



worldskillsuk  
excellence at work



# 2024 National Competitions

## Marketing Communications Guide

A guide to assets and how to use them in your communications during the WorldSkills UK National Competitions

# Introduction

As our valued partner we are grateful for your support in helping young people to develop their talent, contribute to their profession and the wider economy. We would also welcome your help in promoting the WorldSkills UK national competition programme to raise awareness and encourage even more young people to fulfil their potential.

## Website

Website link: <https://www.worldskillsuk.org>

## Quotes and success stories

You can find quotes and success stories from previous competitors [here](#) on the WorldSkills UK website.



# Template news story

## For your press/promotional newsletter and website pieces

We have prepared this template copy, included as the word file named;

[National Comps newsletter-copy.docx](#)

Download with the other assets [here](#).

## Do your students and apprentices have what it takes to be crowned the best in the UK?

### Enter the WorldSkills UK Competitions 2024

Students and apprentices are being invited to put their skills to the test and sign up with WorldSkills UK to prove they have what it takes to be named the best in their skill in the UK.

The competitions, designed by industry experts, are run in sectors including digital, creative and engineering through to health, hospitality and lifestyle.

Ben Blackledge, Chief Executive, WorldSkills UK said: "Taking part in WorldSkills UK competitions can be a life-changing experience that develops crucial skills and boosts future earnings. Our competitions develop young people's personal skills, as well the technical skills that employers are looking for in new recruits. I would encourage everyone to have a look at the many options available and sign up to compete."

As well as shining a light on the amazing skilled potential in the UK, those who take part are full of praise for the competitions.

The vast majority of previous entrants said taking part improved their technical knowledge (87%) and personal and employability skills (79%).

The competitions are a seven-month process including regional heats and intensive training before stepping up to the ultimate test of the national finals in November, which will be held at venues across Greater Manchester. The finals will see young people from across the UK come together before the winners are announced and celebrated at a glittering medal ceremony.

Students and apprentices who excel in the national finals could be invited to join WorldSkills UK's international development and training programme. This could see them be selected for Team UK and compete on the international stage at WorldSkills, known as the 'skills olympics'.

The WorldSkills UK Competitions are open for entry from **26 February to 28 March 2024**. To register visit <https://www.worldskillsuk.org/skills/national-competitions/>

# Template press release

## For your press release pieces

We have prepared this press release template, included as the word file named;

[National Comps template-press-release.docx](#)

Download with the other assets [here](#).

## Do your students and apprentices have what it takes to be crowned the best [insert skill] in the UK?

### Enter the WorldSkills UK Competitions 2024

Students and apprentices are being invited to put their skills to the test and sign up with WorldSkills UK and (insert COP) to prove they have what it takes to be named the best (insert skill) in the UK.

The competition [insert info about the COP/ Partner/College and skill].

Ben Blackledge, Chief Executive, WorldSkills UK said: "Taking part in WorldSkills UK competitions can be a life-changing experience that develops crucial skills and boosts future earnings. Our competitions develop young people's personal skills, as well the technical skills that employers are looking for in new recruits. I would encourage everyone to have a look at the many options available and sign up to compete."

As well as shining a light on the amazing skilled potential in the UK, those who take part are full of praise for the competitions. The vast majority of previous entrants said taking part improved their technical knowledge (87%) and personal and employability skills (79%).

"[Insert quote from COP/Partner/College]"

The competitions are a seven-month process including regional heats and intensive training before stepping up to the ultimate test of the national finals in November, which will be held at venues across Greater Manchester. The finals will see young people from across the UK come together before the winners are announced and celebrated at a glittering medal ceremony.

[Insert sponsor info]

[Only add if relevant] Students and apprentices who excel in the national finals could be invited to join WorldSkills UK's international development and training programme. This could see them be selected for Team UK and compete on the international stage at WorldSkills, known as the 'skills olympics'.

The WorldSkills UK Competitions are open for entry from **26 February to 28 March 2024**. To register visit <https://www.worldskillsuk.org/skills/national-competitions/>.

[ENDS]

# Social media

## Template posts

**Hashtag** #WSUKComps24

### **WorldSkills UK social media channels**

Twitter (X): <https://twitter.com/worldskillsuk>

Twitter (X) handle: @worldskillsuk

Facebook: <https://www.facebook.com/worldskillsuk>

Instagram: <https://www.instagram.com/worldskillsuk>

Instagram handle: @worldskillsuk

LinkedIn: <https://www.linkedin.com/company/worldskills-uk>

Template copy included as the word file named;  
[National Comps Social-media-posts.docx](#)

Download with the other assets [here](#).

### **Pre-launch before 26 February**

- The @worldskillsuk competition-based development programme has been shown to enhance the skills and development of young individuals from diverse backgrounds and abilities. Registration begins on 26 February and concludes on 28 March. Sign up to receive the latest updates at <https://bit.ly/comps-wsuk>. #WSUKComps24
- @worldskillsuk competitions provide a unique opportunity for students and apprentices of all backgrounds to enhance their technical, personal, and employability skills in pursuit of world-class standards. Registration opens on 26 February at <https://bit.ly/comps-wsuk>, and you can sign-up for updates today! #WSUKComps24

