

Brand book




worldskills
Chile



Contents

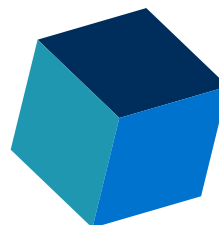
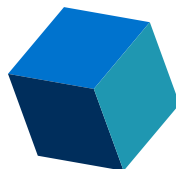
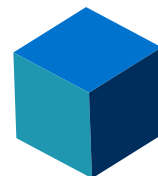
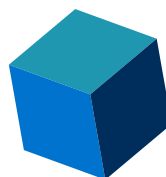
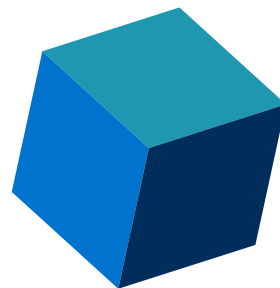
Brand language	4
WorldSkills Chile	6
Vision	7
Building blocks	8
Brand principles	11
Visual identity	17
Logo	18
Colours	20
Additional elements	26
Building blocks	28
Fonts	30
Imagery	32



WorldSkills is a movement of change

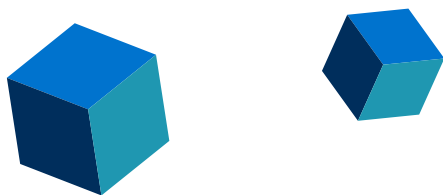
We inspire young people
to take up skills.

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



Creating the global brand together

With our fellow WorldSkills Members, WorldSkills Regions, and Competition Organizers, we create 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.

About WorldSkills Chile

WorldSkills is a movement that aims to encourage and empower young people to reach their maximum potential and thrive in their fields.

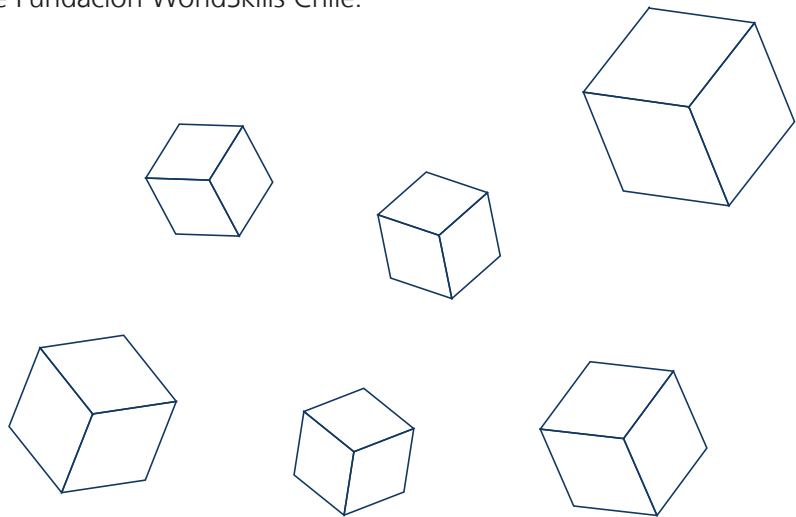
WorldSkills rose out of the ruins of the Second World War, which devastated the economies of Europe and created a huge skillsshortage that threatened

a new economic depression. Some took this challenge as an opportunity to introduce young people to the world of vocational skills.

WorldSkills Chile joined WorldSkills in 2013.

WorldSkills Chile operates under the Fundacion WorldSkills Chile.

WorldSkills Chile coordinates Team Chile's participation in international skills competitions, where participants from Chile can compete on the global stage, showcasing their skills and proudly representing their country.





our Vision

Improving the world with the power of skills.

our Mission

To put the profile of skilled people in the spotlight, to promote their recognition and to show how important it is to have the right skills that are the basis of any functioning economy and a successful person.

our Position

Worldskills is a global hub for skills development and excellence.

Building Blocks

WorldSkills organizes its work around six focus areas.

