



# OUR BRAND

## APPENDIX



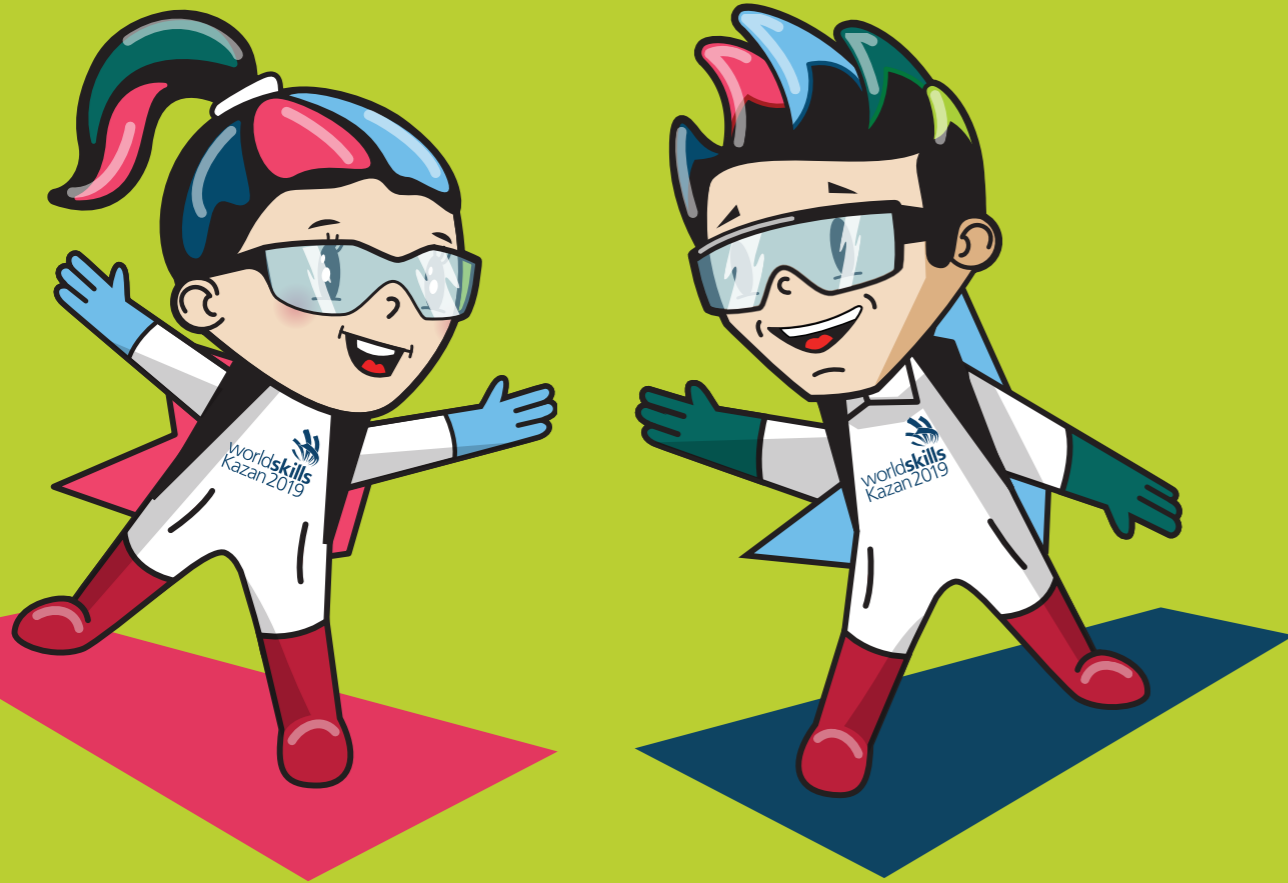
worldskills  
Kazan 2019

worldskills  
Thailand 



## OUR MASCOTS

The Competition mascots are Almaz (boy) and Altyn (girl). They are twins, whose key strengths are to work hard, have inquisitive minds, and strive for success.



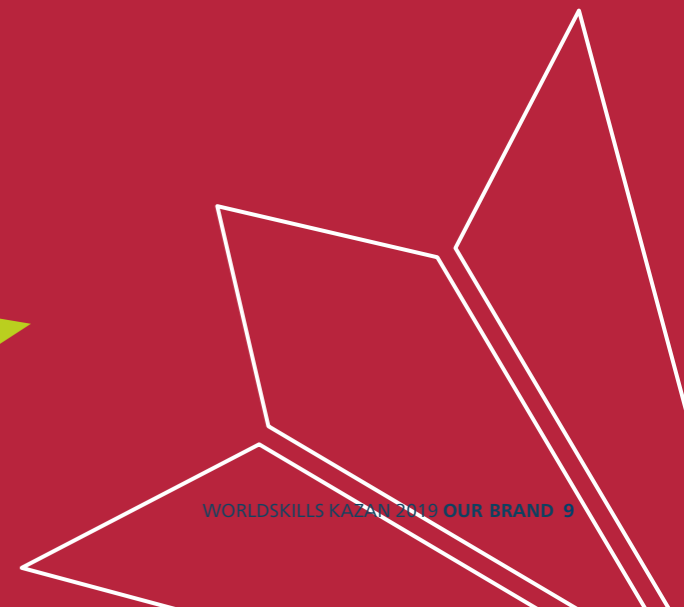
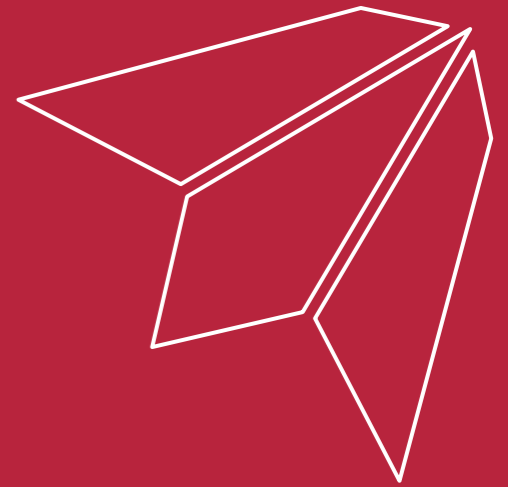
WELCOME



