

Brand book




worldskills
Europe



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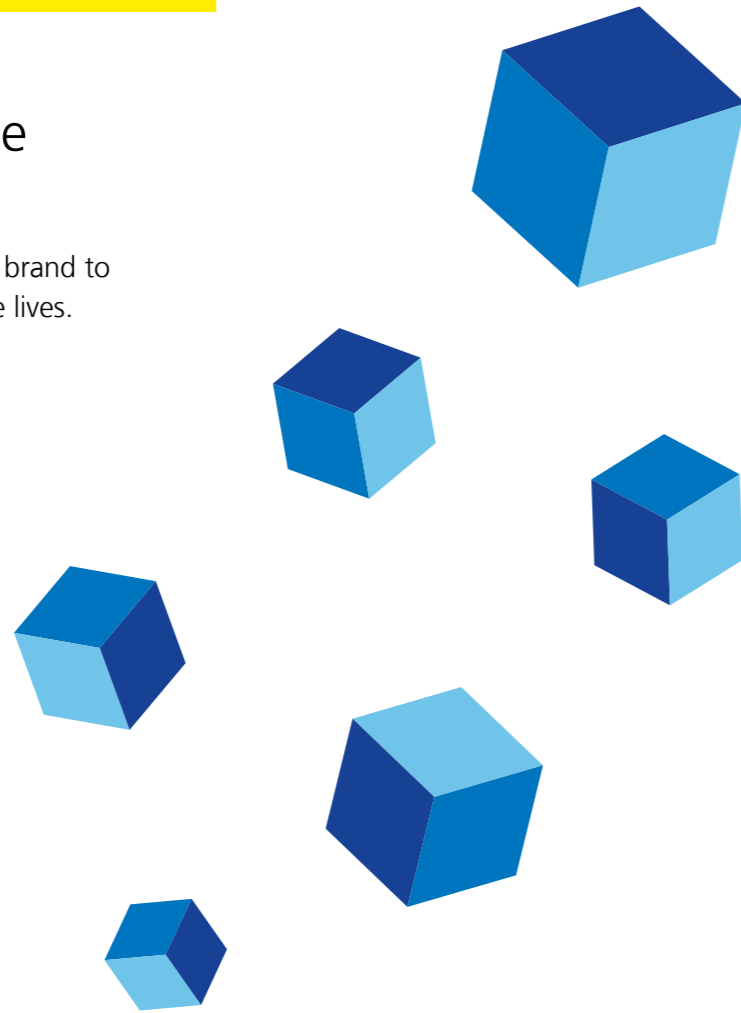
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WorldSkills is a movement of change



We inspire young people to take up skills.

We want everyone who interacts with our brand to realise the power that skills have to change lives.



Creating the global brand together



Together with WorldSkills International, our Member countries, WorldSkills Regions, and Competition Organisers, 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.



About WorldSkills Europe

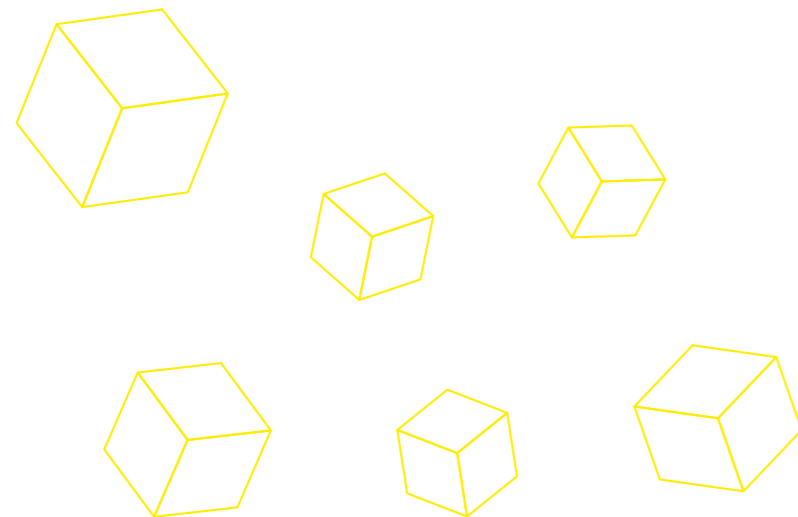
Founded in 2006 and based on the same model as WorldSkills International, WorldSkills Europe is an organisation that promotes vocational, technological and service oriented education and training.

We promote skilled careers in 31 Member countries, working with youth, educators, governments, and industries to help prepare the workforce and talent of today for the jobs of the future.

WorldSkills Europe brings youth, industries, and educators together to give young people the chance to compete, experience, and learn how to become the best in their skill of choice.

WorldSkills Europe also welcomes a close collaboration with European sector organisations to help shape the current and future occupational standards needed by the European continent to compete in the global economy.

