

BRAND BOOK




worldskills
Australia





FIND OUR COMPLETE BRAND RESOURCES ONLINE AT:
<https://www.worldskills.org.au/media/resources/marketing-resources-2/>

EMPOWERING SKILLS EXCELLENCE



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EMPOWERING SKILLS EXCELLENCE

At WorldSkills Australia, we believe skills are the foundation of opportunity, innovation and personal achievement. "Empowering Skills Excellence" reflects our commitment to inspiring young Australians to develop world-class talent and influence industry, education and government, ensuring every individual has the chance to excel and contribute to a thriving skills-driven future.



our PURPOSE

WorldSkills Australia's purpose is to identify, demonstrate, promote and grow the excellence of Australia's skills development.

our STRATEGIC OBJECTIVES

- Increase the participation of youth in high quality skills development.
- Increase the expertise of skills development practitioners to world best standards.
- Benchmarking Australian Skills Excellence against global standards.



BUILDING BLOCKS

In keeping with WorldSkills International branding, we use the Building Blocks of life.
The growth and success of WorldSkills relies on each element of the building block working together.

DEVELOP

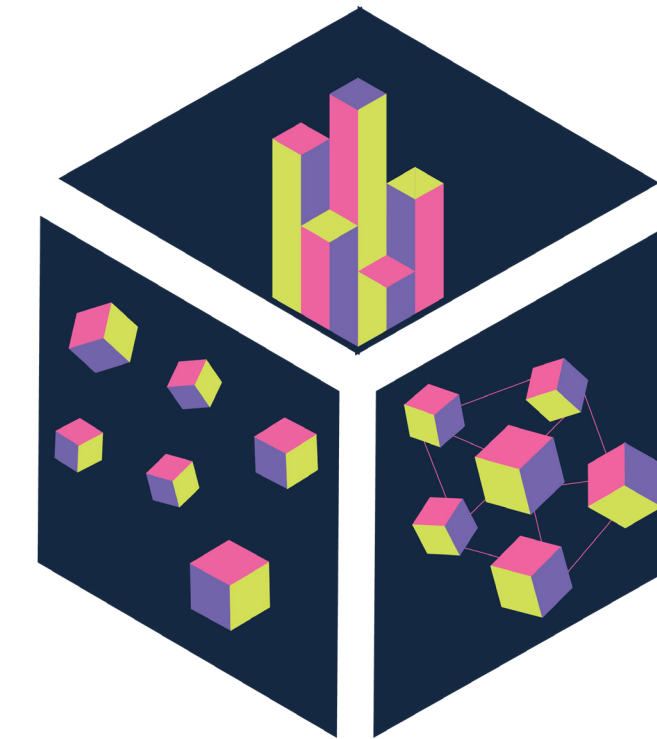
- Career Building
- Enhancing Education and Training
- Personal and 'soft skills' growth

INSPIRE

- Skills Competitions
- Promoting Skills
- Mentoring

INFLUENCE

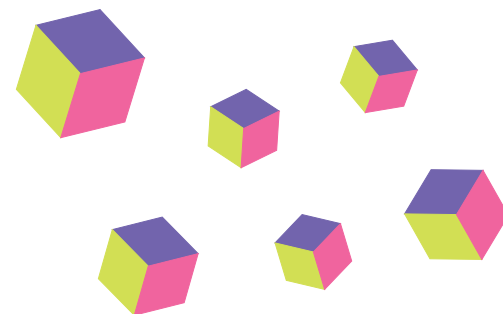
- Research
- Benchmarking
- Networking
- International Cooperation





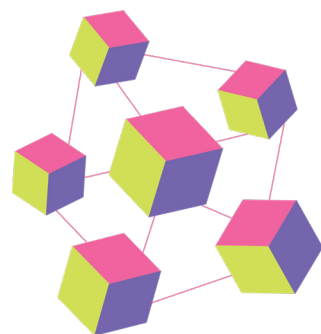
DEVELOP

We develop world-class skills by providing benchmarking and training opportunities and strengthening partnerships between industry, education, and government across Australia. Through these efforts, we align with the standards of WorldSkills International, raising the bar for skills excellence nationwide.



INSPIRE

We inspire young Australians to discover their passion and strive for excellence in their chosen skills. Through competitions, promotions, and our connection with the global WorldSkills International movement we showcase the power of skills to change lives.



INFLUENCE

We influence Australia's skills agenda through research, collaboration, and our active participation in the WorldSkills International network, advocating for skills as a key driver of innovation, productivity and economic growth.



BRAND PRINCIPLES

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Skills Enable Transformation

Skills are not just technical abilities — they’re life-changing. They build confidence, release potential, open career pathways, and help individuals, communities and the economy thrive.

Youth-Centred Approach

Young people are at the heart of everything WorldSkills Australia does. They are the primary beneficiaries, the heroes of the story, the default audience. The organisation’s programs, imagery, messaging, and decisions are shaped around empowering young people.

