OUR
BRAND

worldskills
Kazan 2019

CONTENTS

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 80 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 countries.

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 in all countries whether they are members of the G20 or developing economies.
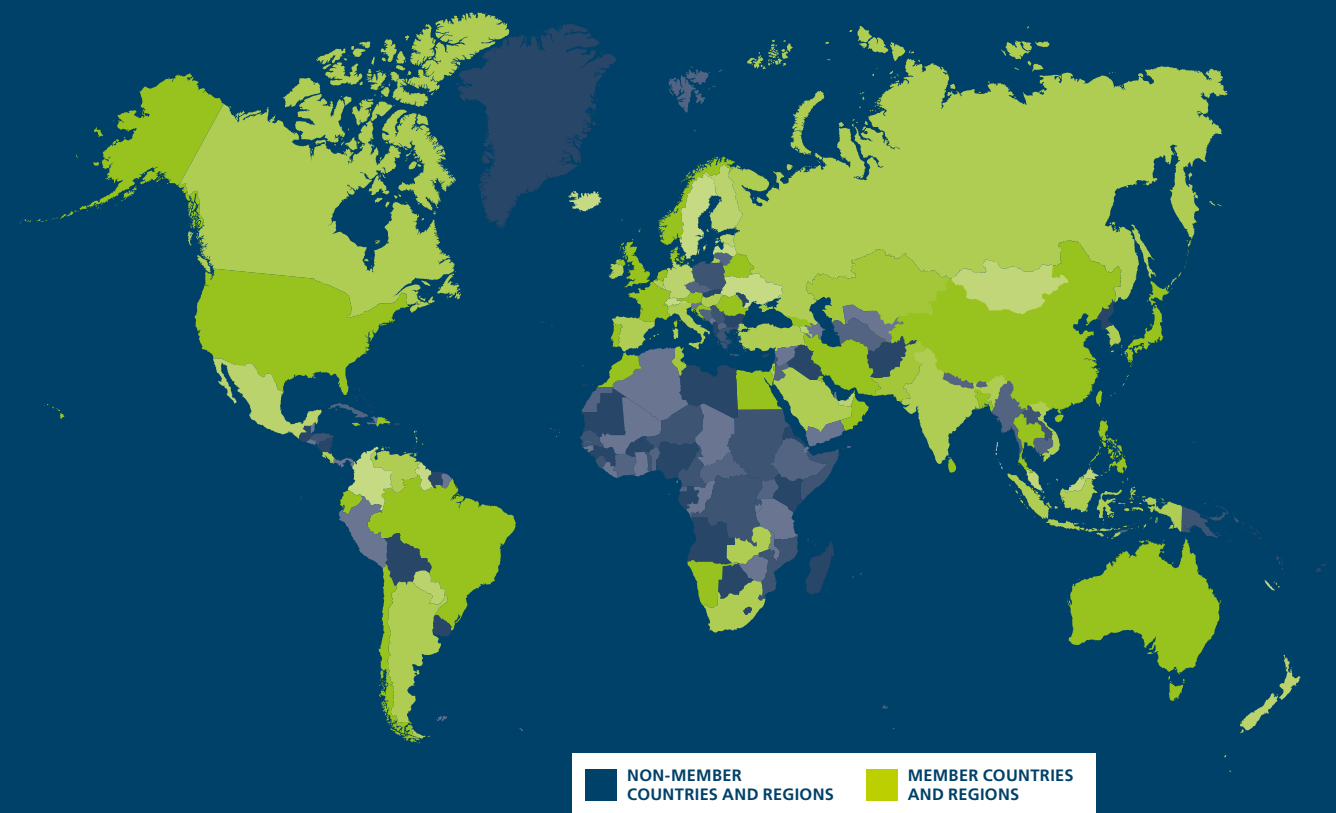
ABOUT US

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.

NON-MEMBER COUNTRIES AND REGIONS	MEMBER COUNTRIES AND REGIONS

In many parts of the world, youth have difficulties finding a job or entering the professional job market. At the same time, many employers struggle to find employees with the skills they need and educators have difficulties matching education with current market needs.

WHY ARE SKILL COMPETITIONS
SO IMPORTANT?

- Training, qualifying, and competing in the WorldSkills Competition equals 4–5 years of professional training.
- Builds character, confidence, commitment, and self-esteem.
- Helps align and increase the quality of the required standards in vocational and education training systems.
- Helps benchmark the educational training system against industry, public demand, and across borders.
- The challenge of a competition brings fun and exciting elements into teaching and training.
- Provides the validation that mastery of a skill requires practical learning and training over time.
- Raise quality, promote professional development, and drive improvements in vocational training.

WorldSkills offers the infrastructure and competition experience to engage with a number of target groups, from students in grade school and secondary school to youth, governments, and educators.

- More than 50 skills represented
- More than 75 countries and regions — representing over 70% of the world's population
- More than 35 new Member countries and regions since 2005

Since the 2003 WorldSkills Competition, WorldSkills have had:

- A combined 1,251,000 visitors at the Competitions
- A combined 6,117 Competitors at the global level

A total of 15,454 Competitors have competed at the WorldSkills Competition since 1950.