Externally we describe our ambitions through three building blocks, which each capture two focus areas.

Develop

- Career Building
- Education and Training

Inspire

- Skills Competitions
- Promoting Skills

Influence

- International Cooperation
- Research
- TVET Systems Strengthening





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.



Brand principles



Individual and societal change is central to what we do

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 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

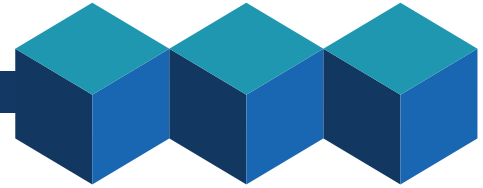
and release potential. Skills create opportunities and connect communities. They are the foundation of economic progress and the building blocks of our world.

WorldSkills and its Members help young people who want to change their lives, and the fortunes of their communities and societies.

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 everywhere — whether you are from a G20 country, or a developing economy.

Brand principles



Young people are at the heart of everything we do

Young people are the beneficiaries of our work, the heroes of our stories of skills excellence, and our default audience.

All Competitors at a WorldSkills Competition are Champions. Just to reach this point they have pursued an arduous journey, from discovering

a skill to learning that skill at work or at college. They then progress through local, regional, and national skills competitions to compete for global glory.

These Champions are also the authentic voice of youth in the skills debate. Their experiences inform discussions on a range of global challenges. They

regularly address audiences that include decision makers around the world, whether it is at our Conference or other international and national events.

They are supported by dedicated volunteers who mentor and help them on their skills journey.

Brand principles



Tackling the economic challenges of the world

WorldSkills origins are in post-World War II Europe when the continent was struggling to tackle the devastation left by the conflict.

Youth unemployment was rampant. Skills competitions were developed to encourage young people to take up vocational education and training.

From the first competition in Spain in 1950, through to the most recent, WorldSkills has been on a rapid trajectory.

WorldSkills membership has grown exponentially over the past two decades. This growth includes ministries and sector organizations that are responsible for skills promotion.

WorldSkills is apolitical, but we do not shy away from discussing the problems of the world. WorldSkills and its Members believe that skills are uniquely effective in tackling economic and social inequities.

We take a lead in demonstrating how skills can combat these challenges.



Visual identity

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



Logo _____

Colours _____

Building blocks _____

Fonts _____

Imagery _____

Our logo

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



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

Our logo was designed by Teaho Yang, a graphic design student at Mokwon University in Korea in 2000, following a global design competition for students.

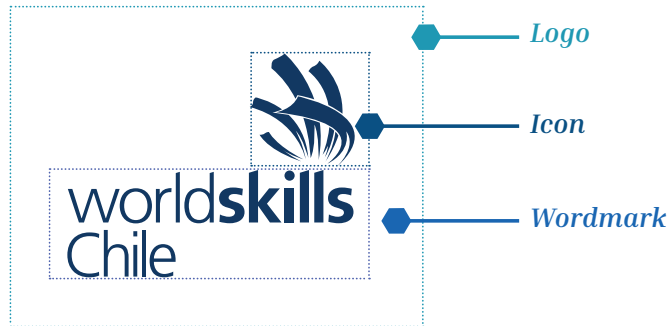
The logotype has been designed to complement the symbol and is based on the competition finalist design from Kathrin Baldo and Andreas Alber of Italy.

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.

The WorldSkills icon, wordmark, and logo are always monochrome dark blue, white, black, or grey.

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.





