



OUR  
BRAND



worldskills  
Australia





# ABOUT THIS BOOK AND WHY IT'S IMPORTANT

## WorldSkills Australia is developing, and so is our brand.

WorldSkills Australia is experiencing rapid growth welcoming new volunteers, partners, and projects. Never before has there been so much interest in what we do – from skills sectors and industry, from governments and economists as well as from media and society as a whole.

Now is the time to take the next step.

We have developed a set of guidelines that define and explain what WorldSkills Australia is all about. It is an aid for volunteers, partners and stakeholders to express and communicate our brand with consistency. Stakeholders are encouraged to adopt the brand for their own communications and marketing activities to support the national recognition that vocational, technical, and service oriented education and training needs, and that the WorldSkills Australia movement deserves.

# ABOUT US

## OUR VISION

To contribute to sustainable economic prosperity through the development, recognition and promotion of excellence in skills.

## OUR MISSION

To actively engage in the development of policy and the practice of skills excellence in Australia through competitions, international benchmarking and applied research.

## OUR POSITION

The national hub for skills excellence and development.





# ABOUT WORLDSKILLS AUSTRALIA

## DESCRIBING WORLDSKILLS AUSTRALIA IN SHORT

WorldSkills Australia celebrates excellence. We do this by creating opportunities for young men and women, promoting a skills culture, showcasing vocational education and training and investing in the nation's young people now.

## FOR USE IN TEXT, FORMAL DESCRIPTIONS OR PRESS RELEASES

WorldSkills Australia, a not-for-profit organisation, is a united voice for skills excellence in vocational, technological and service oriented careers in Australia. Since 1981 we have raised the awareness among the nations youth, as well as their parents, industry and employers, that our future depends on an effective skills training systems. Our aim is to contribute to Australia's economic prosperity in a sustainable way through the development and promotion of excellence in skills. We recognise that the vocational education and training sector is central to Australia's economic growth, productivity and future employment outcomes.

Through skill competitions, grass-roots community projects and knowledge exchange, we challenge young professionals around the nation to become the best in the skill of their choice. Our programs help shift perceptions and create the understanding that to learn a skill, to choose a skill-based career, is one of the most important decisions a young person and their family will ever make. Internationally, WorldSkills is represented by 75 Member countries, all working together with youth, educators and industries to help prepare tens of thousands of young men and women achieve their full potential, both for today and for jobs of the future.





# OUR HERITAGE



# ABOUT **WORLDSKILLS** **INTERNATIONAL**

## **DESCRIBING WORLDSKILLS INTERNATIONAL IN SHORT**

WorldSkills is the global hub for skills excellence and development. Through international cooperation and development between industry, government, organizations, and institutions, we promote the benefits of and need for skilled professionals through grass-roots community projects, skills competitions, and knowledge exchange. We show how important skills education and training is for youth, industries, and society by challenging young professionals around the world to become the best in the skill of their choice.

## **FOR USE IN TEXT, FORMAL DESCRIPTIONS OR PRESS RELEASES**

Founded in 1950, WorldSkills is a global organization that promotes vocational, technological, and service oriented education and training. We promote skilled careers in 76 Member countries and regions, all working with youth, educators, governments, and industries to help prepare the workforce and talent of today for the jobs of the future. WorldSkills gives youth the chance to compete, experience, and learn how to become the best in their skill of choice. 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 is making a direct impact on raising the level of skills throughout the world.

## **ALTERNATE DESCRIPTION**

WorldSkills is the collective voice for skills excellence and development in vocational, technological, and service oriented careers around the globe. Since 1950 we have raised the awareness among youth, as well as their parents, teachers, and employers, that our future depends on an effective skills training system. Today WorldSkills represents more than 50 skills in 76 Member countries and regions, all working together with youth, educators, and industries to help prepare the workforce and talent of today for the jobs of the future.



Any goal that has a global focus cannot be achieved alone and that's why WorldSkills Australia is part of the WorldSkills family. We team up with 75 countries to improve the world through the power of skills.

WorldSkills showcases the value of skills and raises the recognition of skilled professionals worldwide. Skills are the foundation of modern life. Everything, from the houses we live in to the societies we create, is the result of skills. They are the driving force behind successful careers and companies, thriving industries, and economies. Skills keep the world working.

Australia not only has the backing of its local and national government bodies and industry organisations but 75 other countries all working together to achieve a supportive skills culture.

