

The design of event logos conforms to the guidelines for constructing any other activity statement.



Digital artwork files index

Section 9

9.1 Digital artwork files index

1

Logos

WS_CMYK.eps

WS_PMS.eps

WS_RGB.jpg

WS_BLU.eps

WS_K.eps

WS_HFT.eps

WS_W.eps

WS_K_Sm.eps

WS_Template_AS_CMYK.eps

WS_Inter_CMYK.eps

WS_Inter_MEM_CMYK.eps

WS_Hand_PMS.eps

2

Backgrounds

WS_BG_BLU.eps

WS_BG_GRY.eps

3

Stationery Templates

WSLH_PMS.eps

WSBC1_PMS.EPS

WSBC2_PMS.EPS

4

Dielines

WSFLDR_BLU.eps