Empowering Excellence Through Volunteering

Volunteers are the heart of WorldSkills Australia. Their passion, skill, and dedication bring our mission to life — inspiring excellence, fostering community, and creating opportunities for others to succeed. We honour their contribution by ensuring every volunteer feels valued, supported, and proud to be part of our shared journey.

Excellence Through Competition and Benchmarking

Striving for excellence is integral — competitions allow participants to test themselves, benchmark their skills against the highest standard, and learn through challenge. Excellence is celebrated and rewarded.

Equity, Relevance & Inclusion

WorldSkills Australia aims to be relevant to diverse communities, ensuring opportunities are accessible and inclusive. It works to connect with the needs of regions, industries, and the changing landscape of work and education.



Collaboration & Partnership

The work is done through partnerships with governments, industry, training organisations, volunteers, and competitors themselves. Collaboration strengthens impact, ensures relevance, and helps the movement grow.

Integrity & Transparency

Actions are underpinned by honesty, ethical behaviour, and openness. Representing the organisation, its values, and its name is done in ways that uphold trust, reputation and fairness.

Passion & Proud Identity

There is pride in skills, in vocational training pathways, in hands-on creativity, and in what competitors achieve. The brand expresses boundless enthusiasm — for the work, for the individuals, for the community impact.

Quality in Execution

The little details matter: in how competitions are run, how resources are developed, in standards of training, and in how participants and partners are engaged. Excellence isn’t just in outcomes, but in every step.

Change-oriented & Future-looking

The brand embraces growth, innovation, and evolution. It recognises the changing nature of work, education, society, and steers toward preparing young people for what’s coming — not just what is.

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VISUAL IDENTITY

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

TAGLINES _____

LOGOS _____

COLOURS _____

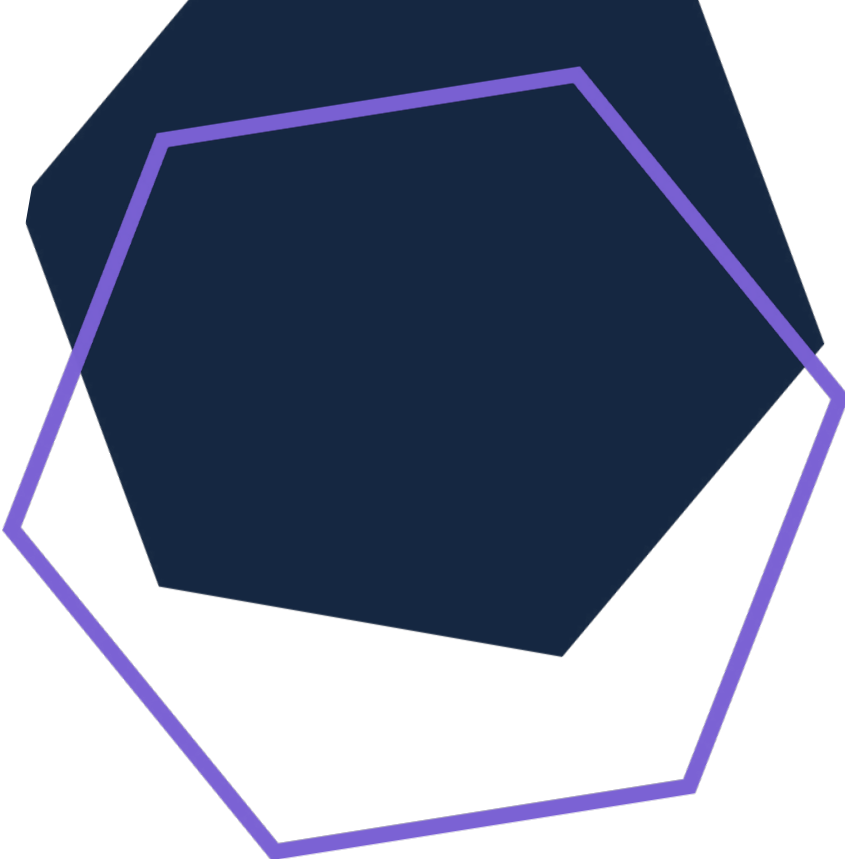
FONTS _____

DESIGN ELEMENTS _____

IMAGERY _____



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OUR TAGLINES

EMPOWERING SKILLS EXCELLENCE - Overall organisation tagline

What “Empowering Skills Excellence” means at WorldSkills Australia.
More than a slogan, it reflects WorldSkills Australia’s mission to support young people in achieving world-class standards in trades and vocational skills.
Empowering means enabling individuals to grow in confidence, refine their skills, and gain recognition through real-world training, competition, and mentorship.
Skills Excellence is about achieving technical mastery, benchmarking against global standards, and promoting VET as a respected, future-focused career pathway.
Together, it’s about building personal potential and a highly skilled, competitive workforce for Australia.

ARE YOU AUSTRALIA’S NEXT SKILLS CHAMPION? - 2026 Regionals Program tagline

Do you have the skill, drive, and passion to be the best in your trade? WorldSkills Australia is calling on the next generation of apprentices, trainees, and students to compete, grow, and shine. Step up, showcase your talent, and you could earn the title of Australia’s National Champion — and even represent the country on the world stage.