KAZAN — HOST OF THE
# 45TH WORLDSKILLS COMPETITION

For the first time in the history of WorldSkills, the WorldSkills Competition will take place in the world's largest country — the Russian Federation. Located on two continents; Europe and Asia, and stretching from the Baltic Sea to the Pacific Ocean.

Hosting WorldSkills Kazan 2019 reflects Russia's strategy to improve the quality of vocational education and training, promote skilled jobs and a country-wide adoption of international professional standards — all designed to contribute to a rise in labour productivity and competitiveness of the economy.

The WorldSkills movement is rapidly growing in the Russian Federation. A multi-level system of WorldSkills Russia Competitions is available for students and professionals aged 10 to 30. The WorldSkills Juniors league has been formed for children, students and graduates of vocational education institutions can participate in the WorldSkills Russia National Competition system, and WorldSkills Russia Hi-Tech Competitions are organized for young workers in industrial enterprises. A specialized stream called the FutureSkills Competition has been created for rapidly emerging new professions.

Kazan is the capital of the Republic of Tatarstan. The city holds a rich 1,000 year history and is one of the largest economic, educational, scientific, industrial, and cultural centres of Russia. Kazan's population represents more than 1.2 million people from over 100 nationalities with a diverse range of religions and languages.
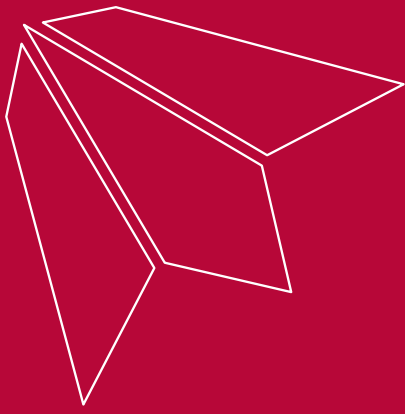
A newly built world class exhibition complex, Kazan EXPO International Exhibition Centre, will be the host venue for WorldSkills Kazan 2019. In close proximity to Kazan EXPO is the 14,000 capacity WorldSkills Village, which offers the Competitors and Experts a unique and warm residential experience. In addition, the Culture SkillsPark will provide visitors a cultural showcase, including traditional crafts, art, and customs. The WorldSkills community will receive a welcoming, safe, and exciting experience of the event site and throughout the city.

WorldSkills Kazan 2019 is committed to raising awareness of WorldSkills worldwide. Drawing upon comprehensive experience organizing major international events, WorldSkills Kazan 2019 will undoubtedly be a memorable celebration of professionalism, youth, peace, and friendship.

APPLYING THE BRAND

WorldSkills identity becomes strong by being consistent over time, countries, regions, and events. The WorldSkills Kazan 2019 brand reflects the guidelines of the global WorldSkills brand, supported by the Member countries and regions.

The graphical elements, colour schemes, logotype, typeface, and look and feel guidelines all work together to create a brand identity that is recognizable as distinctly WorldSkills Kazan 2019, while still reflecting the WorldSkills brand.

OUR COLOURS

RED	LIGHT RED	BLUE	LIGHT BLUE
HEX #A6192E	HEX #DF4661	HEX #003B5C	HEX #62B5E5
R166 G25 B46	R223 G70 B97	R0 G59 B92	R98 G181 B229
C0 M100 Y59 K26	C0 M90 Y46 K0	C100 M35 Y0 K60	C57 M0 Y0 K7
PMS 187C	**PMS 198C**	**PMS 302C**	**PMS 2915**

GREEN	LIGHT GREEN
HEX #00594F	HEX #99CC00
R0 G89 B79	R153 G204 B0
C100 M0 Y41 K48	C35 M0 Y100 K0
PMS 3292C	**PMS 375C**

BLACK	GREY 1	GREY 2	GREY 3
HEX #000000	HEX #585858	HEX #838383	HEX #A8A8A8
R00 G00 B00	R88 G88 B88	R131 G131 B131	R168 G168 B168
100% K	**80% K**	**60% K**	**40% K**

For WorldSkills Kazan 2019 we use the colours of WorldSkills — except for the yellow and light yellow.

SCREEN USE (RGB AND HEX)
We use this colour-system when producing visuals to be viewed on screens such as computers, smartphones and tablets. However, when producing material for websites or designing web pages, we specify our RGB codes in hexadecimal format.

PRINT USE
When producing print material we primarily use the PMS model to ensure the quality throughout the network. If needed, you can use the CMYK colour model.