Our colours

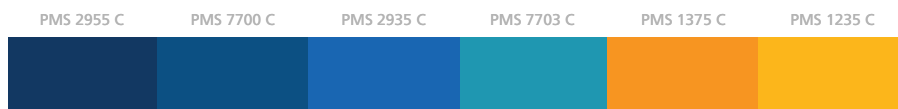
Tint Palette

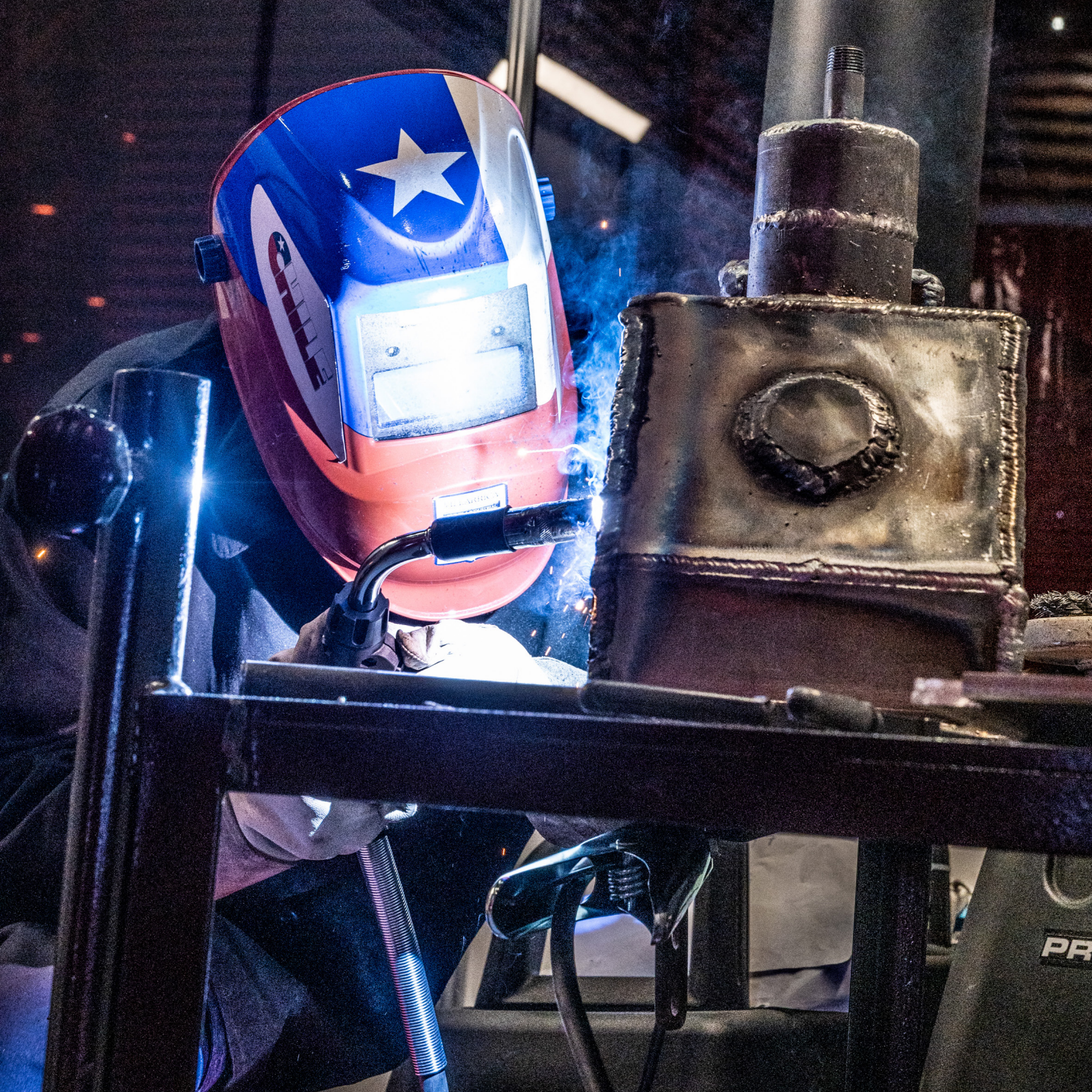
A defined set of tints are useful — particularly in digital applications, when the full saturation colour may be too intense or additional options are required to create dimension to the building block.