# WORLD SKILLS TIMELINE

1950	FIRST INTERNATIONAL SKILLS COMPETITION
1953	6 MEMBER COUNTRIES AND REGIONS FROM EUROPE
1961	1ST ASIAN COUNTRY JOINS — JAPAN
1970	FIRST TIME COMPETITION HELD OUTSIDE EUROPE
1973	1ST NORTH AMERICAN COUNTRY JOINS — UNITED STATES OF AMERICA
1980	17 MEMBER COUNTRIES AND REGIONS
1981	1ST SOUTH AMERICAN COUNTRY JOINS — BRAZIL
1981	1ST OCEANIA COUNTRY JOINS — AUSTRALIA
1990	22 MEMBER COUNTRIES AND REGIONS
1990	1ST AFRICAN COUNTRY JOINS — SOUTH AFRICA
1995	1ST ASEAN REGIONAL SKILLS COMPETITION — MALAYSIA
1997	1ST MIDDLE EAST COUNTRY JOINS — UNITED ARAB EMIRATES
1998	1ST EUROPEAN REGIONAL SKILLS COMPETITION — NETHERLANDS
2000	ORGANIZATION REBRANDED AS WORLD SKILLS
2000	36 MEMBER COUNTRIES AND REGIONS
2001	FIRST WORLD SKILLS LEADERS FORUM HELD IN SEOUL, KOREA
2003	FIRST GLOBAL INDUSTRY PARTNERS SUPPORT THE CONTINUOUS WORK OF ORGANIZATION
2005	FULL TIME SECRETARIAT TO PROFESSIONALLY MANAGE THE ORGANIZATION
2005	FIRST CONFERENCE PROGRAMME HELD IN CONJUNCTION WITH WORLD SKILLS COMPETITION
2005	42 MEMBER COUNTRIES AND REGIONS
2006	FIRST WORLD SKILLS YOUTH FORUM HELD IN MELBOURNE, AUSTRALIA
2007	47 MEMBER COUNTRIES AND REGIONS
2008	FIRST WORLD SKILLS AMBASSADOR — MARCOS PONTES
2008	1ST GCC REGIONAL SKILLS COMPETITION — UNITED ARAB EMIRATES
2009	52 MEMBER COUNTRIES AND REGIONS
2010	1ST AMERICAS REGIONAL SKILLS COMPETITION — BRAZIL
2011	WORLD SKILLS FOUNDATION CREATED
2011	58 MEMBER COUNTRIES AND REGIONS
2012	FIRST INNOVATION LAB HELD IN SINGAPORE
2014	72 MEMBER COUNTRIES AND REGIONS
2015	75 MEMBER COUNTRIES AND REGIONS
2015	FIRST WORLD SKILLS COMPETITION HOSTED IN SOUTH AMERICA
2015	FIRST WORLD SKILLS DIGITAL CHALLENGE
2016	GENERAL ASSEMBLY — NIAGARA FALLS, CANADA AND UNITED STATES OF AMERICA
2017	FIRST WORLD SKILLS COMPETITION TO BE HOSTED IN THE MIDDLE EAST
2019	FIRST WORLD SKILLS COMPETITION TO BE HOSTED IN RUSSIA





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



# "CHAM-PI-ON"

PRONUNCIATION:  
/tʃæmpiən/ (noun)

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



# 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 76 countries and regions — representing more than 70% of the world's population

**More than thousands  
of Competitors  
have competed  
in WorldSkills  
Competitions  
throughout Australia.**



# OUR COLOURS

<b>HEX #FF63A0</b> R255 G100 B161 C0 M76 Y4 K0	<b>HEX #162842</b> R22 G40 B66 C94 M81 Y46 K49		
<b>PMS 212C</b>	<b>PMS 282C</b>		
<b>HEX #00C1E0</b> R0 G193 B225 C68 M0 Y9 K0	<b>HEX #D3E54F</b> R212 G229 B80 C21 M0 Y83 K0	<b>HEX #FFA00F</b> R255 G160 B15 C0 M43 Y100 K0	<b>HEX #7C63D6</b> R125 G100 B215 C62 M67 Y0 K0
<b>PMS 311C</b>	<b>PMS 398C</b>	<b>PMS 1375C</b>	<b>PMS 2665C</b>
<b>HEX #939399</b> R147 G149 B152 C46 M36 Y35 K0	<b>HEX #606063</b> R96 G97 B99 C62 M53 Y51 K22	<b>GREY 1</b> <b>HEX #575756</b> R87 G87 B87	<b>GREY 2</b> <b>HEX #878786</b> R135 G135 B135
<b>PMS COOL GREY 7C</b>	<b>PMS 425C</b>	<b>80% K</b>	<b>60% K</b>

## 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.

# OUR LOGO

The WorldSkills identity becomes strong by being consistent over time, countries, regions, and events.

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

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, making the brand less dependent on a logotype alone.

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

## LOGO USAGE AND COLOURS



PRIMARY RECOMMENDATION  
DARK BACKGROUND, LIGHT LOGO



SECONDARY RECOMMENDATION  
LIGHT BACKGROUND, DARK LOGO

## LOGO RULES

### SIMPLIFIED LOGOS



To be used when the final output result cannot achieve the detail of the original logo. Examples include embroidered clothing and screen printed materials.

#### 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.



## 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 WorldSkills Australia.



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 RECREATE OR  
REPLACE ELEMENTS



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 USE  
A GRADIENT



# OUR TYPEFACES

## Frutiger Light Frutiger Roman Frutiger Bold

Where Frutiger is not available or not the suitable option, the font Arial is to be used.

## HOW WE USE OUR TYPEFACE

Our typeface has not changed, but we are on the other hand 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 complement colour should however be kept to the visual elements in order to keep the typography clear. Below examples are shown 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 1.54 times the small capitals, and the smaller capitals are 0.65 the larger capitals.

A NEW LOOK AT SKILLS

A NEW LOOK AT SKILLS

A NEW LOOK AT SKILLS

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

## USING OUR FONT IN TEXT

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.

## TT MUSSELS TYPEFACE

### TT MUSSELS BOLD TT MUSSELS BOLD ITALICS

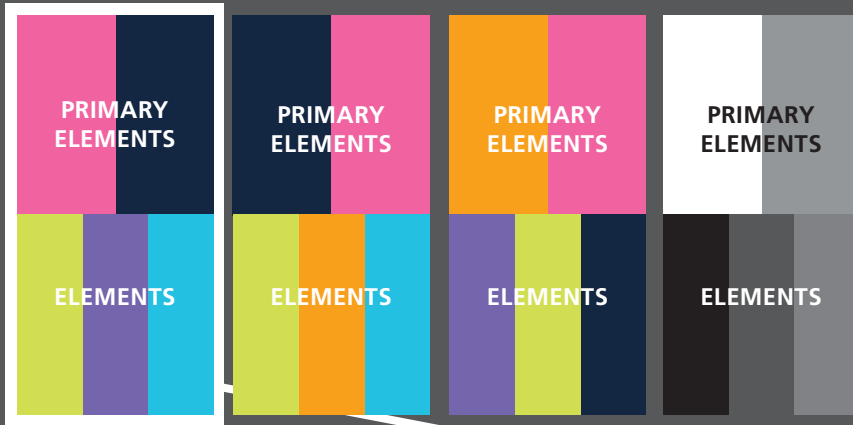
TT MUSSELS is to be used solely by WorldSkills Australia for competition specific collateral.