THE TULIP

The tulip flower is a traditional symbol for the Tatar culture. The angle rotations for the tulips are 45 degrees, there are two versions — fill and outline.
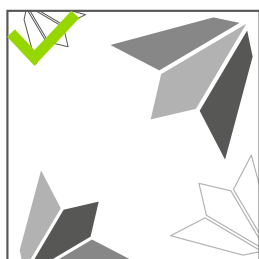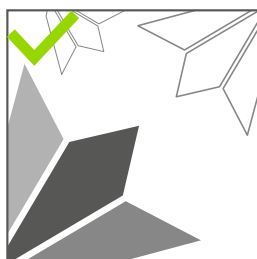
FILL

OUTLINE

WHAT YOU CAN DO

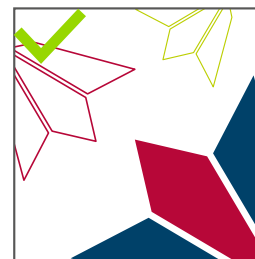Use both tulip styles and rotation angles

Alter the scale and size of the tulips

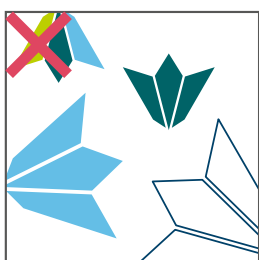Place an image inside a tulip element(s)

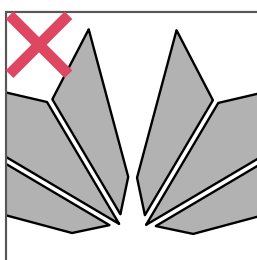
Place tulip(s) inside a filled tulip

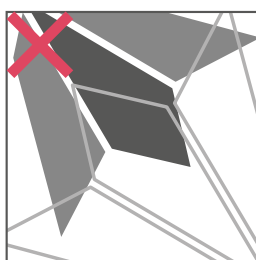Face tulip(s) inwards towards the centre of the page

WHAT YOU CAN'T DO

Do not rotate the tulips in angles different from the supplied

Never apply outline in the filled tulip, nor fill in the outline version

Do not overlap tulip elements
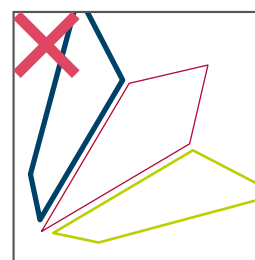
Do not apply a different thickness, colour or variation in one outlined tulip
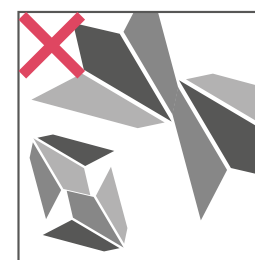
Do not allow the edge of a tulip to touch or come too close to the edge of other tulips or images
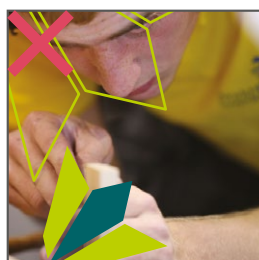
The tulips should not impact the main subject matter of an image(s)
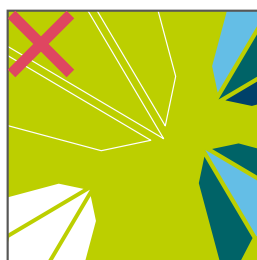
Do not crop the tulip to its lower area. The top of the tulip should be visible

OUR LOGO

LOGO USAGE AND COLOURS

PRIMARY RECOMMENDATION - COLOURED BACKGROUND, WHITE LOGO

SECONDARY RECOMMENDATION - LIGHT BACKGROUND, DARK LOGO

NEUTRAL LOGOS

Use in black and white and standard white documents.
When using the grey logo, the preferred colour tone is Grey 2.
See colour chart on the following page for more information.

IMPROVING OUR
WORLD
WITH THE POWER OF
SKILLS

LOGO RULES

SAFE AREA

Our logo should never be placed closer to any object than the x-height (height of the lower case letters) in the logo being used. The upper left square of the logo must be kept clear of elements that may detract from the logo itself. It is however, acceptable for part of a cube element to enter the area.

ALTERATIONS

The logo should not be altered in any way. We do not allow removal of the symbol or adding colours. If a specific logo needs to be produced, all modifications needs to be approved by the Secretariat.

MINIMUM SIZE

In order to protect our logo's value and ensure readability a minimum size of 15 mm in width is needed.

15mm

LOGO MISUSE

Incorrect use of the logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses.

To ensure accurate, consistent reproduction of the logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork available from the Secretariat.

DO NOT ADD A DROP SHADOW

DO NOT RESIZE ELEMENTS

DO NOT ROTATE ELEMENTS

DO NOT ADD ELEMENTS OR ALLOW ELEMENTS WITHIN THE LOGO SPACE

DO NOT CHANGE ORIENTATION

DO NOT STRETCH OR CONDENSE

DO NOT ADD A GLOW

DO NOT USE ON A BUSY BACKGROUND

DO NOT REARRANGE ELEMENTS

DO NOT OUTLINE

DO NOT RECREATE OR REPLACE ELEMENTS

DO NOT USE A GRADIENT

OUR TYPEFACES

Frutiger Light
Frutiger Light Italic
Frutiger Roman
Frutiger Italic
Frutiger Bold

Frutiger is the official
WorldSkills font and every
effort should be made
to use it. If this is not
possible, the alternative
font used must be Arial.

HOW WE USE OUR TYPEFACE

Our typeface has not changed, but we are using it differently
than before. In headlines, we are mixing sizes and colours on
the words we want to highlight.