BE CAREFUL







**BON  
APPETIT**



**WELCOME**



**WELCOME**





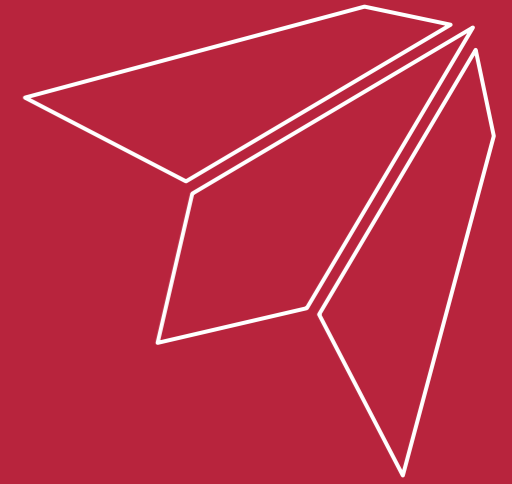






## PATTERN

# WORLDSKILLS KAZAN 2019



## “HANDS” PATTERN

The pattern is a complementary element of the WorldSkills Kazan 2019 visual identity and can be used in the following cases:

To add depth to perception when designing large format media, such as an exhibition stand or brandmauer wrap for the pavilion wall. When viewers stand far enough from such a surface, large colour graphics work – the logo and tulips. As they approach, large graphics stop working, and instead the pattern is well visible, diluting large areas of pure colour.

For non-standard finish applications, such as embossing, debossing, foiling, or engraving. These types of post-print design are often used in merchandise production. For materials in which it is unacceptable or impossible to use several colours, or the logo can only be used with limitations.