## HOW WE USE OUR COMPETITION TYPEFACE

TT MUSSELS will be utilised exclusively in competition specific collateral, including material for the Skills Show, Start Your Journey Campaign and when deemed appropriate by WorldSkills Australia.

The font will be used to enhance collateral and critical information.

# OUR GRAPHICAL ELEMENTS/LOOK AND FEEL

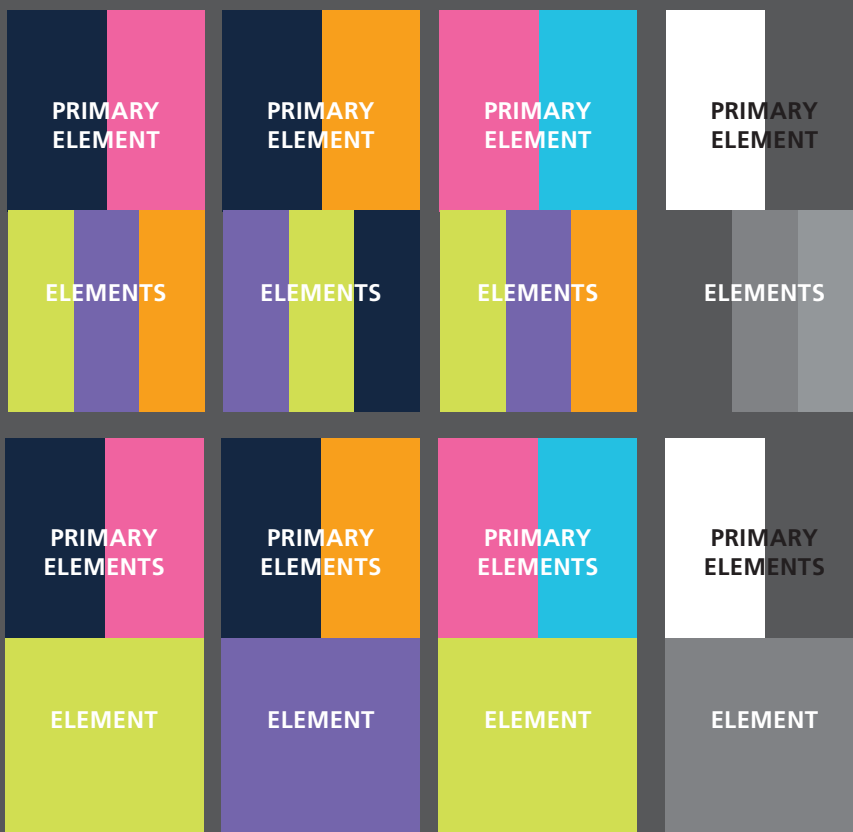
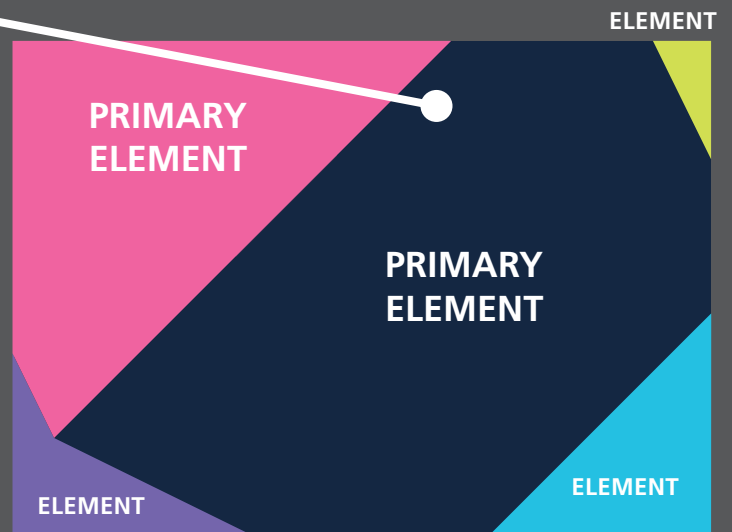


## USE OF SEVERAL COLOURS

Since the colours have been removed from the logo we are instead using the colours to create an exciting visual platform. It's important to use a dark and light version of the main colour and to use different colours to create an exciting mix when using our visual elements. But remember to ensure readability when placing text on a coloured background.

## EXAMPLE OF CUT-OUT FROM THE IDENTITY CUBE

On the right you can see a cut-out from our identity cube. The two larger pieces of the cube are here named "Primary elements". These will serve as your main background in your designs. You are however free to use only one primary element or replace one with an image or visual. The other pieces of the cut-outs are here named "Element". These serve as design triggers and allows you to mix a wide range of colours to make the designs more exciting. For a deeper understanding of where our elements came from, see the section "Identity cube" on the following page.



## USE OF LESS COLOURS

Still with 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 created is targeted to a more corporate or business type of audience. See examples of our visual combinations on the following page.

Note: These colour combinations are only some of the examples available.

## IDENTITY CUBE



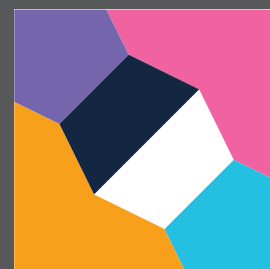
Rotate 90°



Rotate 180°



Rotate -90°



Rotate 90°



Rotate 180°



Rotate -90°



### WHAT IS THE IDENTITY CUBE?

The graphic elements are based on a set of enlarged and oversized building blocks; blocks that symbolize the essence of WorldSkills — a multitude of skills coming together, working together.

