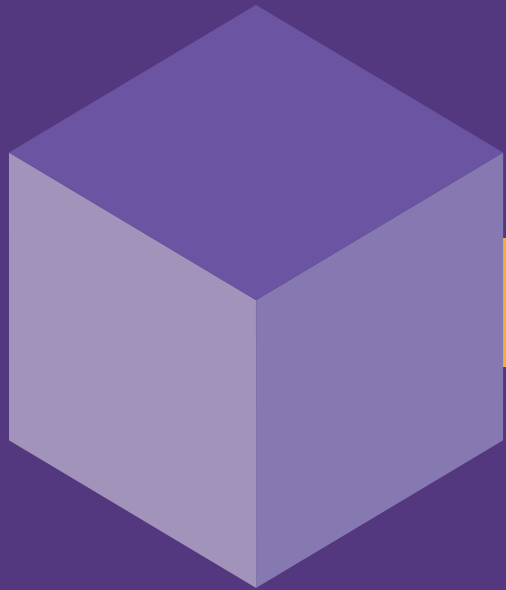


Brand book



Contents

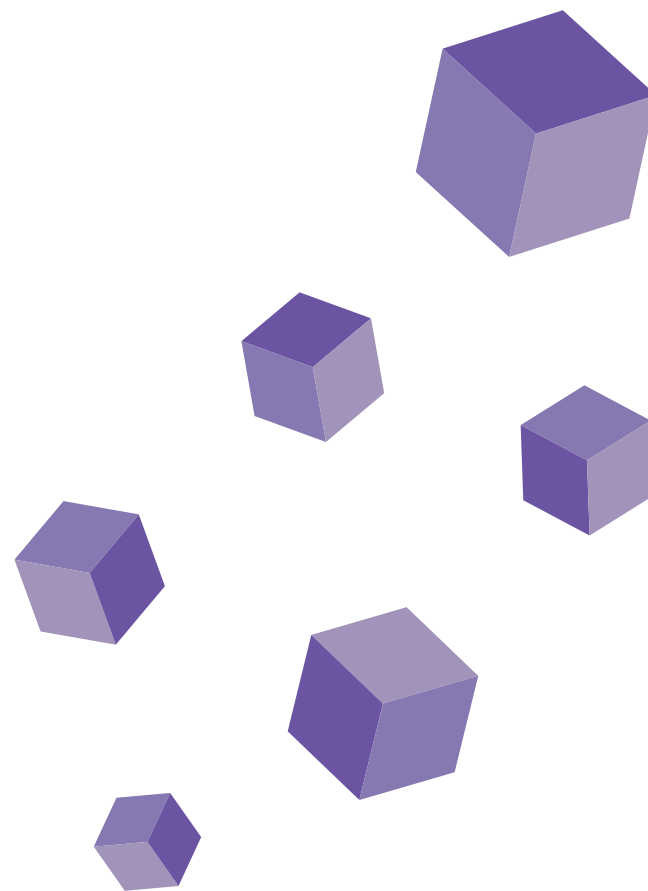
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WorldSkills is a movement of change

We inspire young people to take up skills.

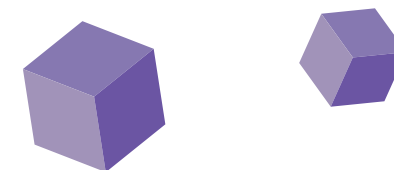
We want everyone who interacts with our brand to realise the power that skills have to change lives.

WorldSkills Asia 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.