Your journey to skills excellence starts now.

Each program will feature a unique tagline as part of that year’s campaign.



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OUR LOGOS

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



The five sweeping lines of the WorldSkills Australia icon represent the hands of youth reaching out to acquire new skills. The logo, adopted from WorldSkills International, symbolises the unity of members within the global WorldSkills network.



The 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.



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.



PROGRAM SPECIFIC CO-BRANDED LOCK-UP LOGOS

At WorldSkills Australia, we use a lock-up logo to maintain a strong and consistent visual identity across all communications. The lock-up combines key brand elements, such as the WorldSkills symbol and our name into a single, unified mark that ensures instant recognition and reinforces our credibility. By using a lock-up logo, we preserve brand integrity across different programs, events, and materials, helping audiences easily identify and connect with the WorldSkills Australia brand wherever it appears. In some cases, we also create lock-up logos with host partners for specific programs and events.

COLOUR



MONO

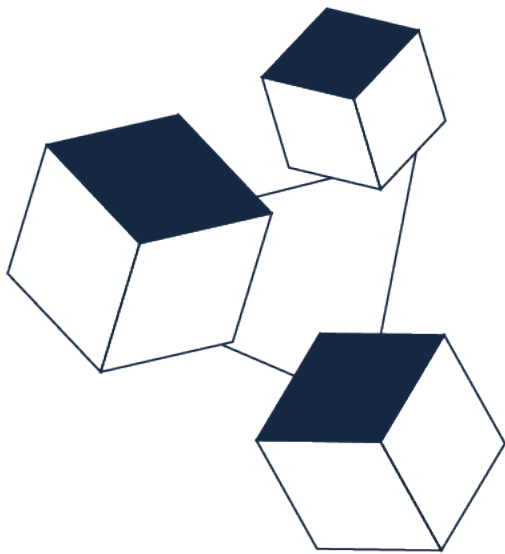


REVERSE



OUR COLOURS

These colours represent WorldSkills Australia and are used consistently across all our programs and communications. Dark Blue and Pink serve as our most prominent colours, while the remaining tones are used as supporting accents in smaller design elements to complement and balance our visual identity.



Base colours

HEX #ff63a0
R255 G100 B161
C0 M76 Y4 K0

HEX #162842
R22 G40 B66
C94 M81 Y46 K49

PMS 212C

PMS 282C

Supporting colours

HEX #00c1e0
R0 G193 B225
C68 M0 Y9 K0

HEX #d3e54f
R212 G229 B80
C21 M0 Y83 K0

HEX #ffa00f
R255 G160 B15
C0 M43 Y100 K0

HEX #7c63d6
R125 G100 B215
C62 M67 Y0 K0

HEX #939399
R147 G149 B152
C46 36 Y35 K0

HEX #606063
R96 G97 B99
C62 M53 Y51 K22

GREY 1
HEX #575756
R87 G87 B87

GREY 2
HEX #878786
R135 G135 B135

PMS 311C

PMS 398C

PMS 1375C

PMS 2665C

PMS COOL GREY 7C

PMS 425C

80% K

60% K

Team Australia colours

HEX #123020
R18 G48 B32
C63 M0 Y33 K81

HEX #f8b944
R248 G185 B68
C0 M25 Y73 K3

PMS 5535 C

PMS 142C

Cluster Colours

Each skill cluster within WorldSkills Australia is represented by a dedicated colour. This system helps create a clear visual connection between our programs and their respective skill areas, making it easier to identify and distinguish clusters across all communications and event materials.

Construction & Building	Social & Personal Services	Information & Communications Technology
• Bricklaying • Cabinetmaking • Carpentry • Electrical Installations • Joinery • Landscape Construction • Painting & Decorating • Plastering & Drywall Applications • Plumbing & Heating • Refrigeration & Air Conditioning • Signs & Graphics • Wall & Floor Tiling	• Beauty Therapy • Cookery • Hairdressing • Barbering • Healthcare • Restaurant Service • Baking • Patisserie • Retail Butchery VETiS Commercial Cookery VETiS Food & Beverage VETiS Hairdressing VETiS Healthcare Assistance VETiS Makeup Services VETiS Tourism	• Business Services • Cloud Computing • Cyber Security • IT Network Systems Administration • Programming • Web Design • VETiS Business Services • VETiS Information Technology
Creative Arts & Fashion	Manufacturing & Engineering Technology	Transport & Logistics
• 3D Digital Game Art • Fashion Technology • Floristry • Graphic Design Technology • Jewellery • Visual Merchandising • VETiS Entertainment • VETiS Retail	• Additive Manufacturing • Construction Steel Work • Electrical Control • Fitting • Industry 4.0 • PLC Programming (Mechatronics) • Sheetmetal Technology • Turning • Welding • VETiS Metals & Engineering	• Auto Electrical • Autobody Repair • Automotive Mechanics • Automotive Refinishing • Heavy Vehicle Mechanics • Motorcycle Mechanics • VETiS Automotive Services