From this cube we extract our visual elements.

For examples on how this is done and which elements we recommend see the following pages.





# PARTNERSHIP GUIDELINES

When partner logos are used on marketing material they must be sized according to their level of partnership and sized equitably with other logos within the same level.

## PARTNERSHIP LEVELS

The levels of partnership for WorldSkills Australia:

**Platinum Partner**

**Associate Partners of WorldSkills Australia**

**Gold Partners of WorldSkills Australia**

**Foundation Partners of WorldSkills Australia**

**Silver Partners of WorldSkills Australia**

**Bronze Partners of WorldSkills Australia**

**Supporting Partners of WorldSkills Australia**

Collectively they are referred to as  
“WorldSkills Australia Partners”.

The proportion of the sizing across the levels is based on the contribution made by that level.

The percentage is calculated on the area. So, if the Platinum logo target area is 125,000 mm<sup>2</sup>, then the Gold target area is 70% of that which is 87,500 mm<sup>2</sup>

When all logos are displayed together they appear alphabetically within each level.

## COMPARATIVE LOGO SIZES

In order to equitably size different logos the width to height ratio of the bounding box of each logo must be determined.

The bounding box is the smallest possible box drawn with horizontal and vertical outlines around the logo.



PLATINUM — 100%



ASSOCIATE, GOLD & FOUNDATION — 70%



SILVER — 50%



BRONZE — 35%



SUPPORTING — 20%



3.1: 1



8.7: 1



2.9: 1

# PARTNERSHIP GUIDELINES

## MINIMUM SIZE

The largest minimum size of a logo will determine the sizes of the logos at all levels. If in any application a logo is calculated at a size that will make it smaller than the minimum size either increase the size of the largest logo to allow the smallest logo to be bigger or revert all logos in that level to be displayed as text.

## CLEAR SPACE

The clear space to be applied between all logos is equal to the largest clear space defined by an individual logo. So if the majority of the logos require a clear space measured as the height of the text in the logo and one logo uses twice the text height then all logos must be spaced by the distance defined by the logo that uses twice the text height. This ensures a consistent spacing across all logos.

## COLOURS

Whenever partner logos are used together they must always be presented in full colour on a white background. If a dark background is used, all partner logos must always be presented in monochrome. When logos are used individually use the preferred presentation according to their guidelines.

## CALCULATING COMPARATIVE SIZE

Define a target area as a basis to calculate all the sizes against. In order to easily calculate the size of each logo to match the target area a simple equation is required

$$\text{width} * \text{height} = \text{area}$$

$$\text{width} = \text{height} * \text{ratio}$$

$$(\text{height} * \text{ratio}) * \text{height} = \text{area}$$

$$\text{height}^2 * \text{ratio} = \text{area}$$

$$\text{height}^2 = \text{area} / \text{ratio}$$

$$\text{height} = \sqrt{(\text{area} / \text{ratio})}$$

$$\text{width} = \text{height} * \text{ratio}$$

### Example 1

If the target area is **250** pixels by **250** pixels then the area is **62,500** pixels<sup>2</sup>.

If resizing a logo with a **3:1** ratio then:

$$\text{height} = \sqrt{(62,500 / 3)}$$

$$\text{height} = \sqrt{20833.34}$$

$$\text{height} = \mathbf{144.34 \text{ pixels}}$$

$$\text{width} = 144.34 * 3$$

$$\text{width} = \mathbf{433.01 \text{ pixels}}$$

$$\text{area} = \mathbf{144.34 * 433.01 = 62,500 \text{ pixels}^2}$$

### Example 2

If the target area is **30** mm by **30** mm then the area is **900** mm<sup>2</sup>.

If resizing a logo with a **5.43:1** ratio then:

$$\text{height} = \sqrt{(900 / 5.43)}$$

$$\text{height} = \sqrt{165.75}$$

$$\text{height} = \mathbf{12.87 \text{ mm}}$$

$$\text{width} = 12.87 * 5.43$$

$$\text{width} = \mathbf{69.88 \text{ mm}}$$

$$\text{area} = \mathbf{12.87 * 69.88 = 900 \text{ mm}^2}$$

*Note: if a logo is taller than it is wide then the results for width and height are swapped in the above equations.*

# COMPOSITE LOGOS

In certain circumstances, a composite logo may be used. This logo requires a line in-between the WorldSkills Australia logo and the partner logo. It must also accommodate the specified clear space required for the WorldSkills Australia logo, or partner logo (whichever is greater).