Creating the global brand together

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

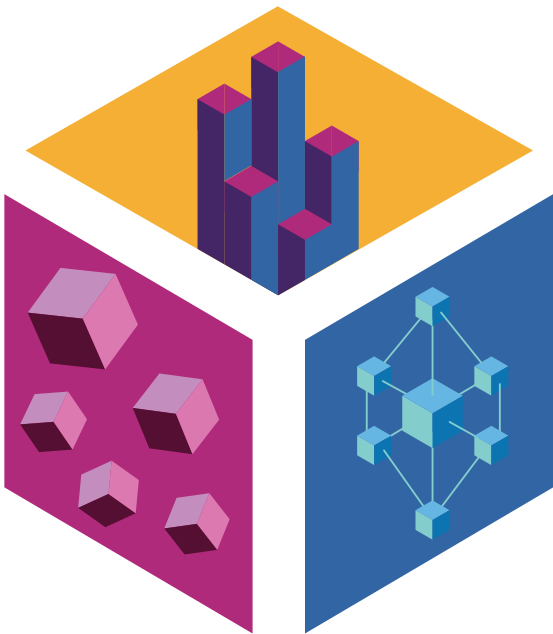


Building Blocks

WorldSkills Asia organizes its work around four of these focus areas - Education and Training, Skills Competitions, Promoting Skills, and International Cooperation.

Develop

- Education and Training

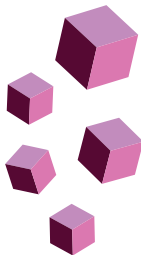


Inspire

- Skills Competitions
- Promoting Skills

Influence

- International Cooperation



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.



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

Visual identity



- Logo _____
- Colours _____
- Building blocks _____
- Fonts _____
- Imagery _____

Our logo

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



A monochrome logotype is easy to recognize and simple to use. With a look and feel to match, this one color theme adds a lot of flexibility as it opens up the WorldSkills Asia brand identity for many different uses and creative expressions.

The graphical elements, color schemes, logotype, typeface, and look and feel guidelines all work together to create a brand identity that is recognizable as distinctly WorldSkills Asia, making the brand less dependent on a logotype alone.

The use of the WorldSkills Asia logotype will initially be implemented on an Asian level by WorldSkills Asia. The ambition over time is to have all Members (whether they be Members of WorldSkills Asia or WorldSkills International or both) to adopt the same branding.

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

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.

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.



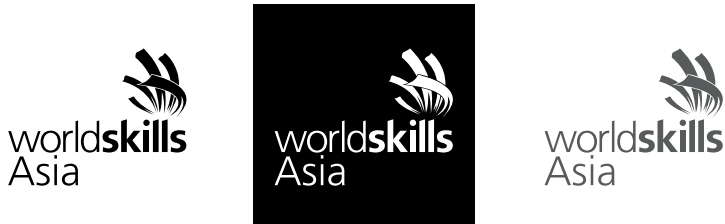
Minimum size

In order to maintain clarity, legibility and have a good brand presence, the logo should not be reproduced any smaller than the minimum sizes outlined here.



Grayscale Identity

Grayscale/black and white logo are appropriate for special production techniques such as etching on wood and metal.



Logo usage

A brand identity is more than a logo, the adoption of the LOOK & FEEL will serve as the key to the broader re-branding.

White logo, dark background

If you are using a dark background, use the white logo.



Color logo, white background

If you are using a white background, use a colour logo.



Black logo, light colored background

If you are using a light colored background, use the black logo.



WorldSkills Asia Event Logos

The WorldSkills Asia event logos adopt the same principles as the WorldSkills Asia logo.

The event name “WorldSkills Asia”, “city” and “year” are incorporated into descriptor text to the right of the logo with the same height used in the main organizational logo, WorldSkills Asia.

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



Online Friendly
Skills Games 2021

Things to avoid and incorrect usage

Our logo stands for who we are. To protect the integrity of our organization and to ensure WorldSkills Asia communicates consistently, it is important that logos are used exactly as supplied and not reproduced or altered in any way.