PMS 2955 C	PMS 7700 C	PMS 2935 C	PMS 7703 C	PMS 1375 C	PMS 1235 C

Our colours

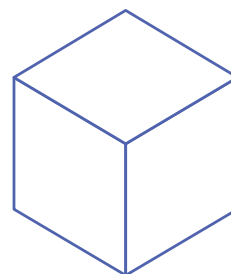
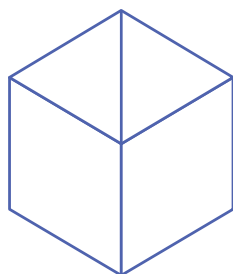
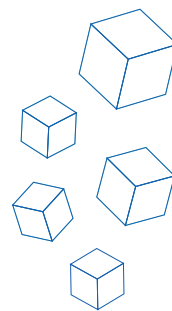
Skills are *engaging* and *energetic*
— so are our colours





Our building blocks

Skills are the *building blocks* of *life*



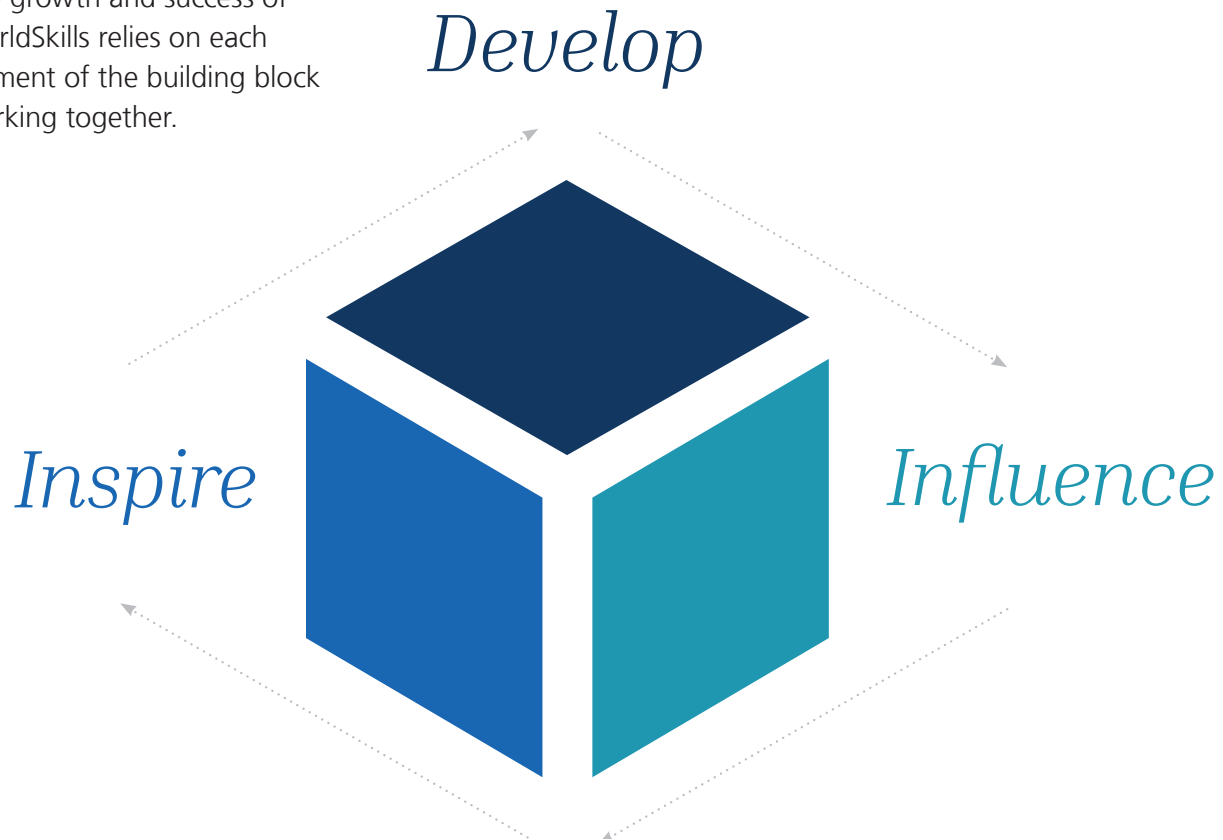
Our building blocks represent a multitude of skills and people, uniting and working together to bring change to our world.