The same colour principle as seen on the previous page applies
also to typography in context with the chosen background. The
complimentary colour should however be kept to the visual elements
in order to keep the typography clear. Examples are shown below
with just the typography in focus.

HEADLINES

To differentiate certain words we use different sizes when writing headlines.
This rule is suitable to apply when writing one-liners such as the back of the business
card or a billboard. The major capitals are 1.5 times the small capitals, and the smaller
capitals are 0.67 of the larger capitals.

A NEW LOOK AT SKILLS

A NEW LOOK AT SKILLS

A NEW LOOK AT SKILLS

ABCDEFGHIJKLMNOPQRSTUV
WXYZ (.,:;?!&@) 0123456789
abcdefghijklmnopqrstuvwxyz

USING OUR FONT IN TEXT

General body text should consist of either black or grey colours. Highlighting links
or specific words is allowed if following the colour guide. We encourage you to mix
bright and dark colours in harmony with any background elements.

OUR TAGLINE

Our tagline for WorldSkills Kazan 2019 is **SKILLS FOR THE FUTURE**. It embodies the WorldSkills vision to improve our world with the Power of Skills and reflects the intention of the event. The tagline will be used for general marketing and hashtagging. It may be arranged on one or three lines to suit the design and a variety of colours can be used.

#skillsforthefuture

#будущеевтвоихруках

SKILLS FOR THE FUTURE

БУДУЩЕЕ В ТВОИХ РУКАХ

SKILLS FOR THE FUTURE

БУДУЩЕЕ В ТВОИХ РУКАХ

OUR MASCOTS

The mascots for WorldSkills Kazan 2019 are two young professionals named Almaz and Altyn. The Mascots boast traditional Tatar names — Almaz for the boy, and Altyn for the girl. The names translate to "diamond" and "gold", symbolizing excellence in skills.

They are twins, whose key strengths are to work hard, have inquisitive minds, and strive for success.

Almaz and Altyn are inspiring young people who together — possess everything they need for their bright future. They succeed in all areas, thanks to their intelligence, skills, and abilities.

They embody the WorldSkills Vision, and our tagline "Skills for the Future". Our mascots have a variety of work clothing and equipment to accommodate WorldSkills six sectors:

• Construction and Building Technology
• Creative Arts and Fashion
• Information and Communication Technology
• Manufacturing and Engineering Technology
• Social and Personal Services
• Transportation and Logistics

Almaz and Altyn represent skilled workers of the future — WorldSkills Champions.

ALMAZ
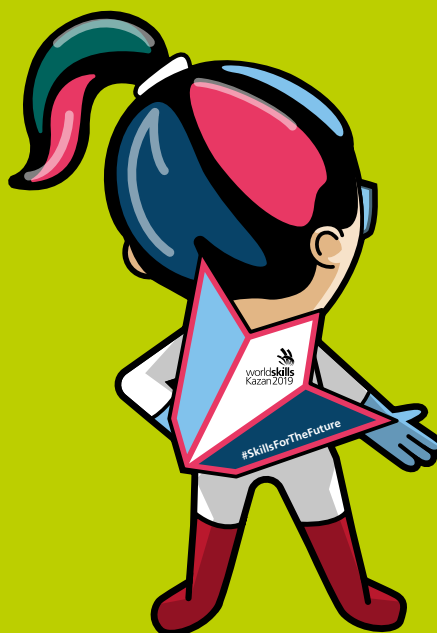
ALTYN

Inspiring the younger generation to reach their full potential and embrace skills.

OUR GRAPHICAL ELEMENTS

USE OF SEVERAL COLOURS

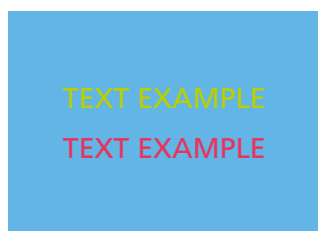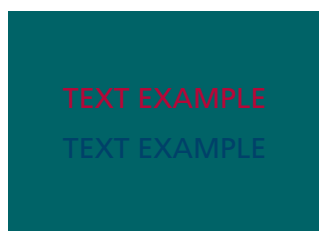To create an exciting visual platform there are variations of colour combinations that can be used when implementing this brand. The most effective way to use our colours is by selecting one for the background and combinations for the other elements. Remember to ensure readability when placing text on a coloured background.

USE OF LESS COLOURS

While retaining the focus of creating an interesting and exciting visual, we encourage you to use a mix of colours to complement the background colour.

If needed, less elements can be used to create a visual. This however means that the element that stands out should use a colour that complements the design and makes it exciting.

If needed, a two colour combination can be created if the content is targeted to a more corporate or business type of audience. See examples of our visual combinations on the following page.