WORLDSKILLS AUSTRALIA MINIMUM CLEAR SPACE





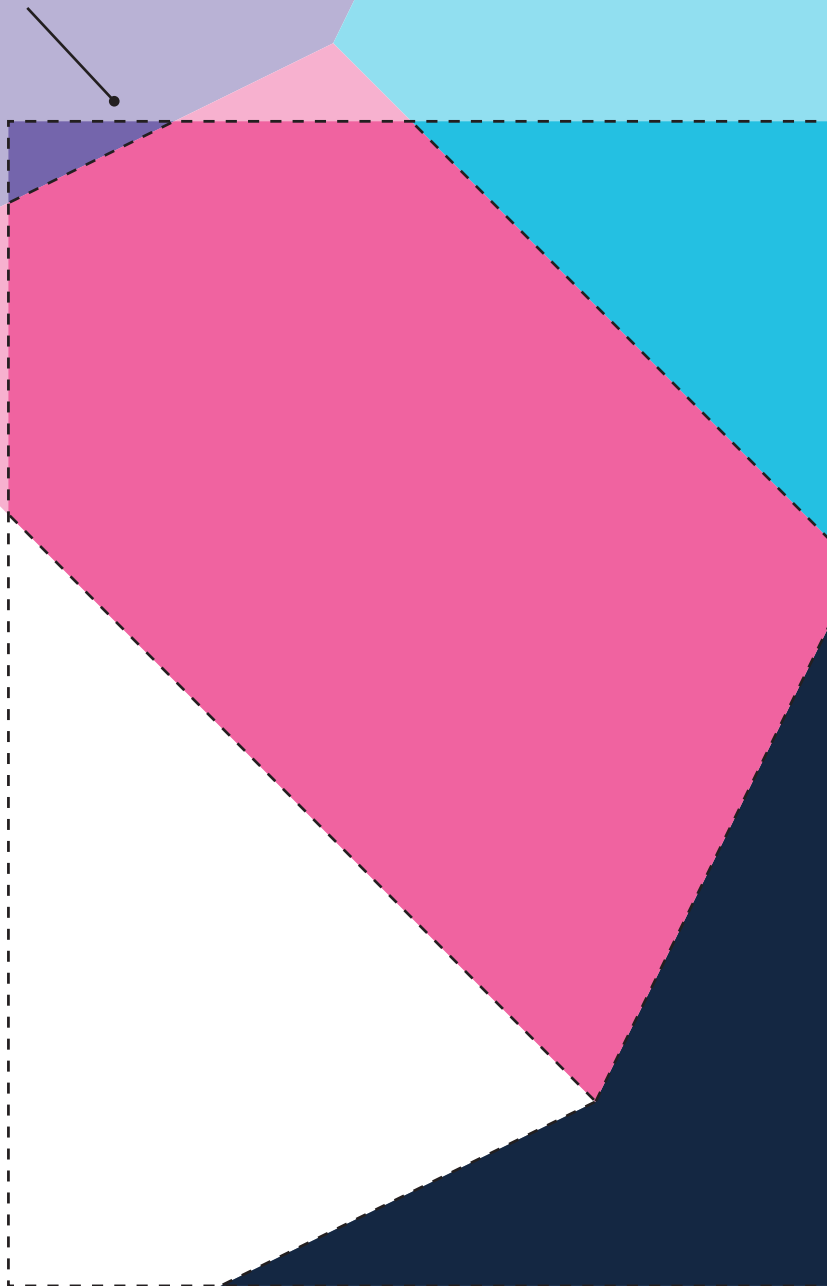
## BREAKDOWN OF IDENTITY CUBE

EXAMPLE FOR STANDARD CUT-OUT



## BREAKDOWN OF IDENTITY CUBE

EXAMPLE FOR STANDARD CUT-OUT



# BREAKDOWN OF IDENTITY CUBE

## EXAMPLE FOR WORD TEMPLATES

Below you can see an example of the cut-out we created for our Word templates. In order to make the templates more suitable for content-heavy Word documents, we decided to only use the elements on the front page of the template as seen in the pictures below. For the press release we chose to reverse and zoom out the cut-out in order to make room for even more content, but also to have the ability to show our elements on every page of the document. The designer has the freedom to choose which elements to include in order make the design as visually compelling and effective as possible.