Our building blocks

The ***building blocks*** work *together*

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



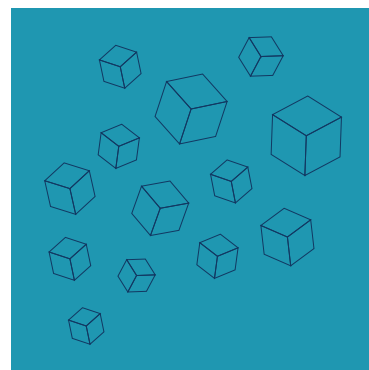
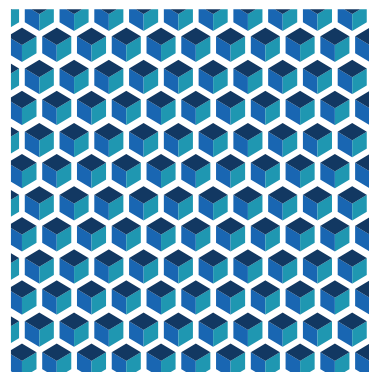
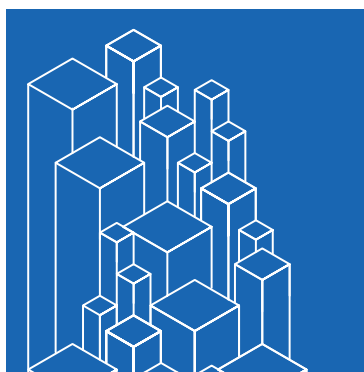
Our building blocks

The *building blocks* are *versatile*

The blocks may be open or closed, solid or empty — depending on the message we are communicating.

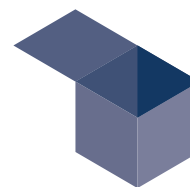
They can be stacked, rotated, and resized.

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 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.



Our fonts

We use seven weights
of the Frutiger family

frutiger 45 light

abcdefghijklmnopqrstuvwxyz1234567
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 46 light italic

abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 55 roman

abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 56 italic

abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 65 bold

**abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

frutiger 75 black

**abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

frutiger 95 ultra black

abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

We use the complete
Inria Serif family

inria serif light

abcdefghijklmnopqrstuvwxyz1234567
ABCDEFGHIJKLMNOPQRSTUVWXYZ

inria serif light italic

*abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

inria serif regular

abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ

inria serif italic

*abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

inria serif bold

**abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

inria serif bold italic

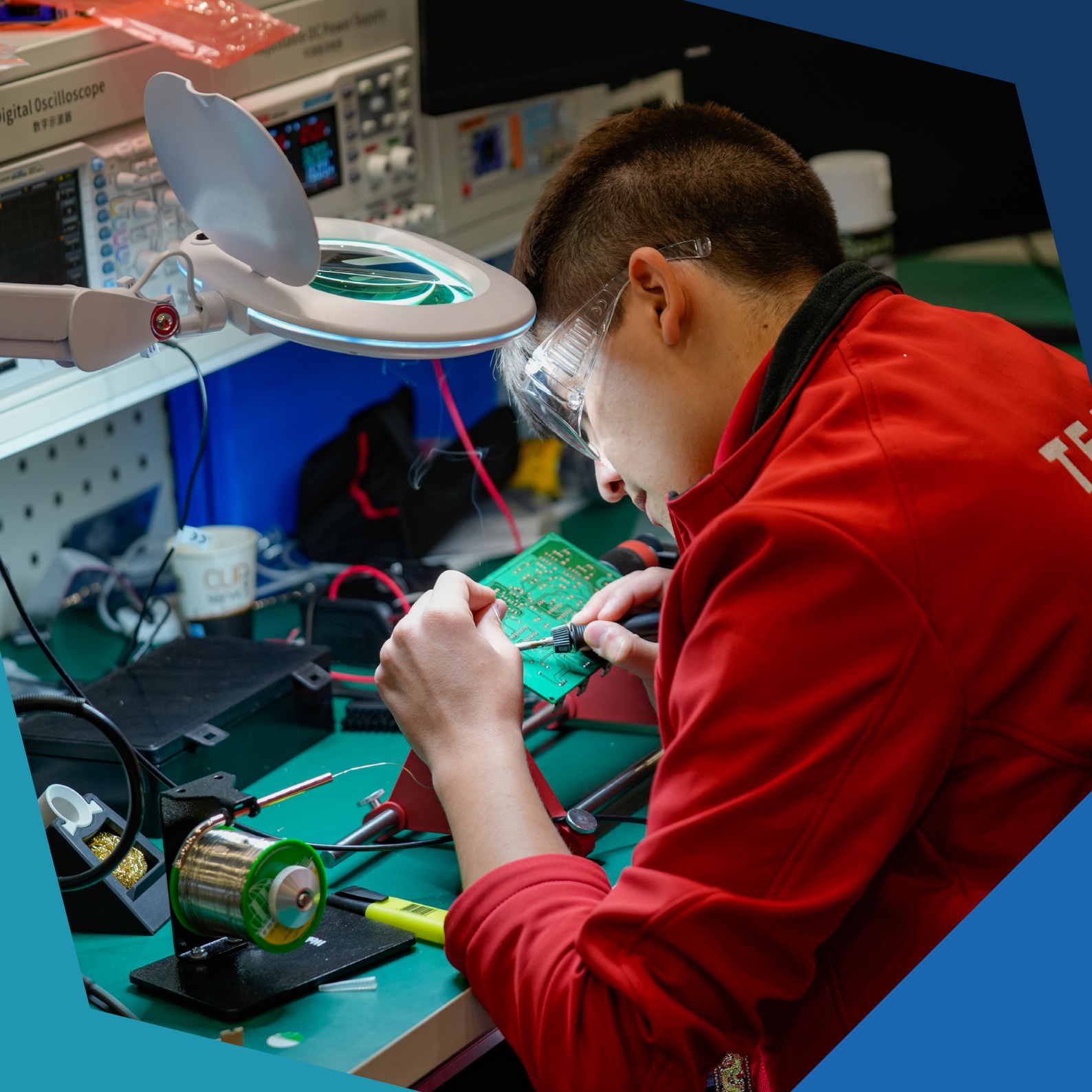
***abcdefghijklmnopqrstuvwxyz12345
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

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.

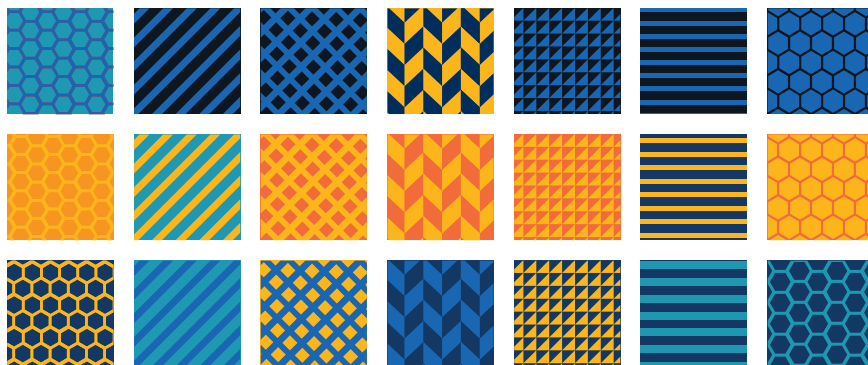




Additional elements

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.



*Young people
are at the heart
of everything
we do*