TEXT EXAMPLE
TEXT EXAMPLE

TEXT EXAMPLE
TEXT EXAMPLE

TEXT EXAMPLE
TEXT EXAMPLE

TEXT EXAMPLE
TEXT EXAMPLE
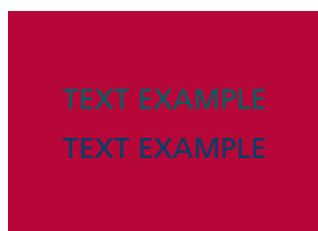
Never use dark colours on text over dark backgrounds

Never use light colours on text over light backgrounds (except white)
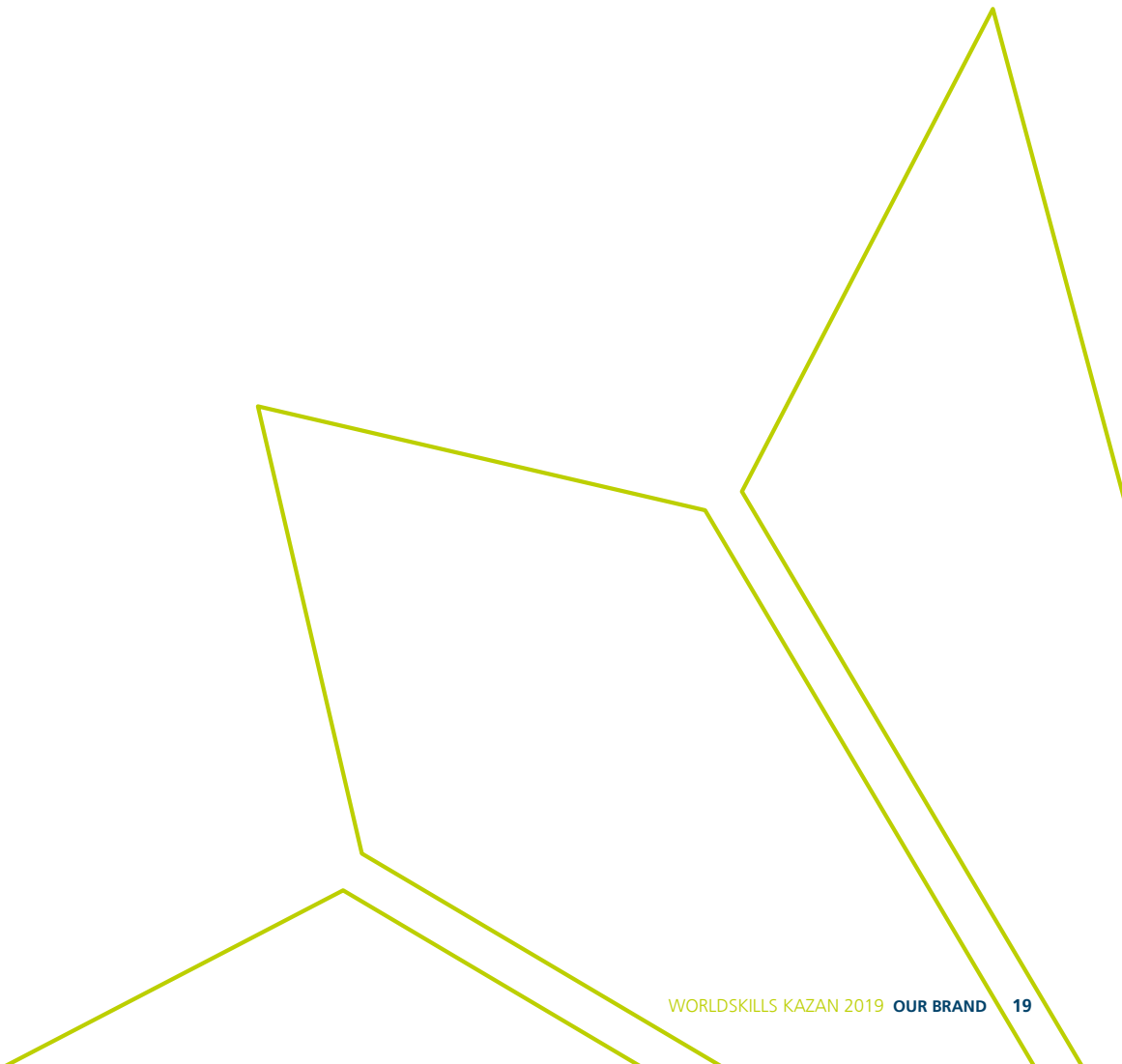
VISUAL COMBINATIONS AND PATTERNS

Found below are examples of the layouts with our colour principles applied. These are examples of how to use the colours and the tulips. We do however encourage you to mix the colours using our colour guide in this document.

Please note that you can create a large variety of combinations and we encourage you to use a lot of colours, but you can also create layouts using only one colour as well.