Our colours

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

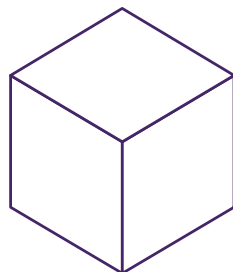
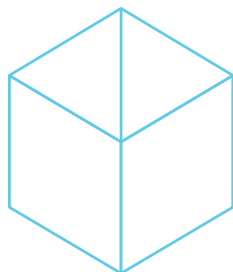
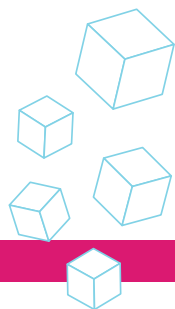


Pantone 102 C	Pantone 7409 C	Pantone 7569 C	Pantone 675 C	Pantone 7680 C	Pantone 7684 C	Pantone 7473 C	Pantone 2975 C
C0 M5 Y100 K0	C8 M29 Y100 K0	C8 M56 Y100 K0	C30 M100 Y15 K0	C79 M93 Y22 K8	C86 M64 Y9 K8	C78 M21 Y37 K0	C40 M0 Y10 K0
R254 G230 B0	R235 G181 B31	R228 G133 B37	R181 G34 B125	R88 G55 B120	R55 G100 B163	R39 G154 B161	R147 G214 B227
#FEE600	#EBB51F	#E48525	#B5227D	#533278	#3764A3	#279AA1	#93D6E3

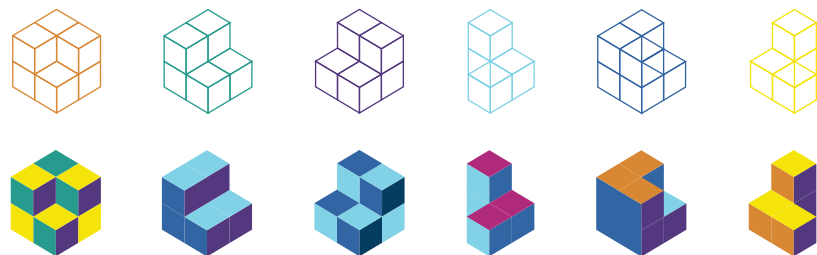


Our building blocks

Skills are the *building blocks* of *life*



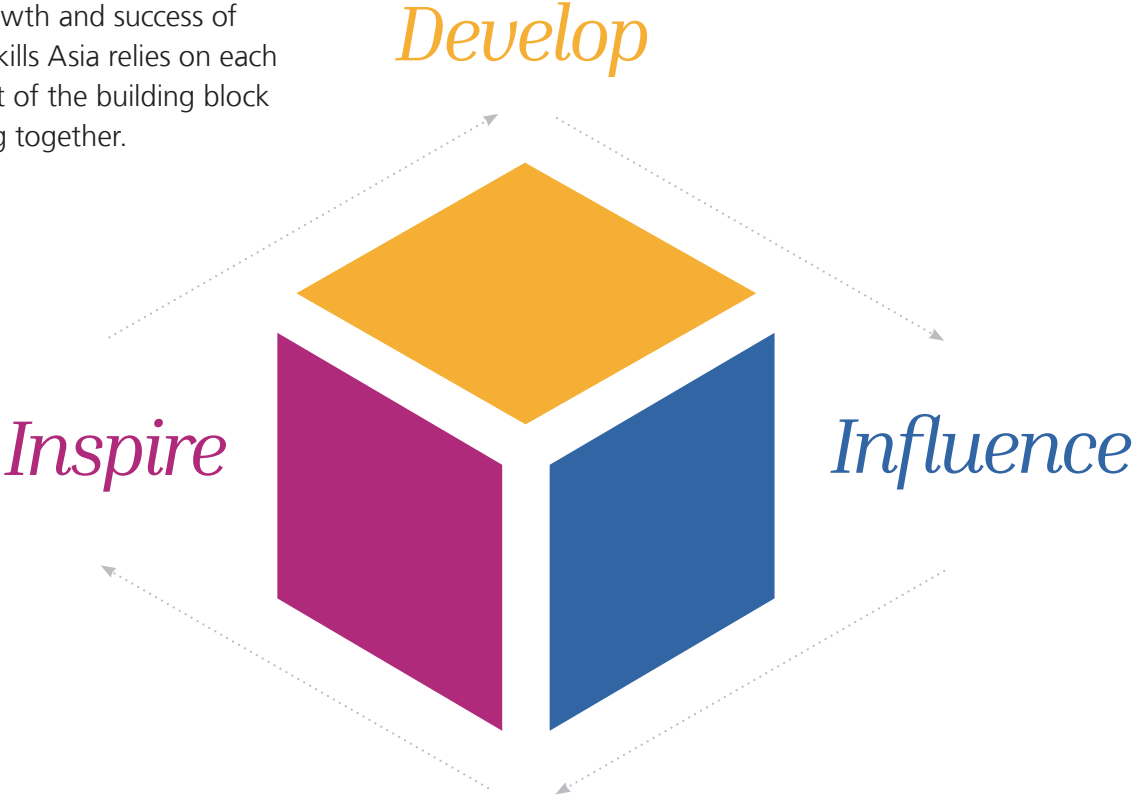
Our building blocks represent a multitude of skills and people, uniting and working together to bring change to our world.