**LIGHT-RED**  
HEX #DF4661  
R223 G70 B97  
C0 M90 Y46 K0

+

**LIGHT-RED**  
HEX #B22B4A  
R178 G43 B74  
C0 M90 Y46 K30

=



**RED**  
HEX #A6192E  
R166 G25 B46  
C0 M100 Y59 K26

+

**КРАСНЫЙ**  
HEX #A6192E  
R166 G25 B46  
C0 M100 Y59 K56

=



**LIGHT-BLUE**  
HEX #62B5E5  
R98 G181 B229  
C57 M0 Y0 K7

+

**LIGHT-BLUE**  
HEX #3E99BA  
R60 G153 B186  
C57 M0 Y0 K37

=



**BLUE**  
HEX #003B5C  
R0 G59 B92  
C100 M35 Y0 K60

+

**BLUE**  
HEX #003B5C  
R75 G135 B173  
C100 M35 Y0 K90

=



**LIGHT-GREEN**  
HEX #99CC00  
R153 G204 B0  
C35 M0 Y100 K0

+

**LIGHT-GREEN**  
HEX #839E25  
R131 G158 B37  
C35 M0 Y100 K30

=



**GREEN**  
HEX #00594F  
R0 G89 B79  
C100 M0 Y41 K48

+

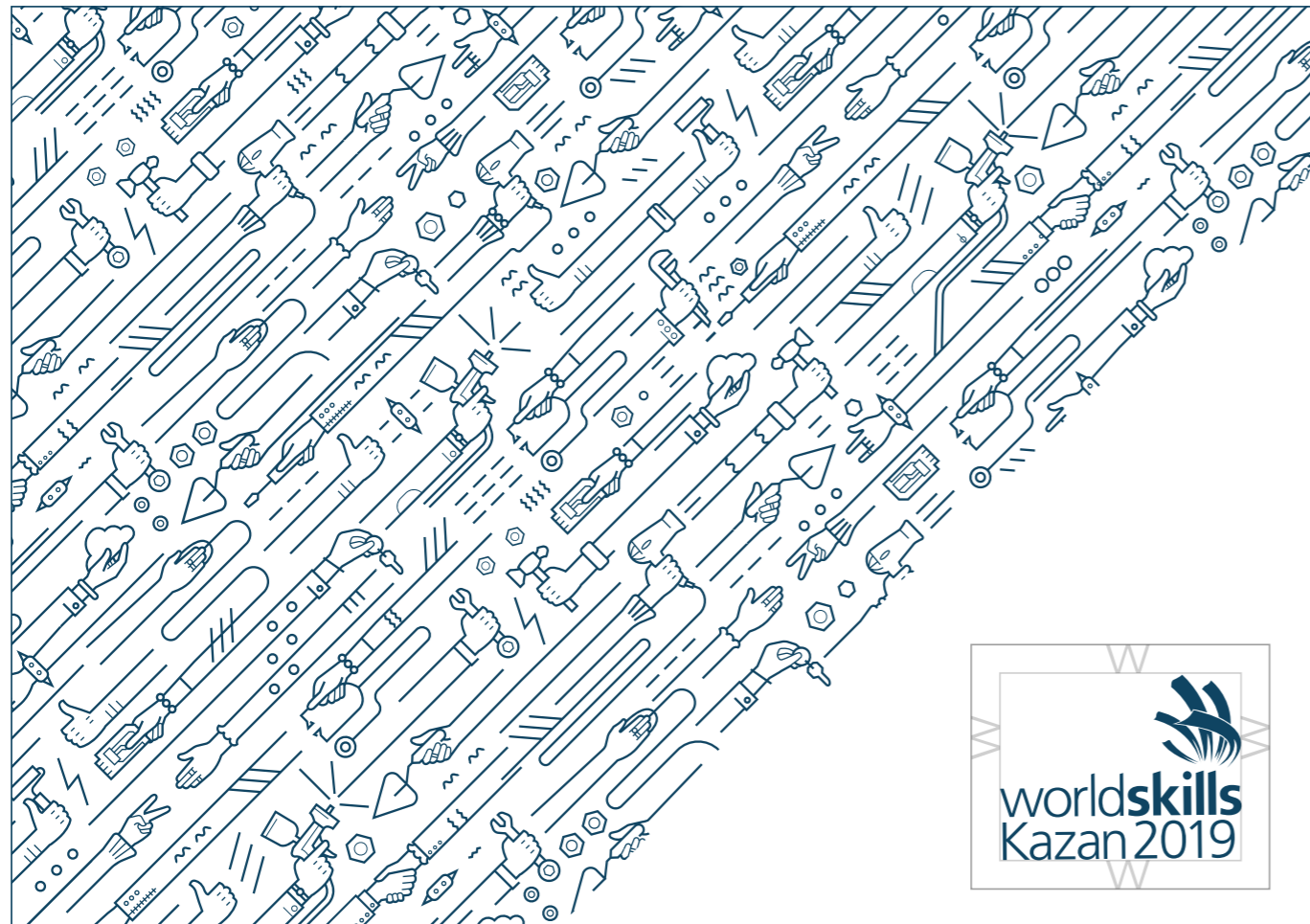
**GREEN**  
HEX #00403F  
R0 G64 B63  
C100 M0 Y41 K78