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 Europe is making a direct impact on raising the level of skills throughout Europe.



our Vision

Improving Europe with the power and excellence of skills.

our Mission

We promote excellence in the field of skills and connects Members, industry partners, governments, European organisations and educational institutions to encourage world class standards of skills and competence development in Europe.

our Position

The European hub for skills excellence and development.



Two organisations, one goal



Using the same important instrument: a biennial skills competition on an international stage, the WorldSkills and EuroSkills events raise the awareness of the value of skills and provide the recognition that skilled people deserve.



Working together, both WorldSkills Europe and WorldSkills International benefit from each other in building a stronger message to raise the recognition of skilled people on a European and global level.

The organisations exchange knowledge in order to improve and modernise skills competitions as well as the events as a whole. They also work together to improve collective PR and communication efforts.

The EuroSkills Competition

EuroSkills occurs every two years and is the biggest vocational education and skills excellence event in Europe. The Competitors represent the best of their peers and are selected from skills competitions in Member countries. They will demonstrate technical abilities both individually and collectively to execute specific tasks for which they study and will perform in the future.

One of the main legacies of EuroSkills is to give visibility and importance to professional education, as one of the true tools of socio-economic transformation.

The Competition also provides the opportunity to exchange

information and best practices on professional education among leaders in industry, government and education. New ideas and processes inspire school-aged youth to dedicate themselves to technical and technological careers and towards to a better future.

EuroSkills is our flagship event, held biennially in a Member country. Competitors from our 31 Member countries compete in more than 40 different skills.

The Competitors are all under the age of 25 years. This is a multifaceted event that is considered to be the European meeting place for government, education, industry and association leaders to discuss

relevant and important issues related to skills in Europe. For European countries interested in competing on the global stage, EuroSkills also represents a good opportunity to start competing and build up knowledge of skills competitions before joining WorldSkills International.

Each EuroSkills Competition Organiser selects their own unique colours reflecting their own cultural and organisational ambitions.

Building Blocks

WorldSkills organises its work around six focus areas.

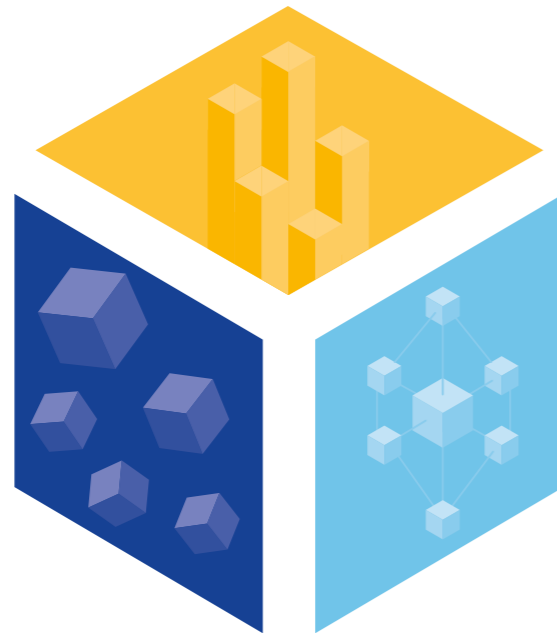
Externally we describe our ambitions through three building blocks, which each capture two focus areas.

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 organisations that deliver change.

Influence

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



Brand principles



Individual and societal change is central to what we do

WorldSkills Europe is part of the WorldSkills movement — a group of people and organisations, led by WorldSkills International, that together advance the shared social objective of increasing the provision and development of skills. Our Member countries cover more than half of the European population.

Skills change the lives of young people around the globe. They build self-esteem and release potential. Skills create opportunities and

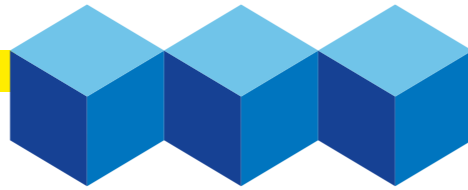
connect communities. They are the foundation of economic progress and the building blocks of our world.

WorldSkills Europe 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

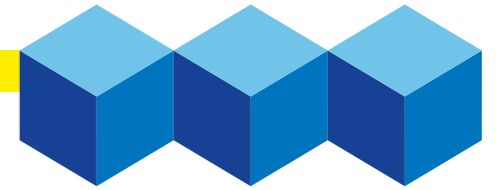
Young people are the beneficiaries of our work, the heroes of our stories of skills excellence, and our default audience.

All Competitors at WorldSkills and EuroSkills Competitions are Champions. Just to reach this point they have pursued an arduous journey, from discovering a skill to learning that skill at work or at college. 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

WorldSkills 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, through to the most recent, WorldSkills has been on a rapid trajectory.

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

WorldSkills is apolitical, but we do not shy away from discussing the problems of the world. WorldSkills and its 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 Europe 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

WorldSkills Europe Sponsors

A joint Sponsor and WorldSkills Europe logo reflects the partnership between WorldSkills Europe and its official sponsors.