OUR FONTS

Body Font

Frutiger LT | Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT | Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT | Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT | Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT | Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT | Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT | Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT | Black Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Heading & Contrast Font

TT Mussels | Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TT Mussels | Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TT Mussels | Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TT Mussels | Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TT Mussels | Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TT Mussels | Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TT Mussels | Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TT Mussels | Black Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Quotation & Emphasis Font

Inria Serif | Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Inria Serif | Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Inria Serif | Regular
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ABCDEFGHIJKLMNOPQRSTUVWXYZ

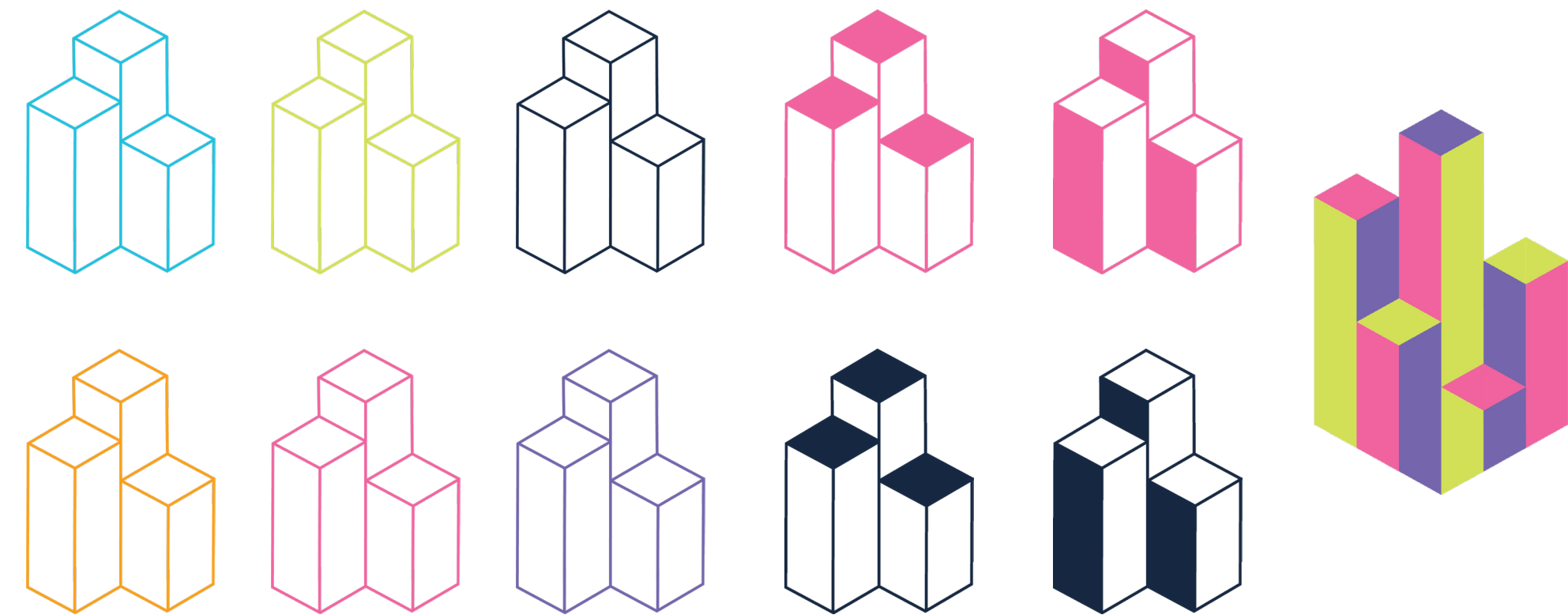
Inria Serif | Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Inria Serif | Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Inria Serif | Bold Italic
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ABCDEFGHIJKLMNOPQRSTUVWXYZ