=

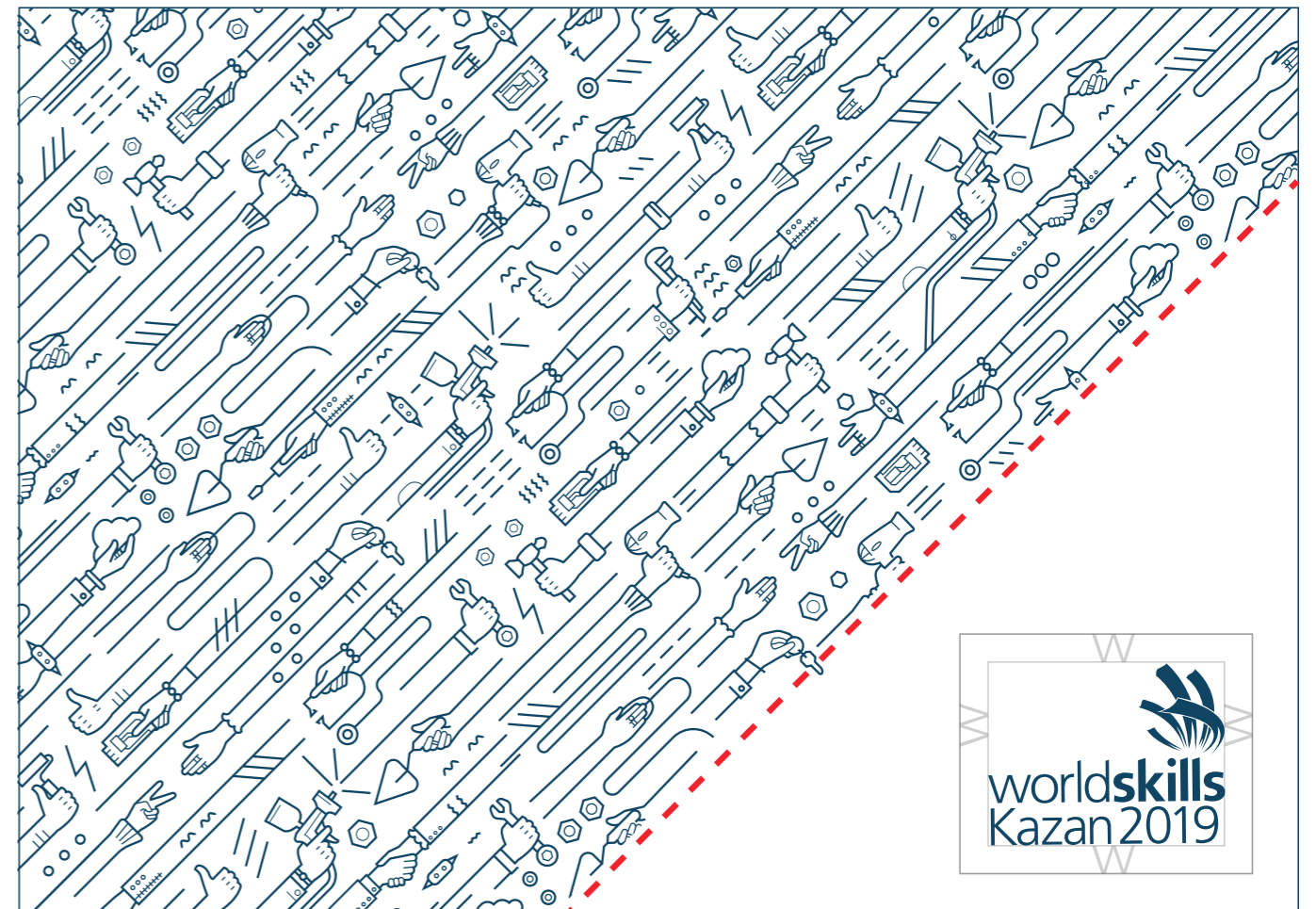


## CORRELATION BETWEEN THE PATTERN, LOGO AND TULIPS:

When using the WorldSkills Kazan 2019 logo and the Hands pattern on one surface, at all times keep clear space of the logo, as shown in the picture:

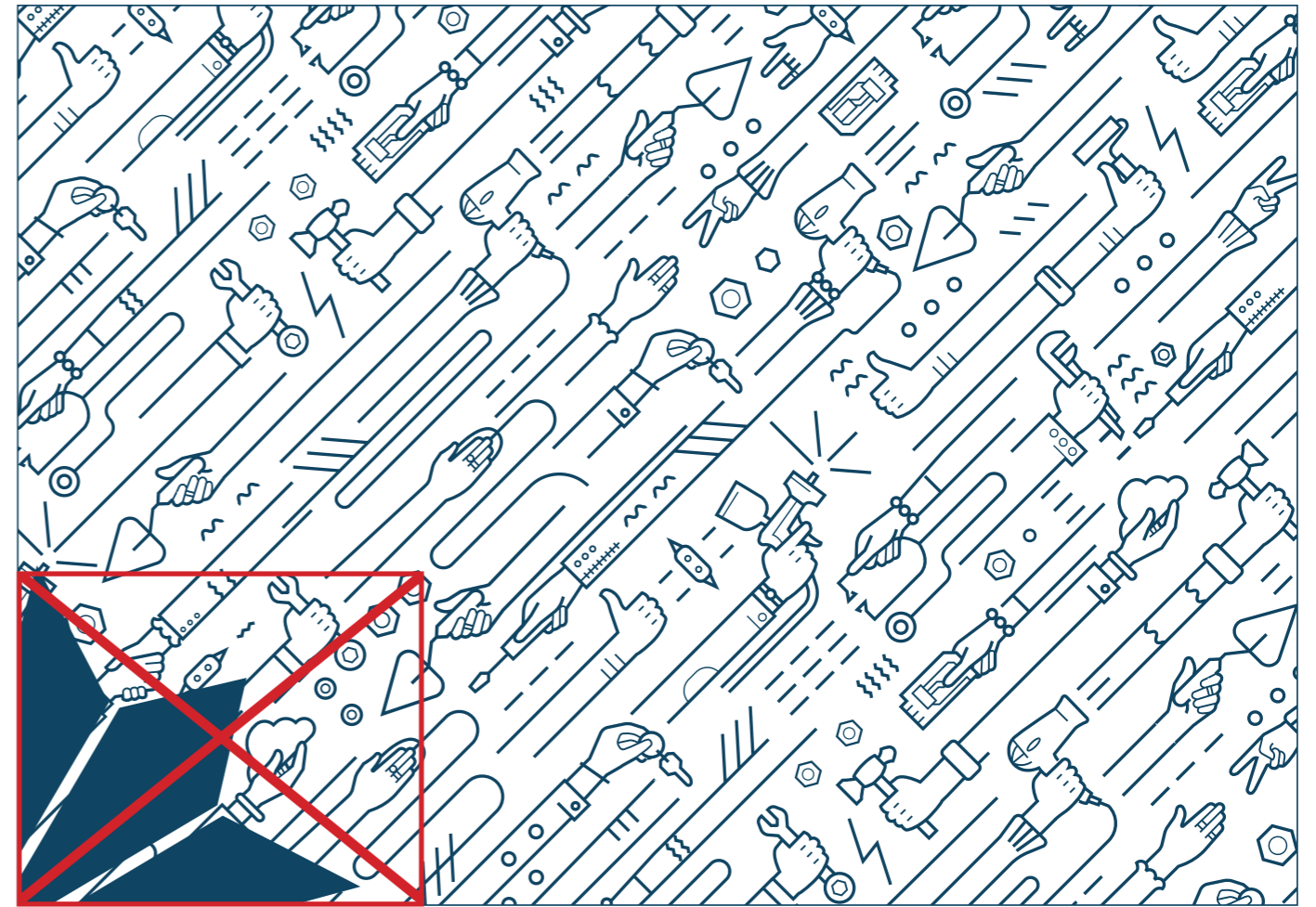
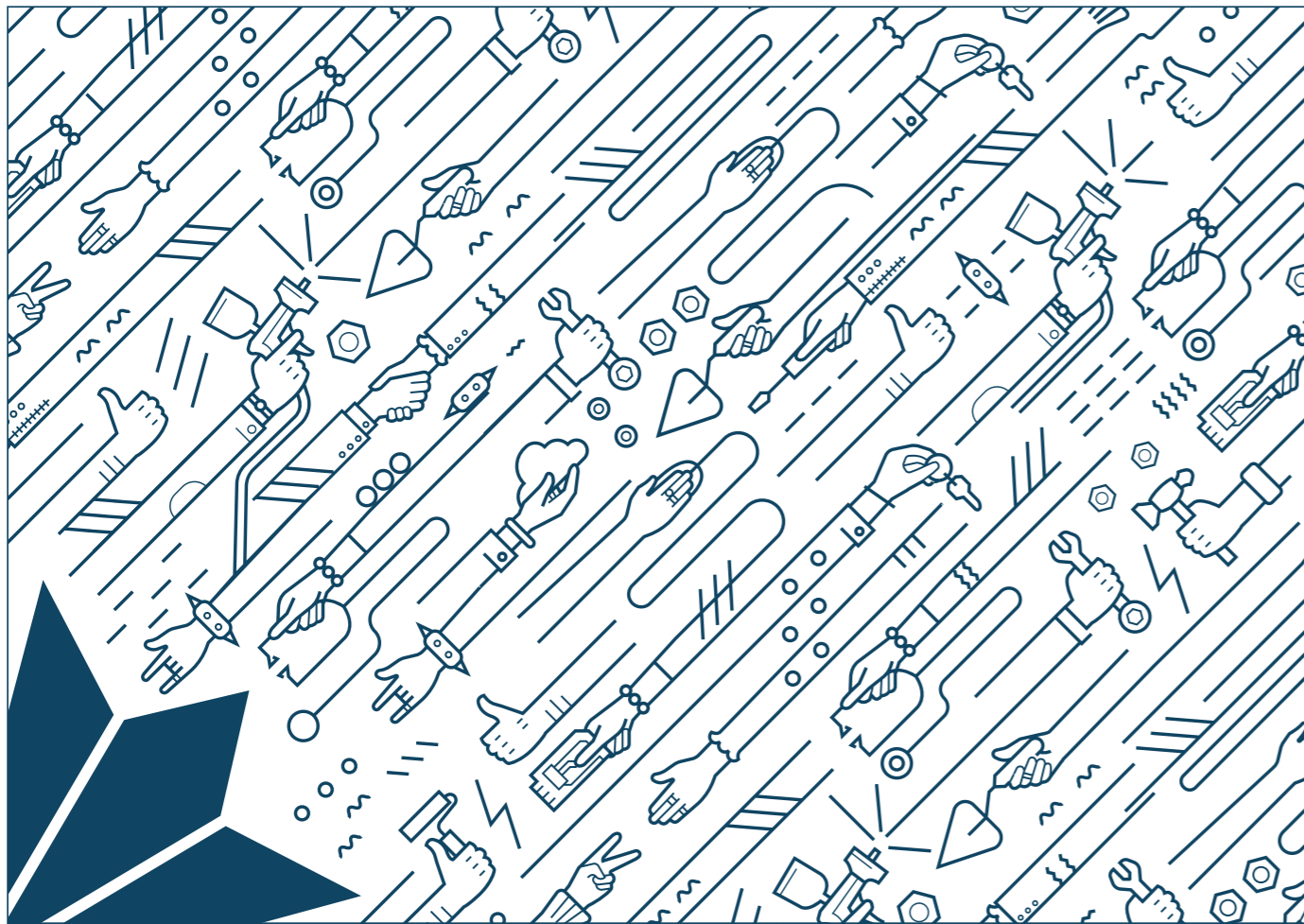


It is important to remember that the pattern may not be cropped at will, but only using a specifically provided line of weakness:



# CORRELATION BETWEEN THE PATTERN, LOGO AND TULIPS:

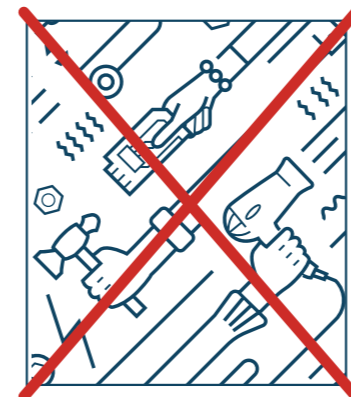
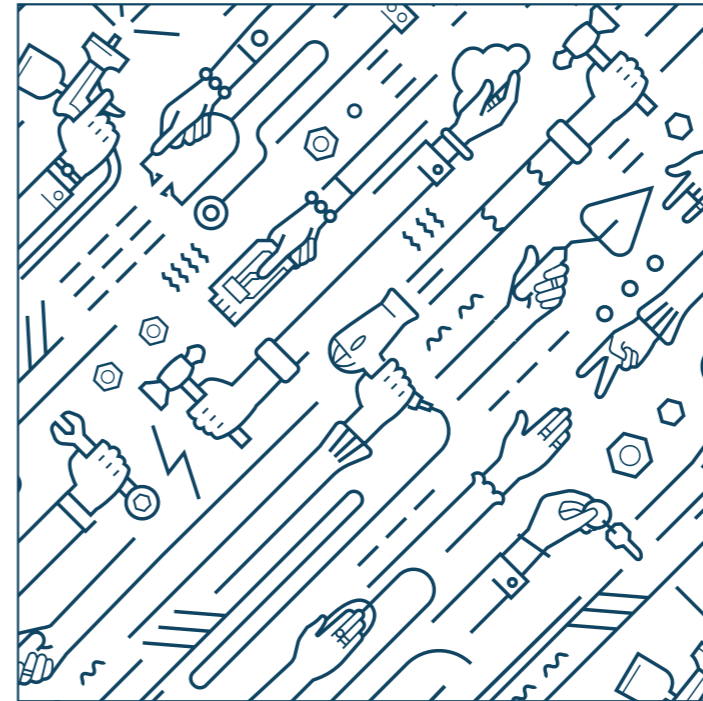
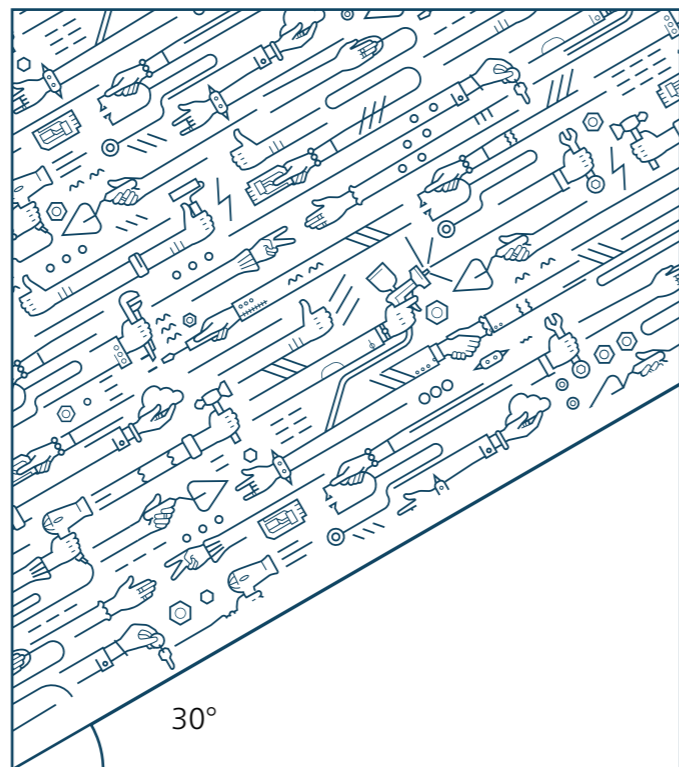
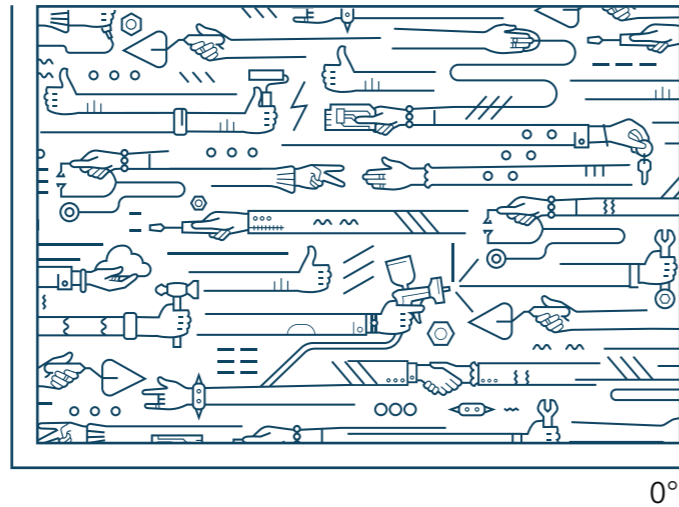
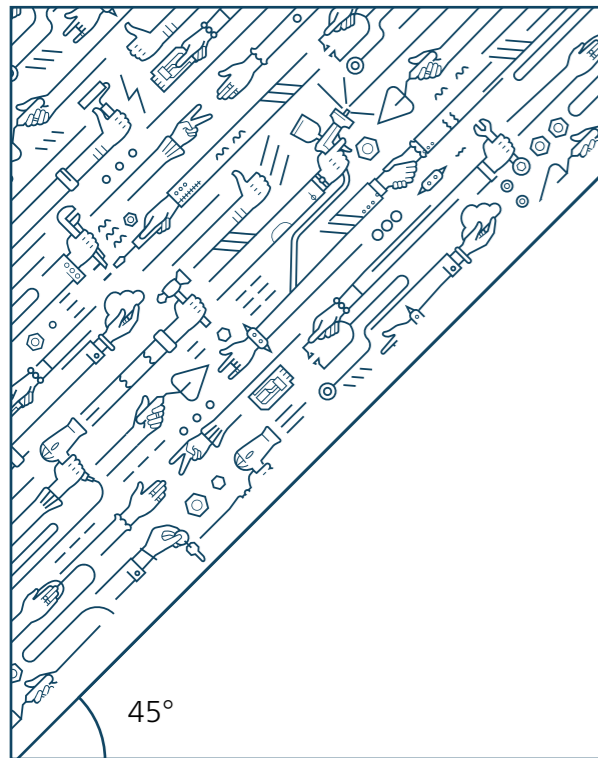
The pattern and tulips are required to be positioned on one surface exactly as shown in the example.