Premium Sponsor vertical logo



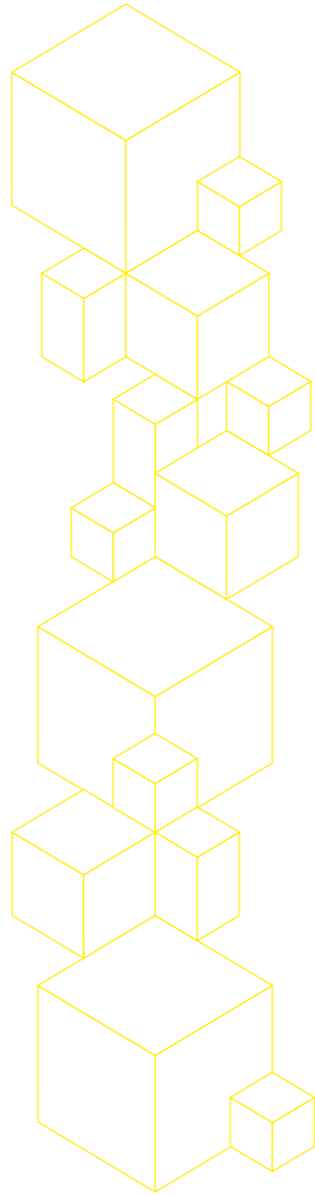
Premium Sponsor horizontal logo



Premium Sponsor vertical logo with descriptor



Premium Sponsor horizontal logo with descriptor



Our colours

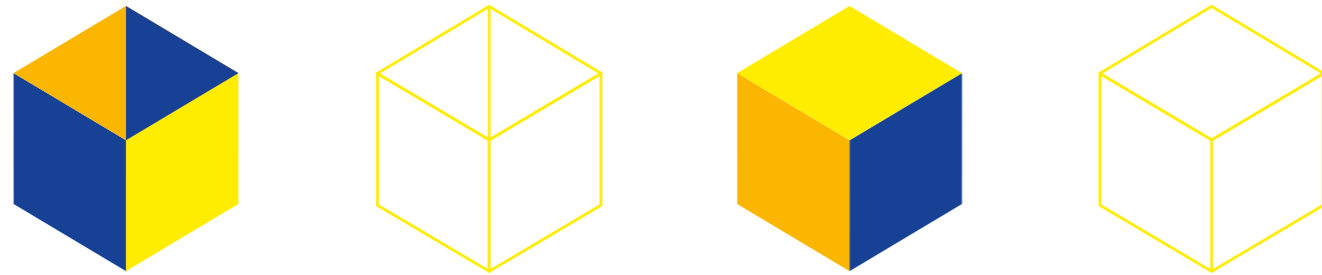
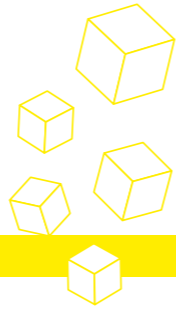
Skills are *engaging* and *energetic* — so are our colours



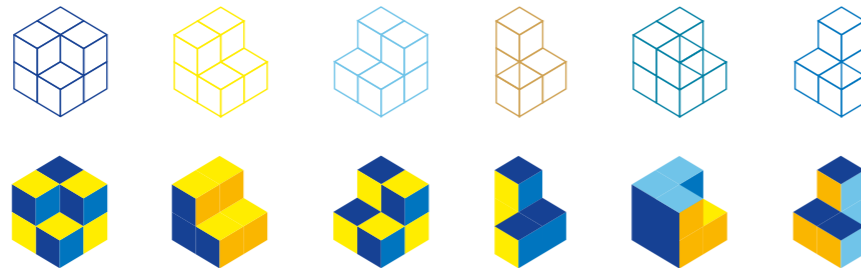
Pantone Yellow C	Pantone Reflex Blue C	Pantone 7549 C	Pantone 549C	Pantone 3005C	Pantone 297C	Pantone 7407C	Pantone 314C
C0 M0 Y100 K0	C100 M80 Y0 K0	C0 M32 Y100 K0	C62 M22 Y21 K0	C100 M40 Y0 K0	C56 M4 Y4 K0	C18 M36 Y74 K6	C100 M22 Y25 K8
R255 G204 B0	R0 G51 B153	R255 G183 B0	R104 G165 B189	R0 G117 B201	R110 G196 B233	R206 G160 B82	R0 G125 B164
HEX FFCC00	HEX 003399	HEX FFB700	HEX 68A5BD	HEX 0075C9	HEX 6EC4E9	HEX CEA052	HEX 007DA4