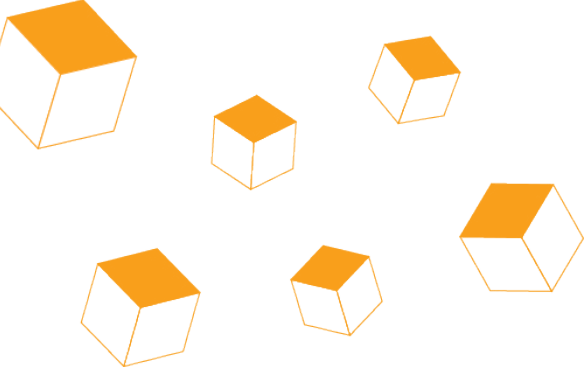
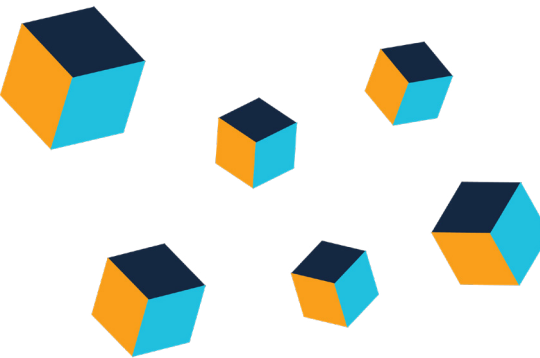
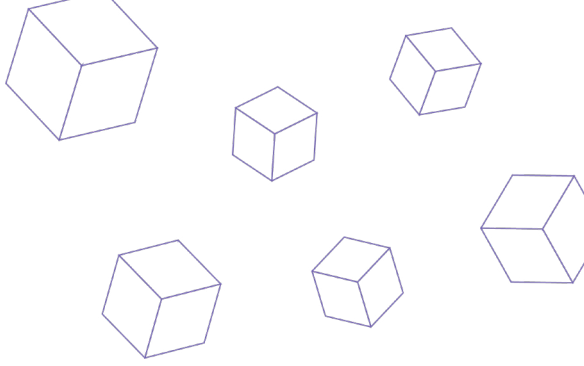
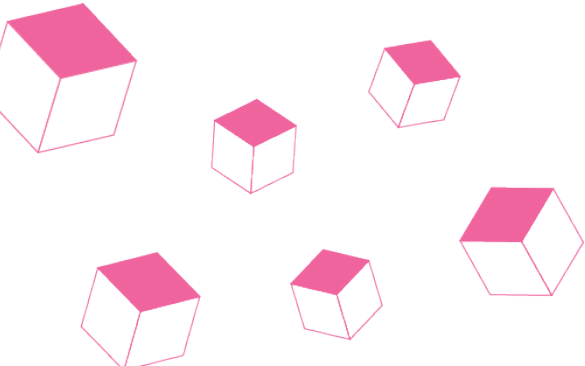
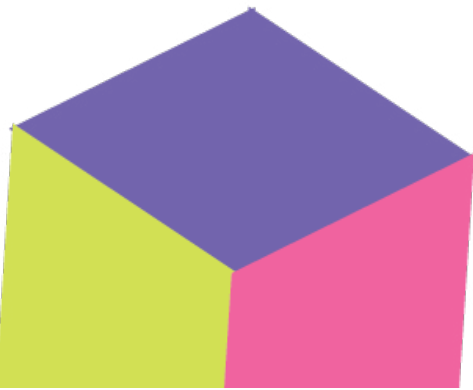
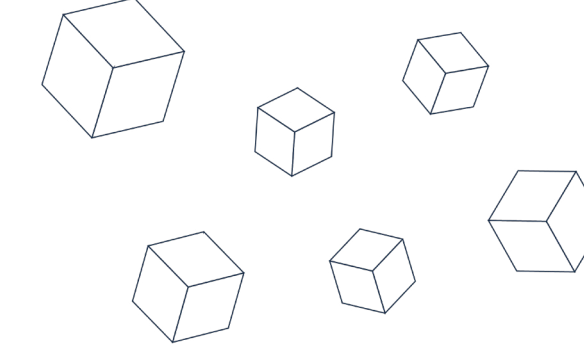
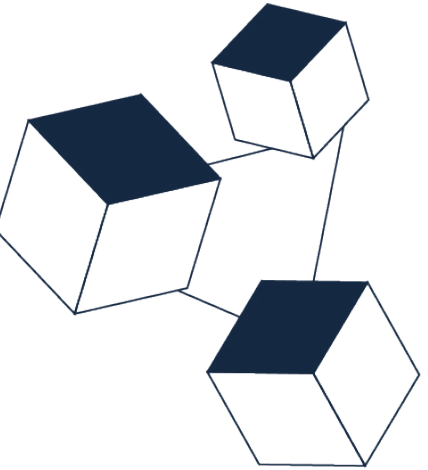
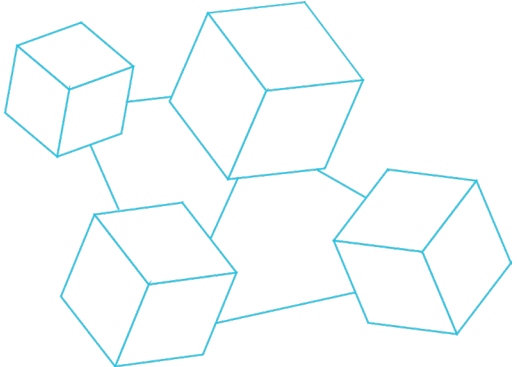
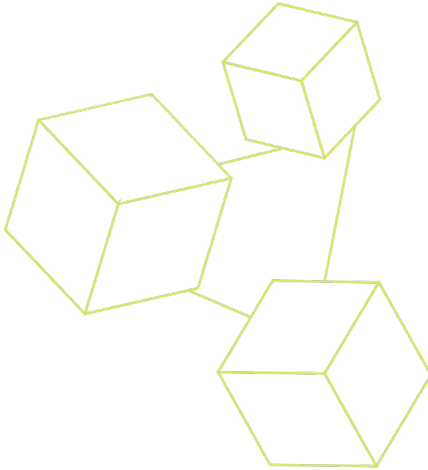