### PRESS RELEASE



### TEXT PAGE



### FRONT PAGE



### ORIGINAL CUT-OUT



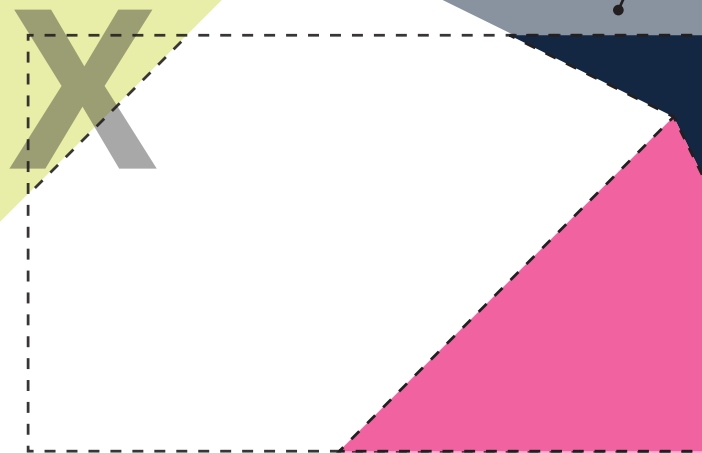


## BREAKDOWN OF IDENTITY CUBE

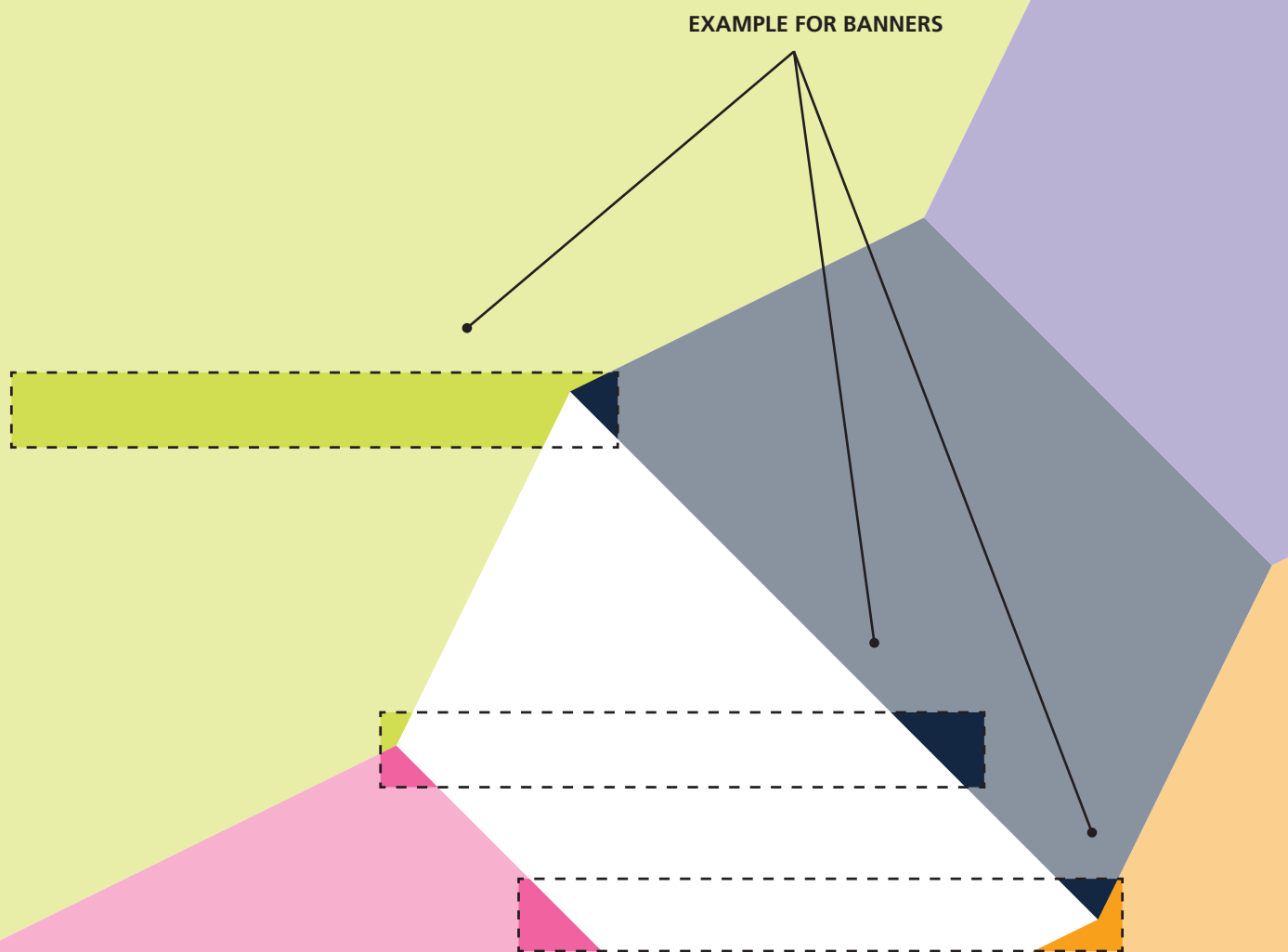
### EXAMPLE FOR BUSINESS CARDS

Below you can see an example of the cut-out we created for our business cards. The designer has the freedom to choose which elements to include in order make the design as visually compelling as possible.

Notice that we choose to remove the top-left red corner of the cube in order to have room for more information on the card. This option applies to all designs being created.