Our building blocks

Skills are the *building blocks* of *life*



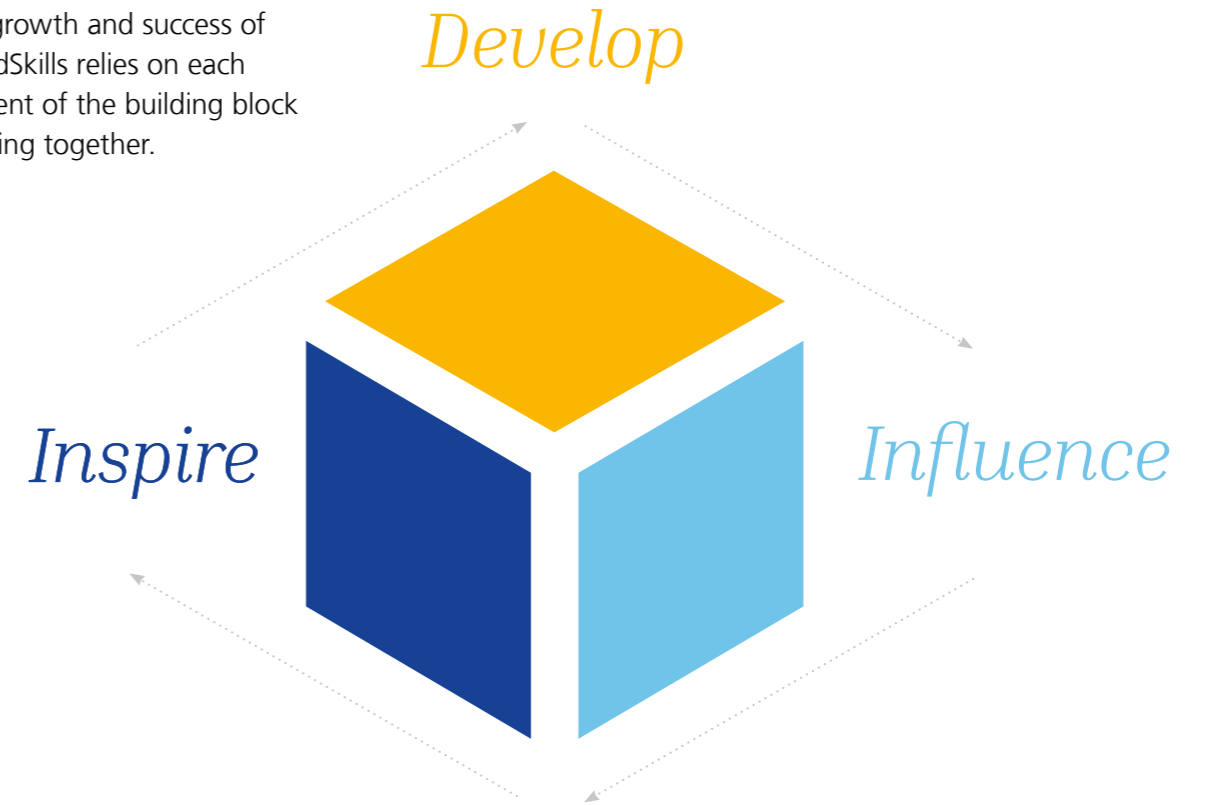
Our building blocks represent a multitude of skills and people, uniting and working together to bring change to our world.



Our building blocks

The *building blocks* work *together*

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



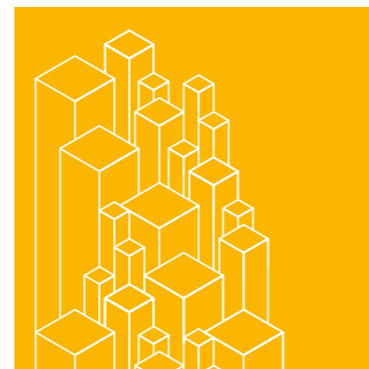
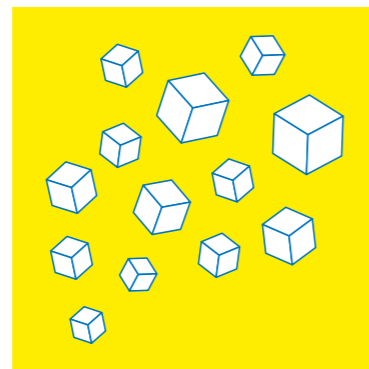
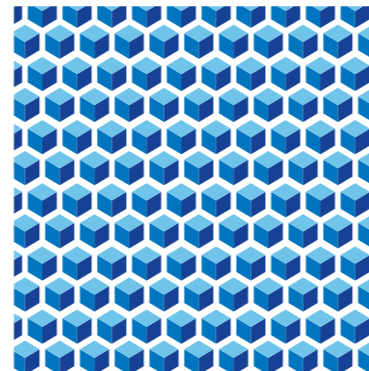
Our building blocks

The *building blocks* are *versatile*

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

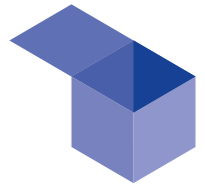
They can be stacked, rotated, and resized.