DARK BACKGROUNDS

WELCOME TO
WORLDSKILLS KAZAN

WELCOME TO
WORLDSKILLS KAZAN

WELCOME TO
WORLDSKILLS KAZAN

WELCOME TO
WORLDSKILLS KAZAN

LIGHT BACKGROUNDS

WELCOME TO
WORLDSKILLS KAZAN

WELCOME TO
WORLDSKILLS KAZAN

WELCOME TO
WORLDSKILLS KAZAN

WELCOME TO
WORLDSKILLS KAZAN

WELCOME TO
WORLDSKILLS KAZAN

WELCOME TO
WORLDSKILLS KAZAN

WELCOME TO
WORLDSKILLS KAZAN

WELCOME TO
WORLDSKILLS KAZAN
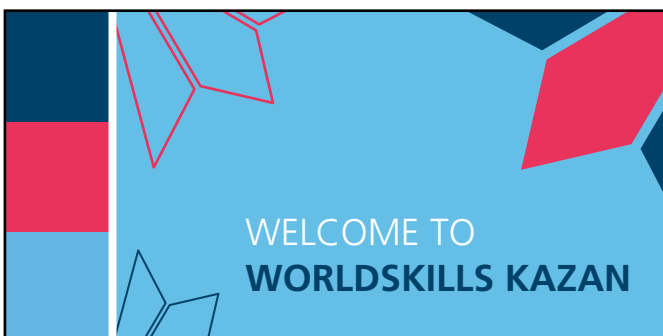
"CHAM-PI-ON"

PRONUNCIATION: /ˈtʃampɪən/ (noun)

Any Competitor who has competed in a global WorldSkills Competition is a WorldSkills Champion.

IMAGES

USING AN IMAGE AS A BACKGROUND

A photograph is preferably used instead of plain colour background when communicating a certain issue.

Images which contain colours that are similar to the colour elements are preferred.
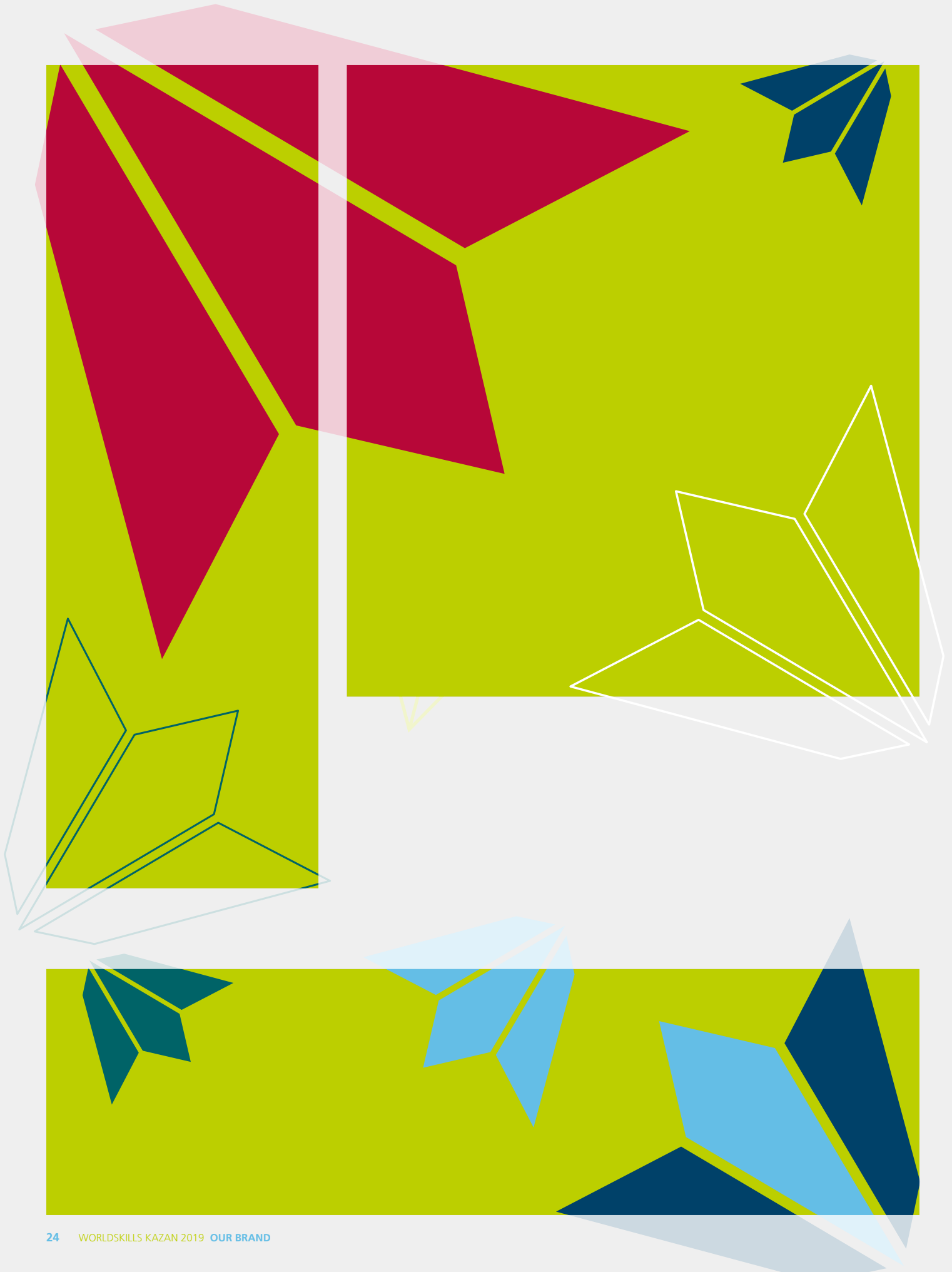
When adding headlines or texts to an image, use either an extra element that contains the text or an abstract image.