Our building blocks

The *building blocks* work *together*

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



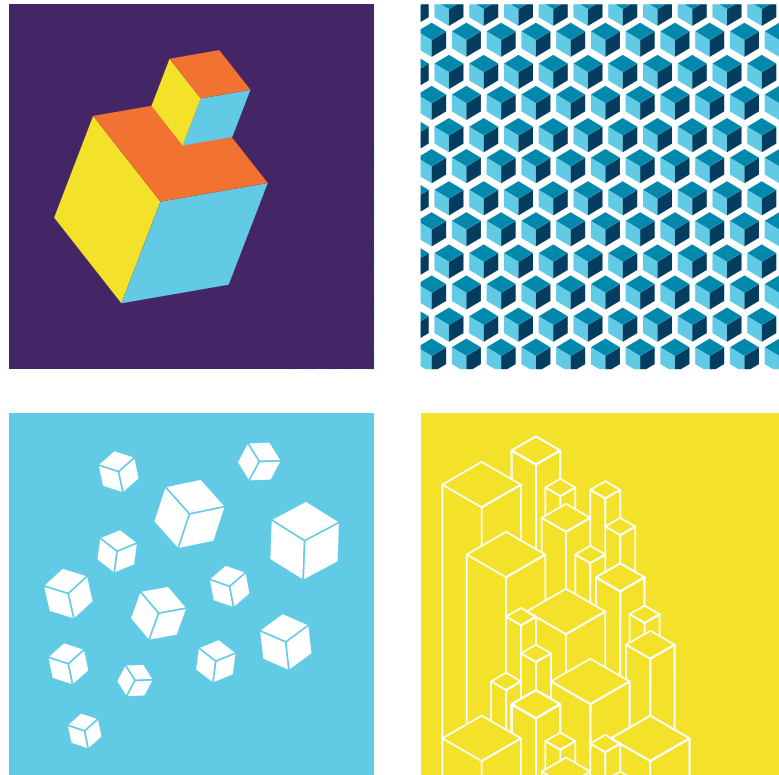
Our building blocks

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.



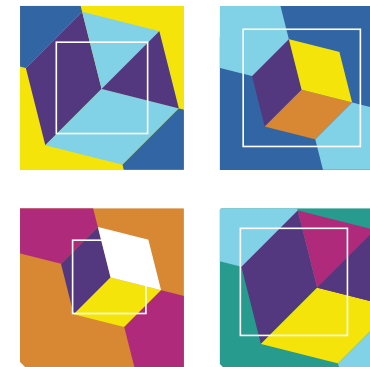
Our building blocks

Using a single *building block*



In addition to using multiple building blocks, a traditional enlarged WorldSkills Asia 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.