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



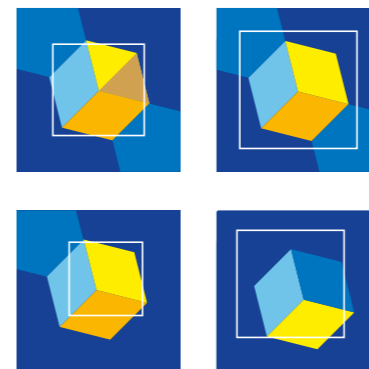
Our building blocks

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

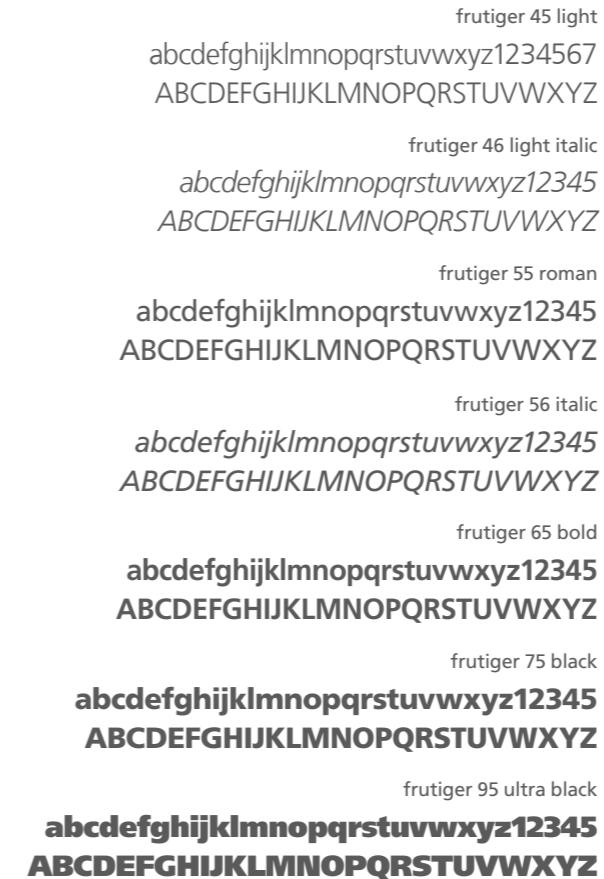
Inria Serif is also used to add variation and emphasis to text within designs.

When Frutiger is not available we use Arial.

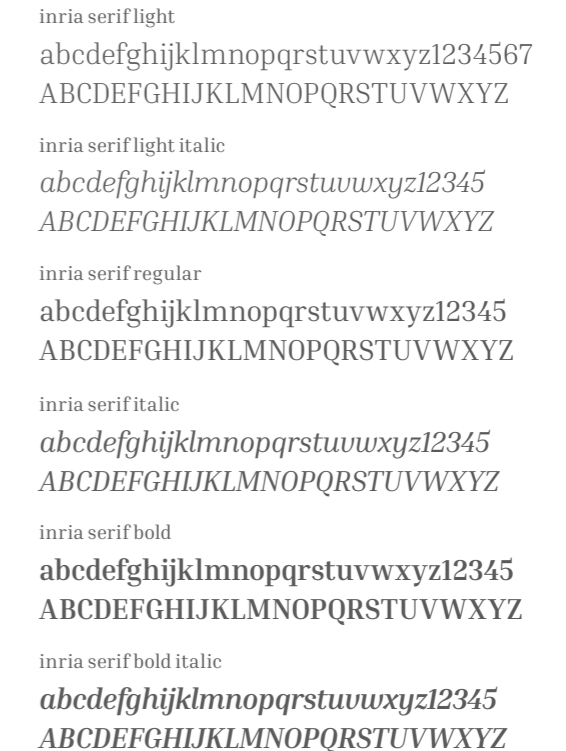


Our fonts

We use seven weights of the Frutiger family



We use the complete Inria Serif family



Our imagery

Our imagery is youthful, energetic, and inspiring

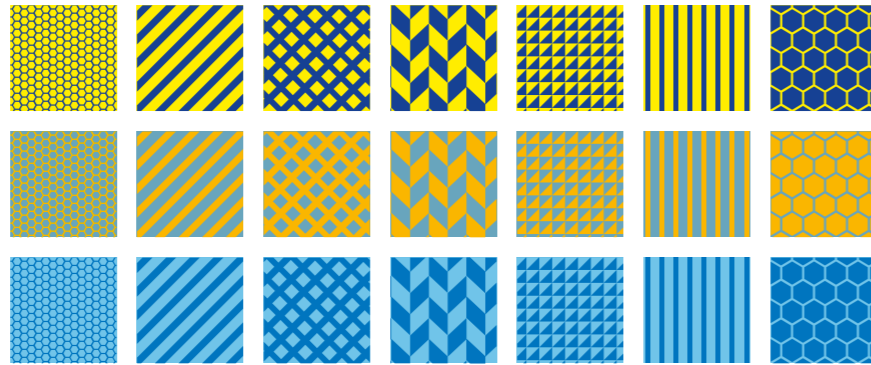
Everything we do is to inspire young people to pursue skills. Our imagery reflects young people, skills development, and building a prosperous future.