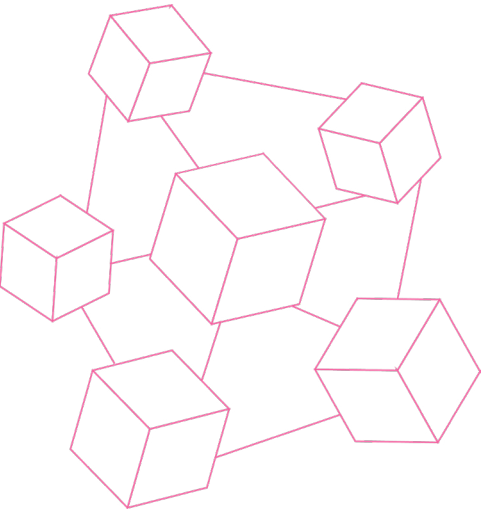
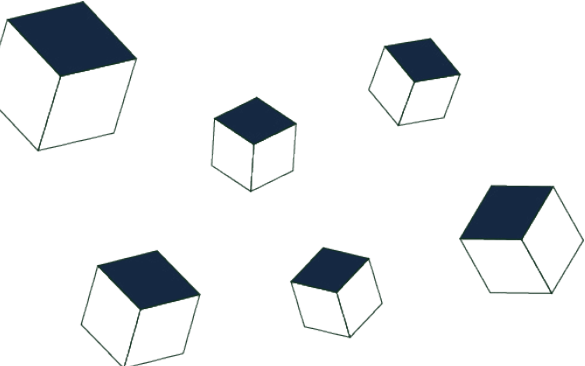
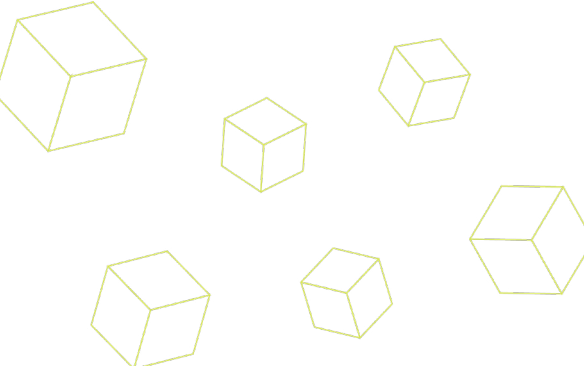
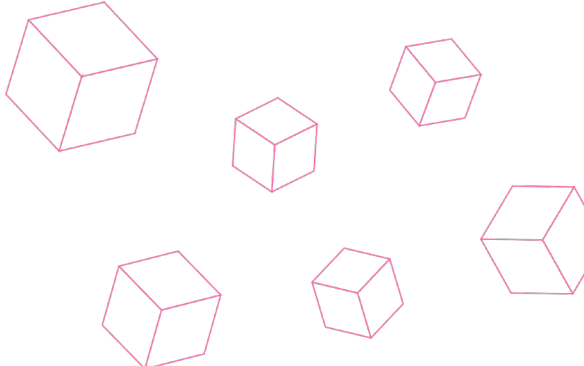
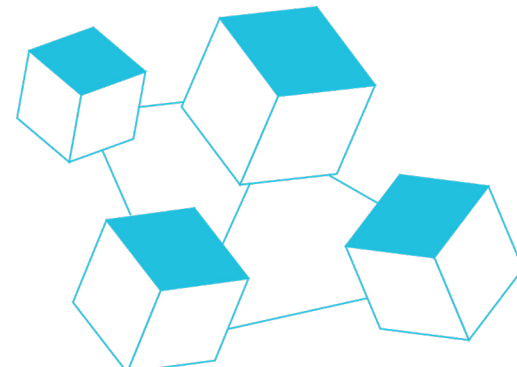
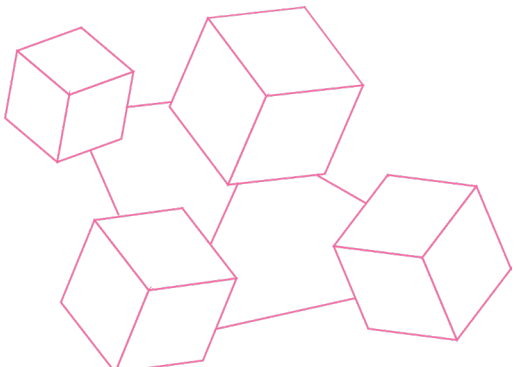
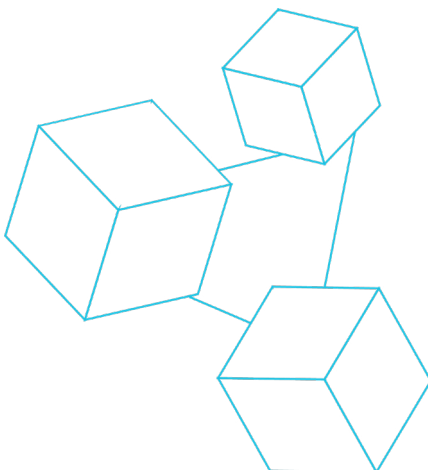
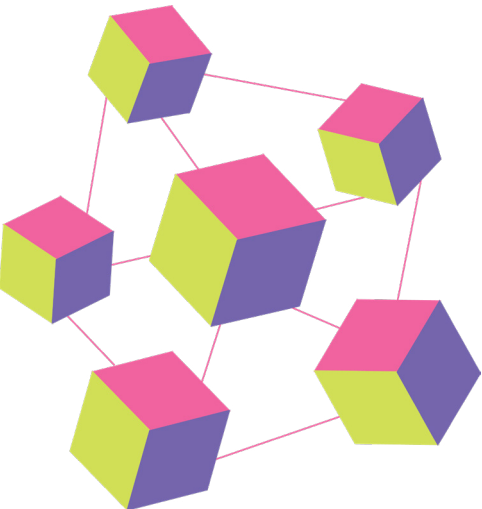
OUR DESIGN ELEMENTS