Develop
Develop

same x height

same character

Our fonts

We use seven weights of the Frutiger family

frutiger 45 light
abcdefghijklmnopqrstuvwxyz1234567
ABCDEFGHJKLMNOPQRSTUVWXYZ

frutiger 46 light italic
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHJKLMNOPQRSTUVWXYZ

frutiger 55 roman
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHJKLMNOPQRSTUVWXYZ

frutiger 56 italic
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHJKLMNOPQRSTUVWXYZ

frutiger 65 bold
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHJKLMNOPQRSTUVWXYZ

frutiger 75 black
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHJKLMNOPQRSTUVWXYZ

frutiger 95 ultra black
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHJKLMNOPQRSTUVWXYZ

We use the complete Inria Serif family

inria serif light
abcdefghijklmnopqrstuvwxyz1234567
ABCDEFGHJKLMNOPQRSTUVWXYZ

inria serif light italic
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHJKLMNOPQRSTUVWXYZ

inria serif regular
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHJKLMNOPQRSTUVWXYZ

inria serif italic
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHJKLMNOPQRSTUVWXYZ

inria serif bold
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHJKLMNOPQRSTUVWXYZ

inria serif bold italic
abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHJKLMNOPQRSTUVWXYZ

Our imagery

Our imagery is youthful, energetic, and inspiring

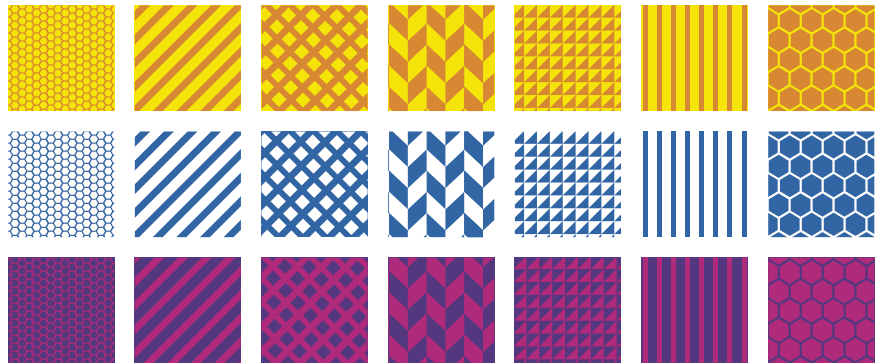
Everything we do is to inspire young people to pursue skills. Our imagery reflects young people, skills development, and building a prosperous future.



Additional elements

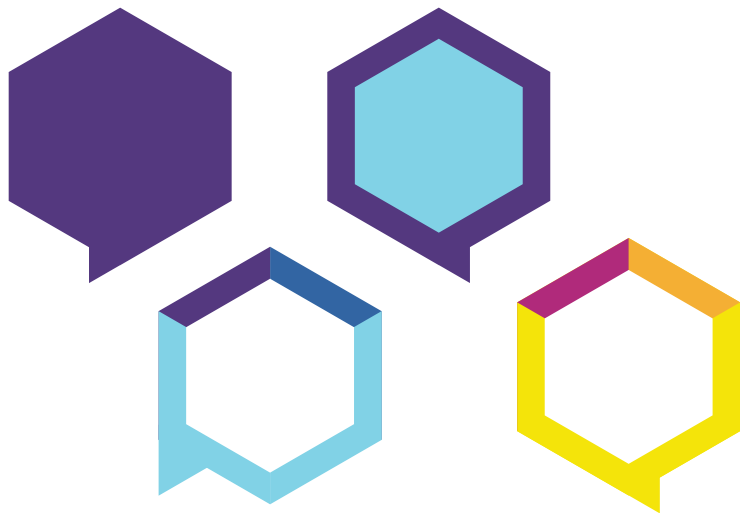
Patterns

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.





v3.0

 [facebook.com/WorldSkills Asia](https://facebook.com/WorldSkillsAsia)

 [twitter.com/WorldSkills Asia](https://twitter.com/WorldSkillsAsia)

 [instagram.com/WorldSkills Asia](https://instagram.com/WorldSkillsAsia)

www.worldskillsasia.net