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*

EuroSkills Brand

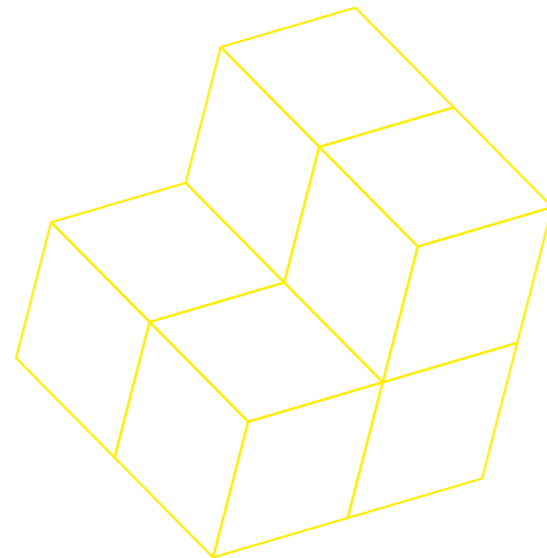
Through EuroSkills we reinforce our brand positioning and principles, as well as a *unified visual identity*

Implementing the WorldSkills Europe brand at EuroSkills, our flagship event, is an essential component to building a consistent and identifiable brand.

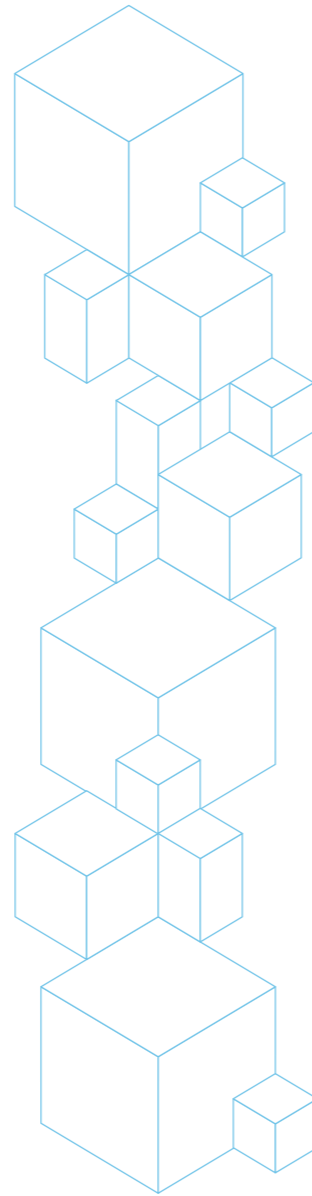
EuroSkills adopts the principles of the WorldSkills Europe visual identity including the:

- **Building blocks**
- **Fonts**
- **Imagery**
- **Additional Elements**

EuroSkills Competition Organisers will use logos provided by WorldSkills Europe. The colour palette will be unique to each EuroSkills, complimenting both the WorldSkills Europe brand and sector colours.