**IMAGE RECOMMENDATIONS –
HOW TO USE PICTURES**

- Try matching imagery with colour scheme or combinations.
  Pick up a dominant colour and choose a recommended colour combination that fits.

- Only use images in the WorldSkills supplied promotional photos library. If needed, try cropping the image and making it grayscale if it doesn't match colour scheme.

- Make sure you clearly can see people's eyes and facial expressions.
  We want to show human intention, emotion, feelings and action.
  Zoom in or crop if necessary.

- Try to show people, skills and trades in everyday, real-world situations and workplaces, not only at the competition event or preparing for it.

- Less is more.

"…It's the global currency of the 21st century"

(Angel Gurría, OECD Secretery-General)

BUSINESS CARD TEMPLATES

MULTI COLOUR VERSION FRONT

SIMON BARTLEY
President

EMAIL: simon@worldskills.com
WEB: www.worldskills.org
MOBILE: +51 11 99999-9999
SKYPE: simon

worldskills
Kazan 2019

MULTI COLOUR VERSION BACK

WORLDSKILLS KAZAN 2019

ADDRESS:
WorldSkills International
Keizersgracht 62-64
1015 CS Amsterdam
The Netherlands

ECONOMY VERSION FRONT — ONE PMS

SIMON BARTLEY
President

worldskills
Kazan 2019

EMAIL: simon@worldskills.com
WEB: www.worldskills.org
MOBILE: +51 11 99999-9999
SKYPE: simon

ECONOMY VERSION BACK — ONE PMS

WORLDSKILLS KAZAN 2019

ADDRESS:
WorldSkills International
Keizersgracht 62-64
1015 CS Amsterdam
The Netherlands

CORPORATE VERSION FRONT

SIMON BARTLEY
President

worldskills
Kazan 2019

EMAIL: simon@worldskills.com
WEB: www.worldskills.org
MOBILE: +51 11 99999-9999
SKYPE: simon

CORPORATE VERSION BACK

WORLDSKILLS KAZAN 2019

ADDRESS:
WorldSkills International
Keizersgracht 62-64
1015 CS Amsterdam
The Netherlands

GENERAL INFORMATION FOR PRODUCING PRINT MATERIAL

In order for our printed material to look and feel similar, we need to print everything with a couple things in mind. Firstly, we should only use the PMS-colour and CMYK-colour systems found in the colour-section of this document. Secondly, we need to print our material on coated paper to ensure the correct tone of colour.

Any combination with regards to the colour guide in this document can be used. In the example above we use four colours for the multi colour version. However, if needed only two colours can be used for the background and elements. Actually a variety is encouraged.

SPEECH BALLOONS

The speech balloons can be used to emphasize and highlight specific points in a document or web page. The colour can be determined from the colour scheme as outlined on page 10 and must be at 100% of the colour.