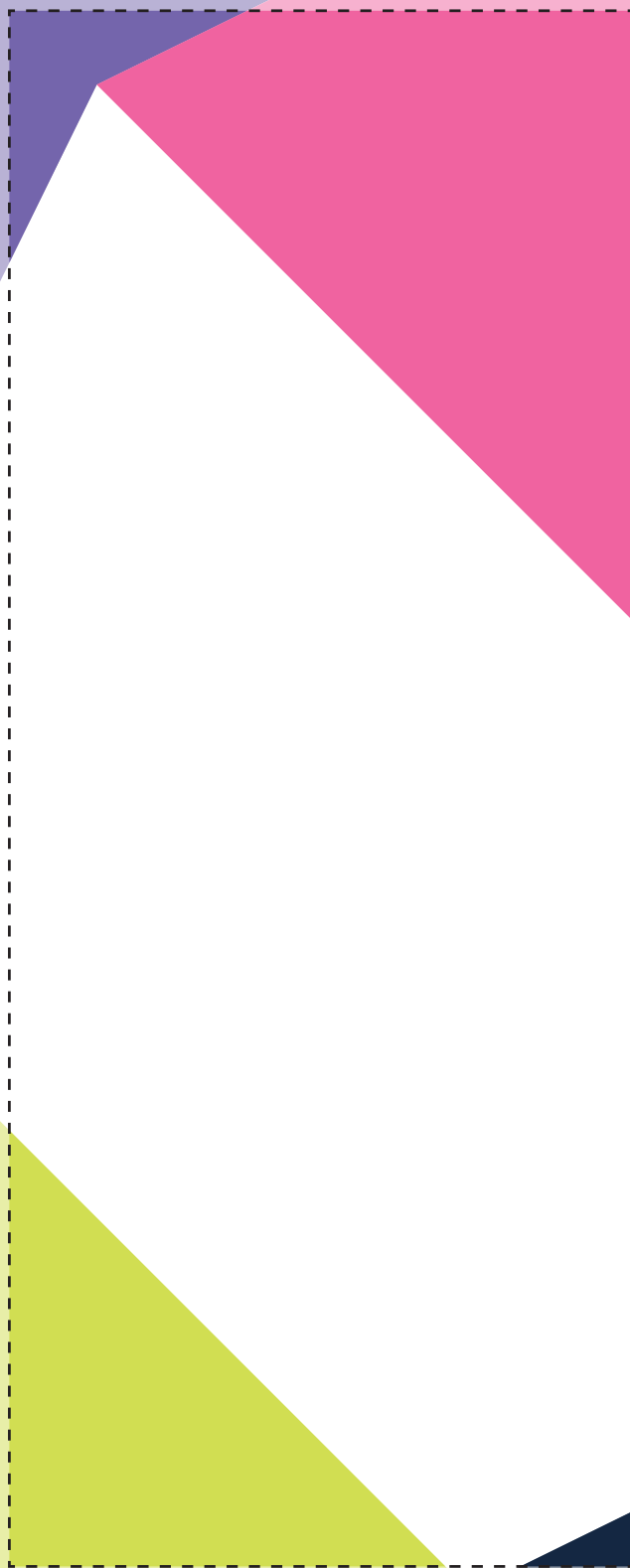


## BREAKDOWN OF IDENTITY CUBE



## BREAKDOWN OF IDENTITY CUBE

EXAMPLE FOR ADVERTISEMENT





## VISUAL COMBINATIONS AND PATTERNS

### BASIC CONFIGURATION

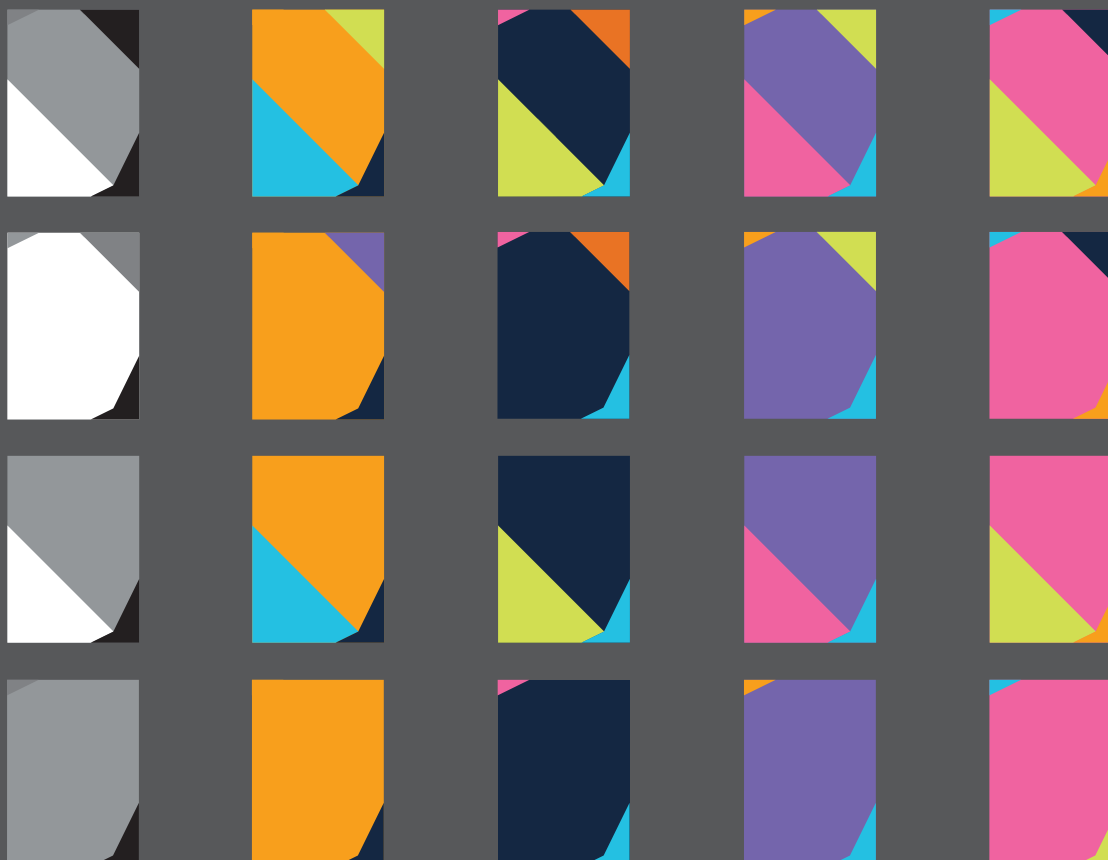
Found below are examples of the cut-outs with our colour principles applied. These are examples of how to use the colours. We do however encourage you to mix the colours using our colour guide in this document.

A vector (EPS) file is available for designers in the Tool kit.

### HORIZONTAL COMBINATIONS



### VERTICAL COMBINATIONS



## 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.



## 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 WorldSkills colour scheme as outlined on page 30 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.