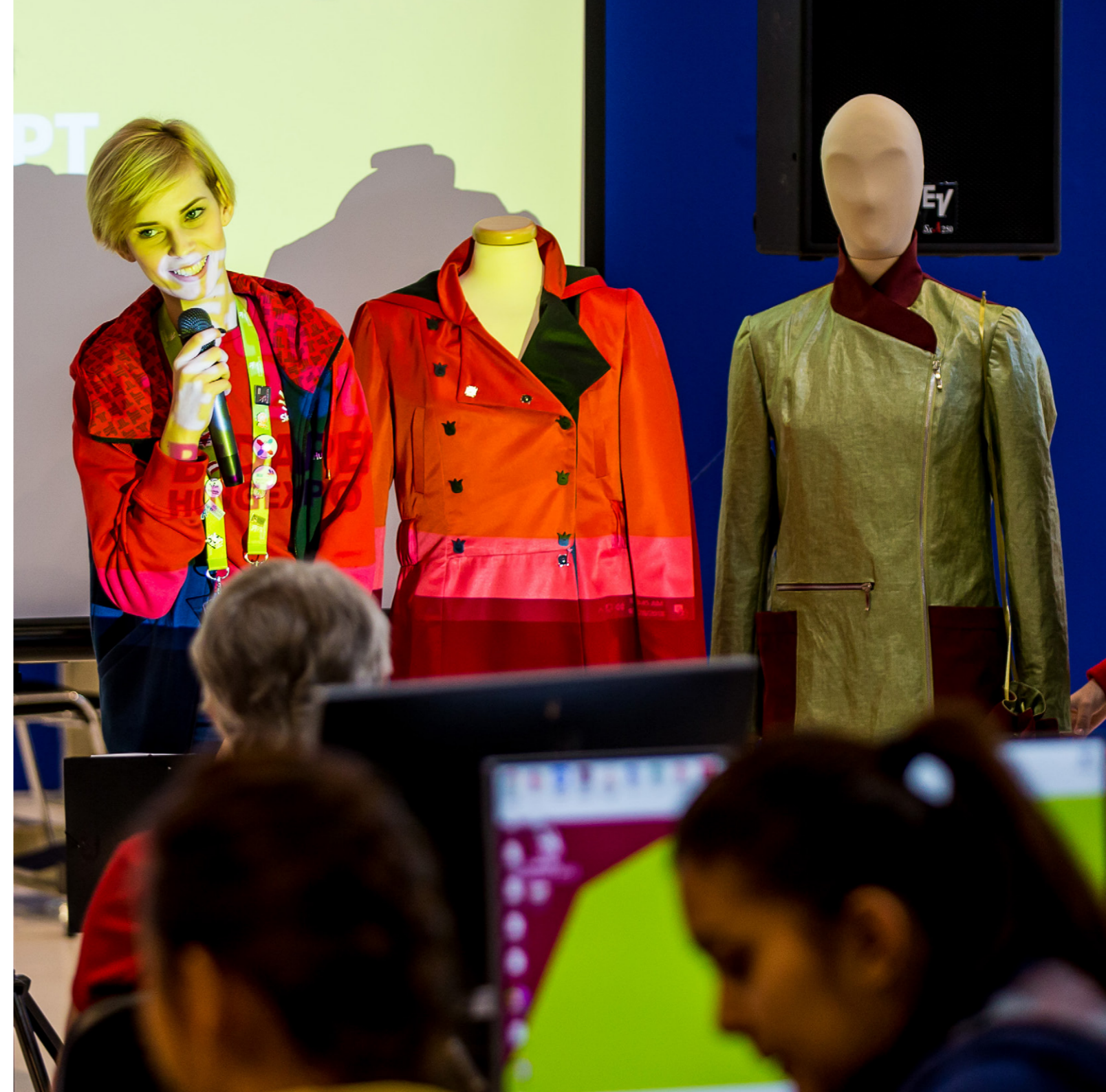
EuroSkills Logo



The EuroSkills event logo adopts the same principles as the WorldSkills Europe logo.

The event name "EuroSkills", "city" and "year" are incorporated into the logo with descriptor text that is the same height used in the main organisational logo, WorldSkills Europe.

The logo is always monochrome. It can be used in white, black, grey, or a one-colour application of the Competition Organiser chosen colours.

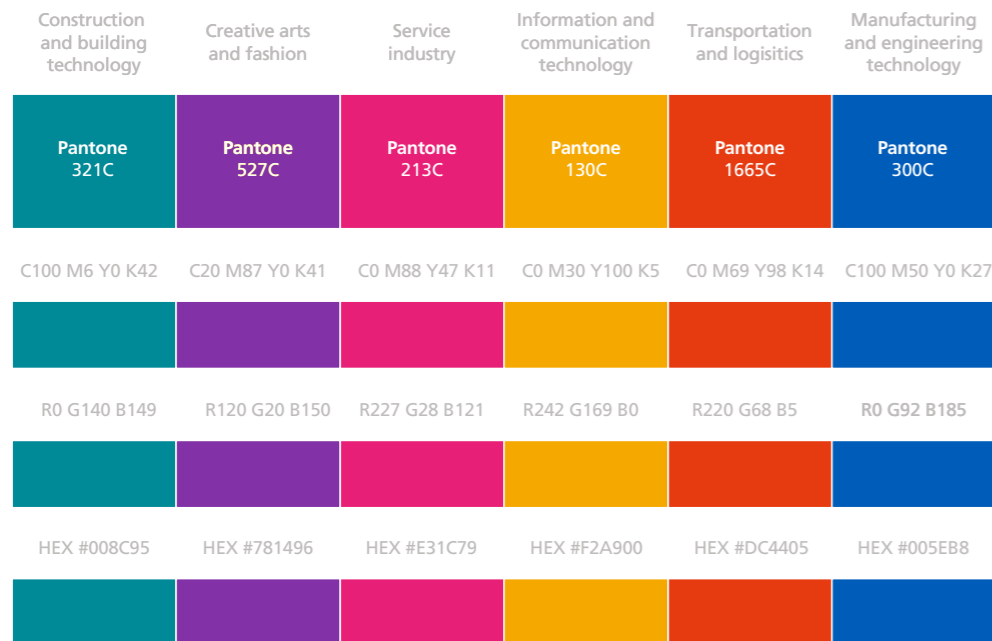


EuroSkills Colours

The EuroSkills Competition Organisers will incorporate their cultural and organisational ambitions through a *unique colour palette*