The balloons must be kept in proportion with the corner radius and shape as shown in the examples below. The height of the balloon should be 75% (3/4) of the width.
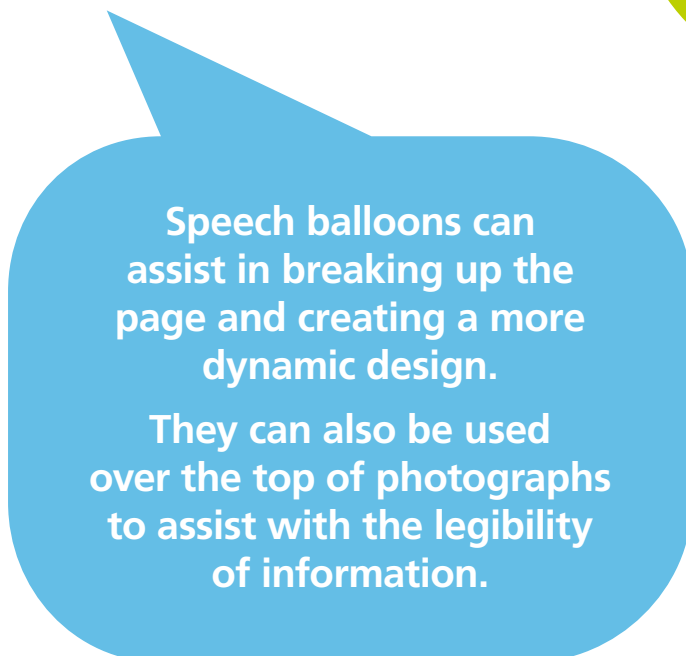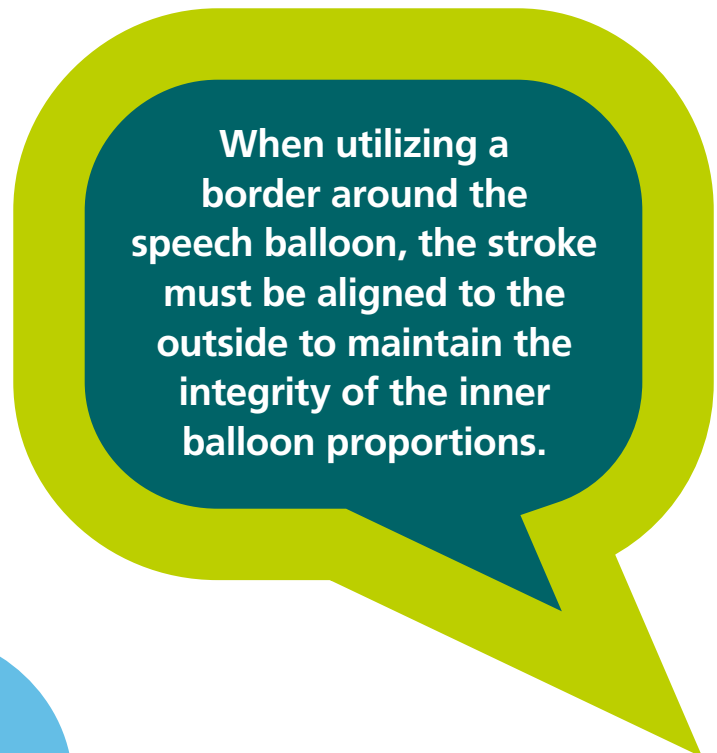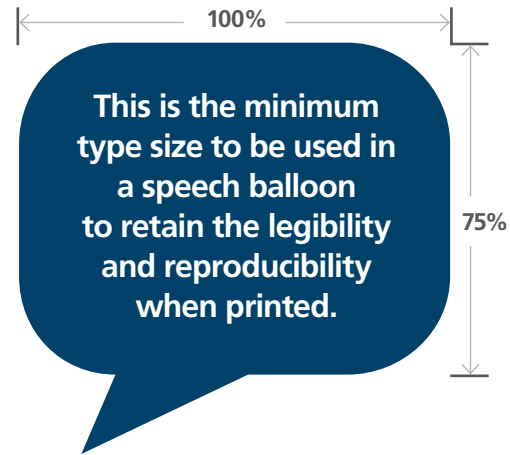
The weight of the type must be bold.
The type size can be altered depending on the amount of information required, but must still be legible and no smaller than 12pt in size.

An adequate amount of space must be applied (at least the width of one lower case x) between the text and the edge of the balloon.

The direction of the speech balloon can be reversed (flipped horizontally) if it is more suitable for the design.

It is preferred that the speech balloon is kept with the talking arrow to the bottom of the balloon, however, it may be flipped vertically (reversed) if it is more suitable for the design — see example below.

100%

75%

This is the minimum type size to be used in a speech balloon to retain the legibility and reproducibility when printed.

When utilizing a border around the speech balloon, the stroke must be aligned to the outside to maintain the integrity of the inner balloon proportions.

Speech balloons can assist in breaking up the page and creating a more dynamic design.

They can also be used over the top of photographs to assist with the legibility of information.

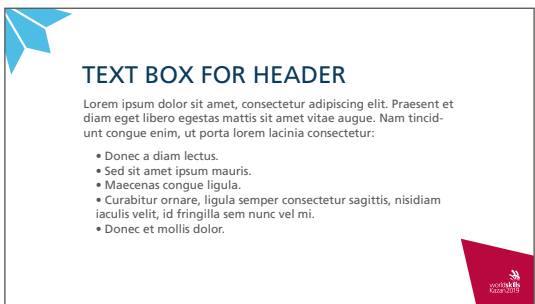**Making a strong impact to highlight a point.**

TEMPLATES

CHAPTER VISUAL

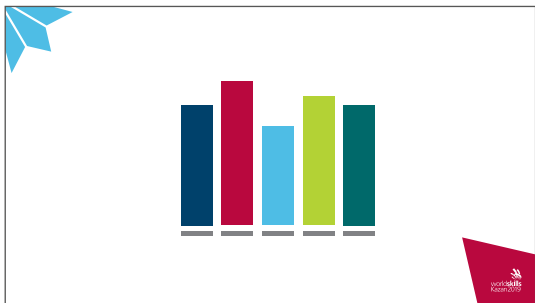## CHAPTER IMAGE

MAIN SLIDE

IMAGE SLIDE

MODEL OR ILLUSTRATION

ABOUT POWERPOINT TEMPLATES

Depending on for what purpose we use PowerPoint presentations or handouts — we can alter and use different styles within the template. The identity elements are created within PowerPoint itself, so the user can change colour to suit their theme of the presentation.

COLOUR DOCUMENT

IMAGE DOCUMENT

BLACK AND WHITE DOCUMENT

PRESS RELEASE AND OFFICIAL LETTER

ABOUT WORD TEMPLATES

These are a couple of examples on how a Word template should look and examples of colour combinations.
Note: These images are examples and are not illustrative of the actual template file design.

SKILLS
FOR THE
FUTURE

worldskills
Kazan 2019