BUILDING BLOCKS



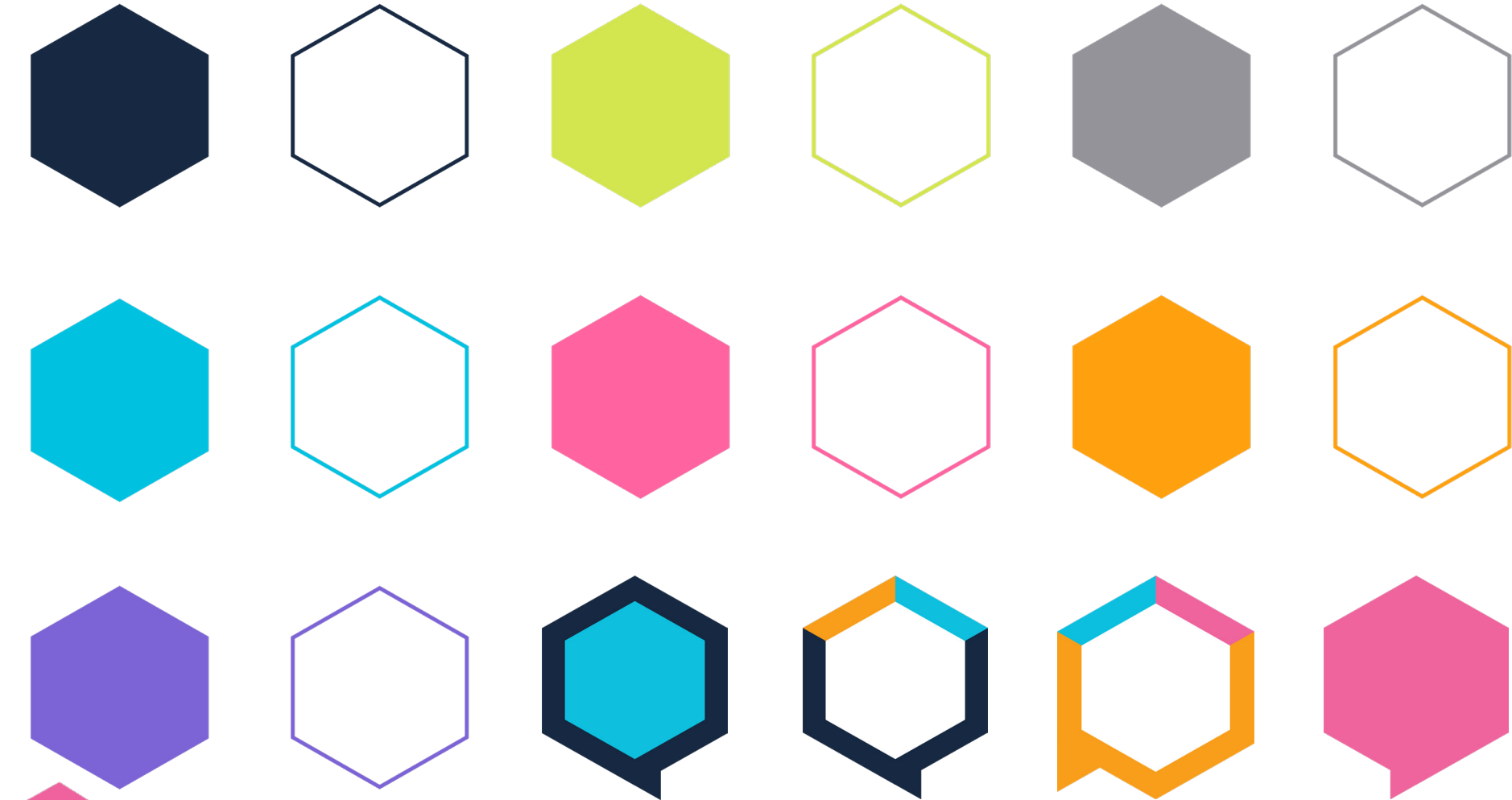
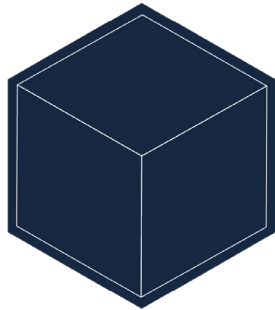
Note: When Frutiger is not available, Ariel is a substitute font. TT Mussels is for 2026 Regional assets only.