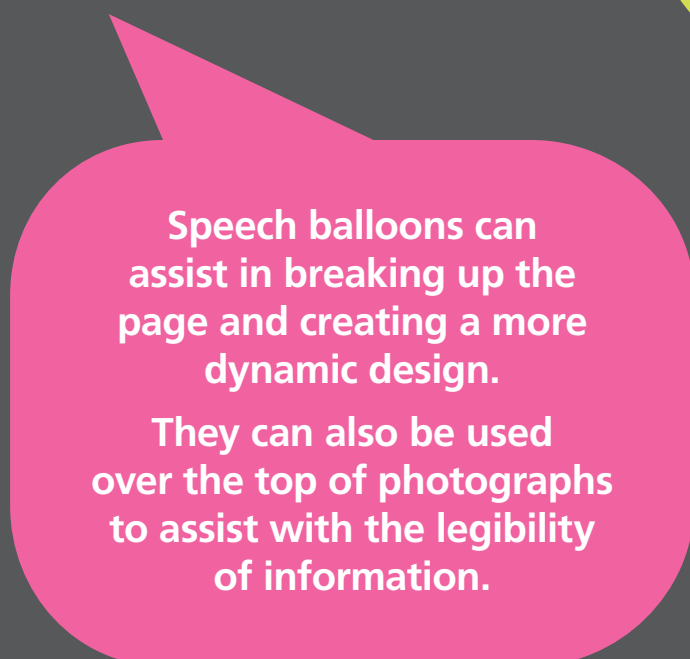
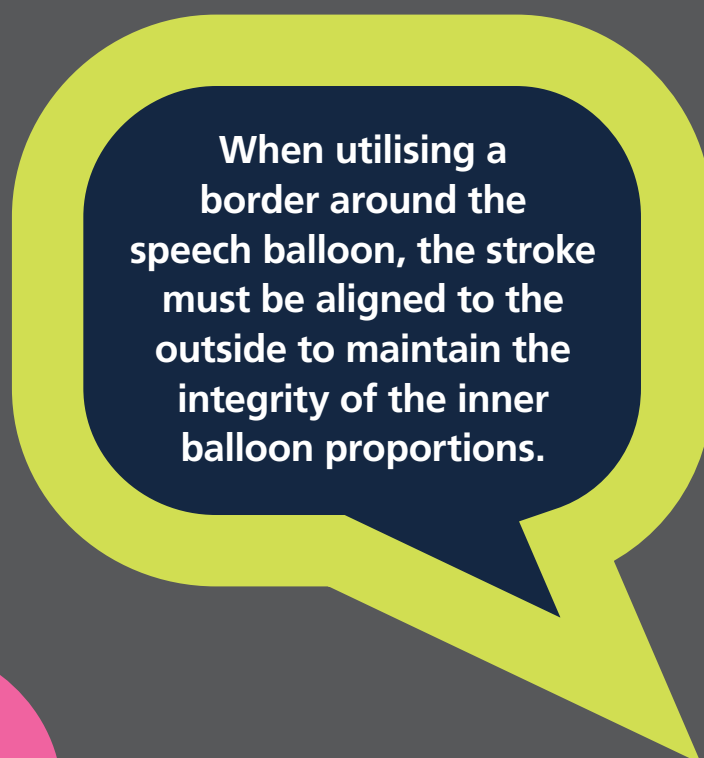
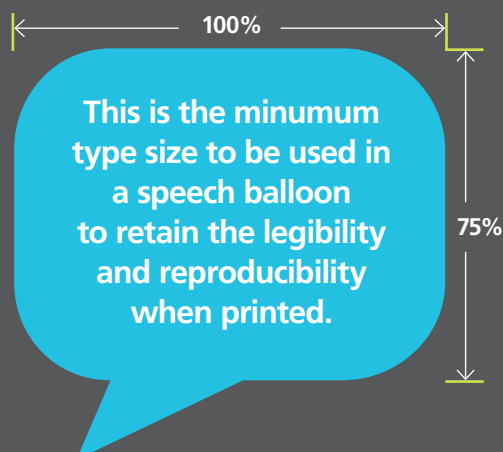
The weight of the type must be bold.

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.



Example of a vertically flipped balloon









## BUSINESS CARD TEMPLATES

### 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 below we use 4 colours for the multi colour version. However, if needed only 2 colours can be used for the background and elements. Actually a variety is encouraged.

#### MULTI COLOUR VERSION BACK



#### MULTI COLOUR VERSION FRONT



#### GREYSCALE VERSION BACK



#### GREYSCALE VERSION FRONT



#### TWO PMS VERSION BACK



#### TWO PMS VERSION FRONT



### TAGLINES FOR BUSINESS CARDS

DISCOVER THE **POWER** OF **SKILLS**  
THE GLOBAL **HUB** FOR **SKILLS EXCELLENCE**  
**SKILLS** SHAPE **PEOPLE** AND **SOCIETIES**  
**SKILLS** BRING **PURPOSE** TO **PEOPLE**  
**SKILLS** KEEP THE **WORLD WORKING**

WORD TEMPLATES

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.

COLOUR DOCUMENT

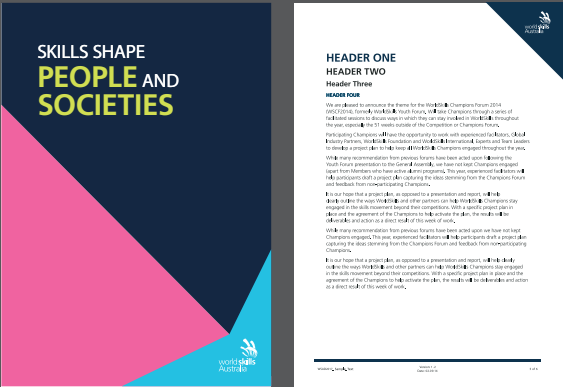


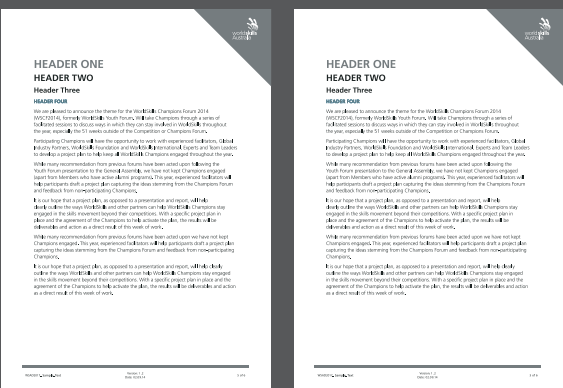
IMAGE DOCUMENT



BLACK AND WHITE DOCUMENT



PRESS RELEASE AND LETTER



# POWERPOINT TEMPLATES

## GENERAL INFORMATION FOR USING AND ALTERING THE POWERPOINT TEMPLATE

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.

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### IMAGE OR VISUAL





### MAIN SLIDE

#### WHAT IS WORLDSKILLS?

As an international movement, WorldSkills is the global voice of professional skills promotion.

We use Competitions and Projects, Education and training, Advocacy, Research, Career, and International development and cooperation to bring together industry, government, and education organizations to drive an international skills agenda designed to create economic stability and growth for all people and freedom of choice for all youth.



### CHAPTER IMAGE

## WORLDSKILLS



Improving our world with the power of skills



### MODEL OR ILLUSTRATION

#### WORLDSKILLS APP

- For both iPhone and Android
- Event based application
- Can be customized easily by Members to be used in their own events
- Focused on improving visitor experience



### CHAPTER VISUAL

## OUR VISION

Improving our world with the power of skills



## TOTE BAG



## POLO SHIRT OPTIONS



## BEACH TOWEL