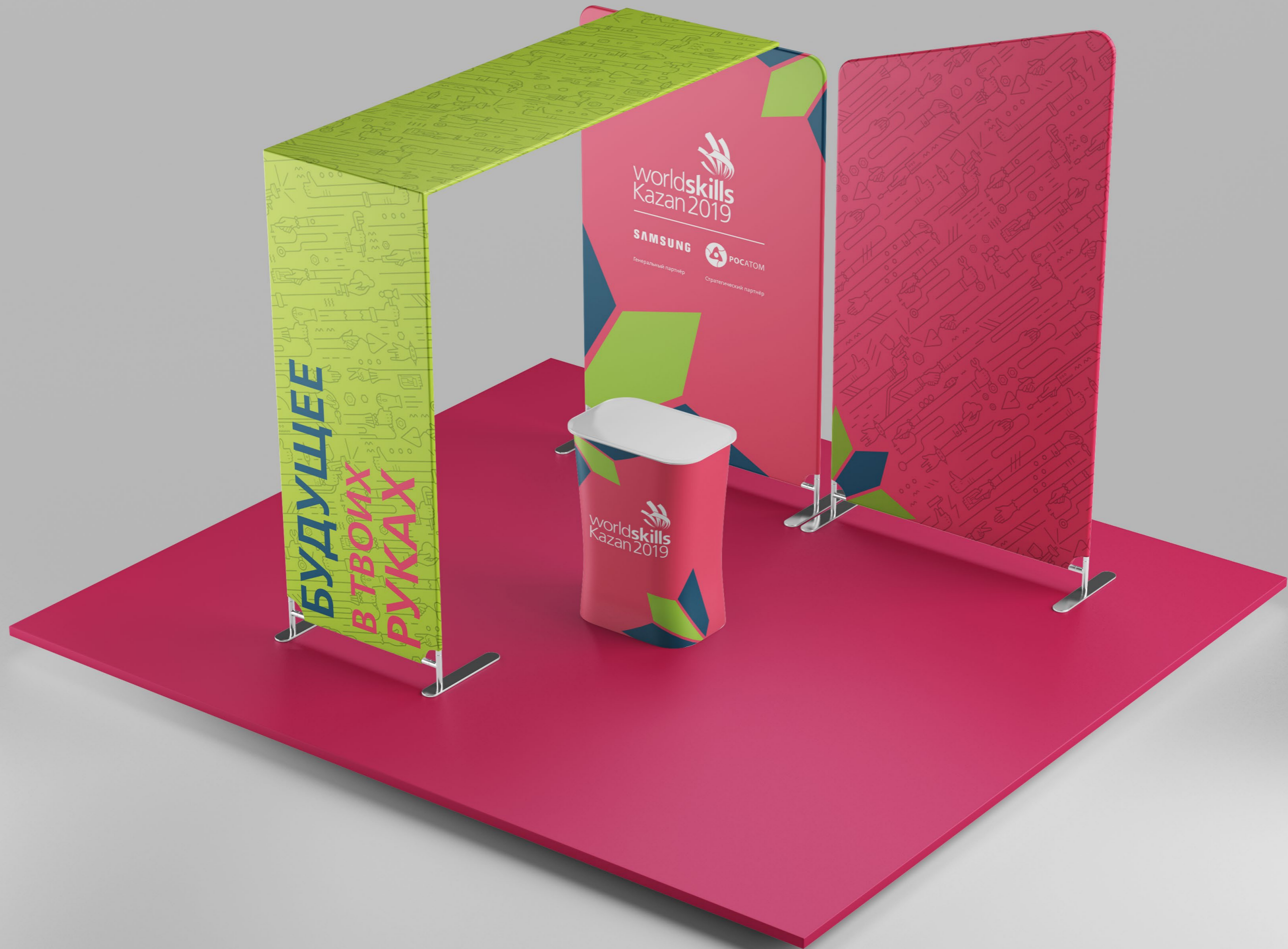
# APPLYING THE PATTERN

The pattern can be placed on the media horizontally, or you can rotate the pattern at an angle of 30 or 45 degrees. Do not use other rotation angles for the pattern.