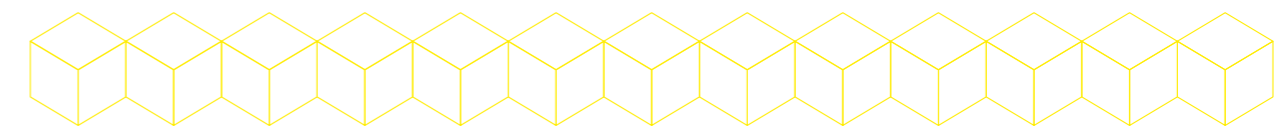
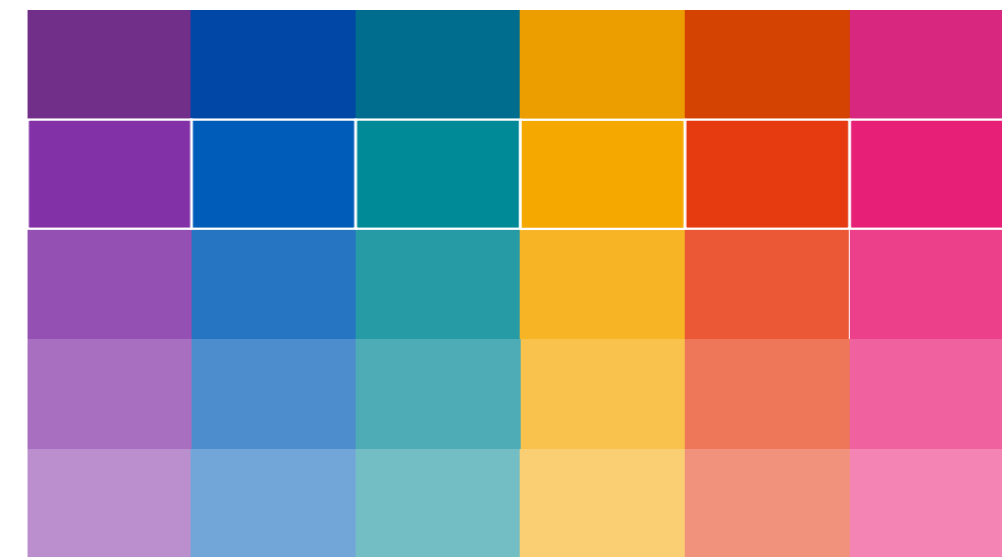
These colours can reflect the Member organisation's own colour palette and should compliment the WorldSkills Europe brand and sector colours.

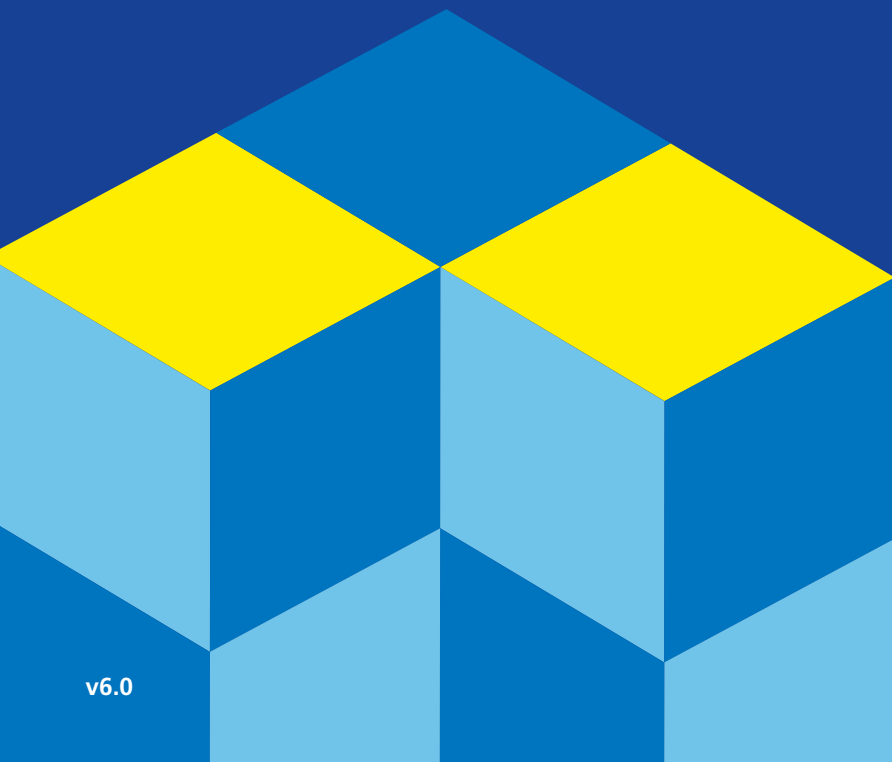
The Sector colour will remain consistent at each EuroSkills Competition:



EuroSkills Colours

Tint Chart





v6.0

www.worldskillseurope.org