CUBES & CONNECTING CUBES



HEXAGONS & CALLOUTS

The HEXAGON is the CUBE filled to create a sense of consistency with the brand.



SKILL GRAPHICS - Please note that symbols are in cluster colour



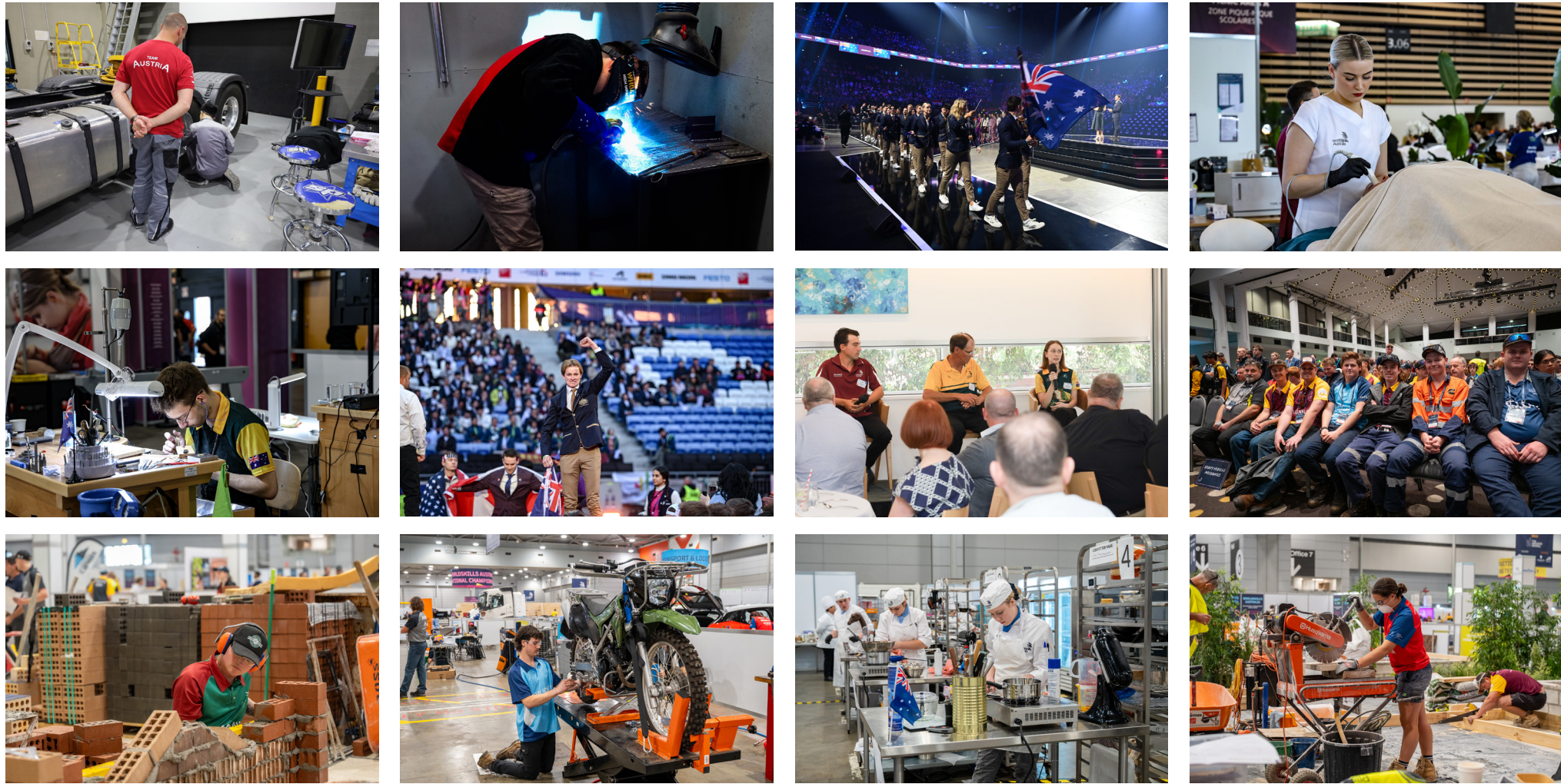
TEAM AUSTRALIA (SKILLAROOS) ELEMENTS - Only to be used for international program



OUR IMAGES



OUR IMAGES



OUR IMAGES



WorldSkills Australia’s imagery captures the energy, precision, and dedication that define the development and mastery of skills. Photos should highlight skills in action—participants focused on their craft and demonstrating creativity, excellence, and passion. Images must also convey collaboration and teamwork, showing the shared pride and connection among competitors, mentors, and supporters. Together, these visuals tell the story of skill, spirit, and community that drives WorldSkills Australia and celebrates the transformative power of vocational education.

 <https://www.worldskills.org.au>

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