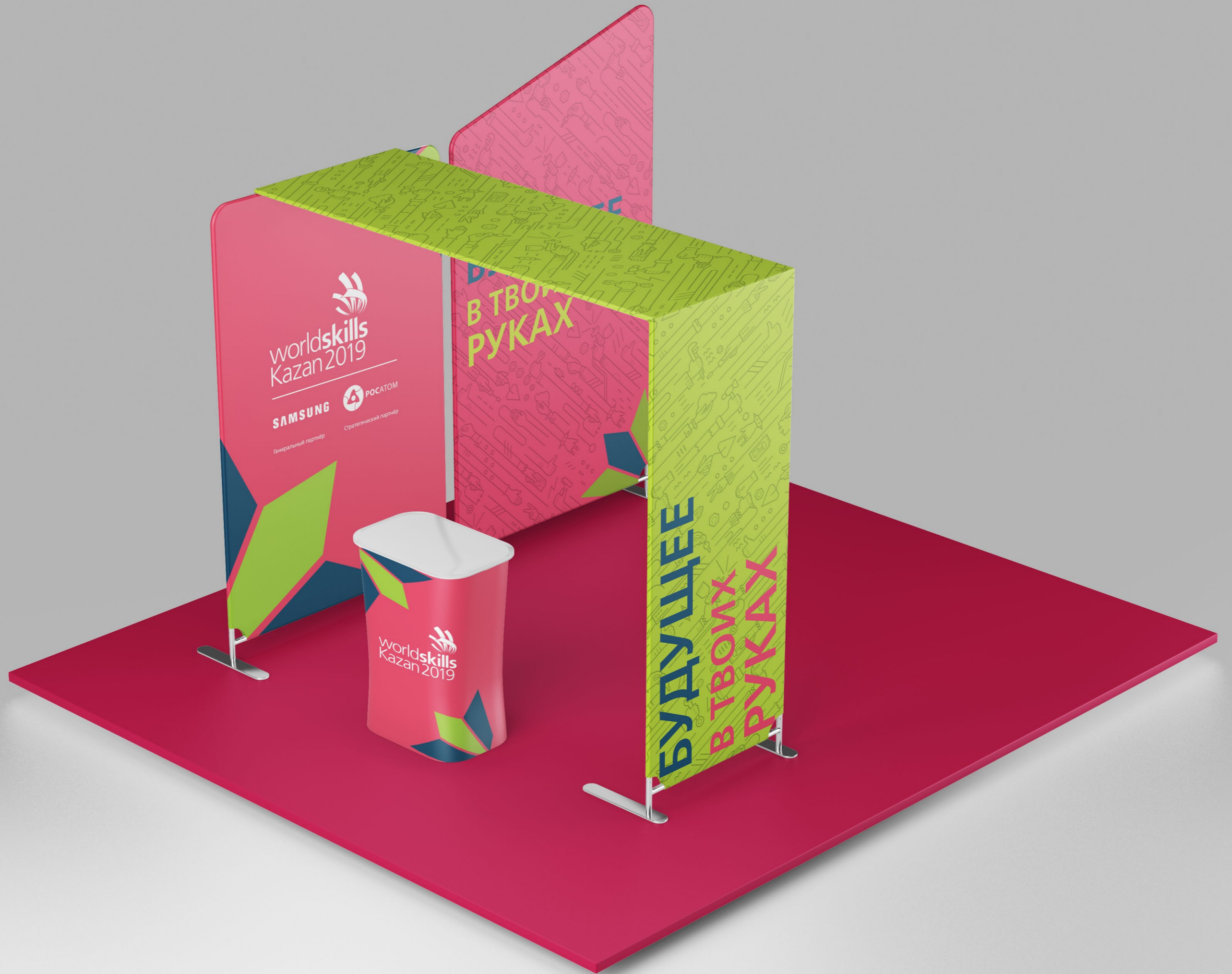
Please ensure the right scale of the pattern. Don't make it too large: at least ten hands must be visible in an artwork.











# EXTREME MEDIA LAYOUTS



## EXTREME MEDIA LAYOUTS

**БУДУЩЕЕ** В ТВОИХ **РУКАХ**

worldskills  
Kazan 2019

SAMSUNG

РОССИЯ

# EXTREME MEDIA LAYOUTS



MERCHANDISE

# WORLD SKILLS KAZAN 2019





worldskills  
Kazan 2019











## DESIGN FOR SOCIAL MEDIA

# WORLDSKILLS KAZAN 2019

## DESIGNS FOR SOCIAL MEDIA

A branded image typically consists of three elements:

1. Photograph
2. Logo
3. Text on a special background designed as tulip

Using a graphic element. The tulip size can vary; the elements can be positioned at 45°; the number can range from 1 to 3.

## IMAGE DESIGN OPTIONS