### **26 February – 28 March**

- Registration for the @worldskillsuk national competition programme for students and apprentices is now open! Inspire your learners to develop their technical, personal and employability skills, register them today <https://bit.ly/comps-wsuk> #WSUKComps24
- The @worldskillsuk National Competition registration process is now open! Helps students and apprentices of all

backgrounds and abilities to grow personally and professionally. Make sure to engage all your learners and register them before 28 March! <https://bit.ly/comps-wsuk> #WSUKComps24

- The @worldskillsuk national competition programme is proven to upskill and develop young people from all backgrounds & abilities with 87% of previous entrants say they improved their technical skills after taking part! Register your students before 28 March at <https://bit.ly/comps-wsuk> #WSUKComps24
- You can now sign-up students and apprentices for the @worldskillsuk National Competition process! Help them grow personally and professionally by developing their technical and employability skills. Inspire your learners to excel, register them before 28 March at <https://bit.ly/comps-wsuk>. #WSUKComps24
- Help your learners to develop their technical, personal and employability skills – get them involved with @worldskillsuk's national competition programme! Registration is open from 26 Feb - 28 March <https://bit.ly/comps-wsuk> #WSUKComps24

# Social media

## Graphics for template posts

These are sized 1080x1080 and 1080x1290 and available to download with the other assets [here](#).



social 1080x1080



social 1080x1290

# Other digital assets

## Screens

Digital screens for use in reception areas or within presentations. Download these using this link [National Competitions screens](#).

## Email

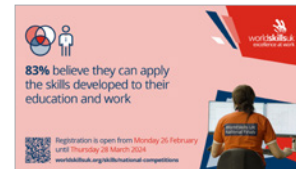
Email banner for use in e-newsletters or as an email signature. Please link to [worldskillsuk.org/skills/national-competitions](http://worldskillsuk.org/skills/national-competitions). Download with the other assets [here](#).

## Video

A selection of videos can be accessed on our YouTube channel [here](#).

## Inspiration

You can find quotes and success stories from previous competitors [here](#) on the WorldSkills UK website.



digital screens 1920x1080



email banner 564x200

# Print

## Posters

Please download the print resolution A3 PDF from the link below:

[A3 poster download](#)



The poster features a collage of images: a group of people in red shirts working at a computer, a chef in a white hat, a person in an orange shirt working at a computer, and two men in dark shirts working on a mechanical engine. The background is white with blue and red geometric shapes. The WorldSkills UK logo is in the top right corner.

Registration for WorldSkills UK's national skills competitions is open from **Monday 26 February** until **Thursday 28 March 2024**

- Top performers in National Qualifiers move on to the National Finals in November
- For registration inquiries, contact [enquiries@worldskillsuk.org](mailto:enquiries@worldskillsuk.org) or call 0800 612 0742.

Scan to register now!



Can also be reduced to print as A4



The poster features a collage of images: a group of people in red shirts working at a computer, a chef in a white hat, a person in an orange shirt working at a computer, and two men in dark shirts working on a mechanical engine. The background is white with blue and red geometric shapes. The WorldSkills UK logo is in the top right corner.

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Scan to register now!



A3 poster



# WorldSkills UK logo

Our logo is the visual encapsulation of our brand. It makes us instantly recognisable and must only be reproduced according to these guidelines.

## Use of logo

The WorldSkills UK logo is to be used on all communications and reproduced from original artwork. Never alter, redraw or recreate the logo in any way.

## Logo variants

The logo is to be reproduced in full colour, or use the mono white-out version over solid colour backgrounds.

## Exclusion zone

The logo should always be surrounded by an area of clear space. The minimum clear space around the logo should be equal to the width of the large 'w' from 'world' in the logo.

## Minimum size

The minimum size is the smallest size at which the logo can be reproduced.

Download the WorldSkills UK logo suite and other assets [here](#).



Exclusion zone is the width of the large 'w' from world



Minimum width in print is 25mm



Mono white reversed out of solid colour

# Type

## The fonts we use

Our primary font is the Google font 'Open Sans', developed to maximise accessibility across all media. It is used for all text except headlines.

Our secondary font, used only for large headings and headlines is the Google font 'IBM Plex Serif'.

We only use the logo weights listed here:  
- Open Sans: Regular, Italic, Bold, Bold Italic  
- IBM Plex Serif: Semi bold

The minimum font size for body text is 9.5pt over 12pt leading.

Google fonts are free for everyone to install. However, if you're working with someone who can't download the font and you're not able to protect the document by making it a pdf then you can use Arial as the back up font.

[Download Google font Open Sans](#)

[Download IBM Plex Serif](#)

Google font – Open Sans  
Regular

ABCDEFGHIJKLMN  
abcdefghijklmno  
1234567890

Google font – Open Sans  
Italic

*OPQRSTUVWXYZ*  
*qrstuvwxyz*

Google font – Open Sans  
Bold

**ABCDEFGHIJKLMN**  
**abcdefghijklmno**  
**1234567890**

Google font – Open Sans  
Bold italic

***OPQRSTUVWXYZ***  
***qrstuvwxyz***

Google font – IBM Plex Serif  
Semi bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu**  
**vwxyz**  
**1234567890**

# Colour

## How we use our colours

Our colour palette is used for all of our communications:

- always reproduce the colours using the specifications shown here. They have been selected for their accessibility
- do not add your own colours to the palette.
- when applying type over the colours always ensure there is enough contrast between the text colour and the background colour to ensure legibility
- our colours are used across the business, we don't assign a certain colour to a certain activity.

Balance:

- our colours are red **and** blue, not red or blue, please use both
- strive for an equal balance of red and blue and their tints within any layout

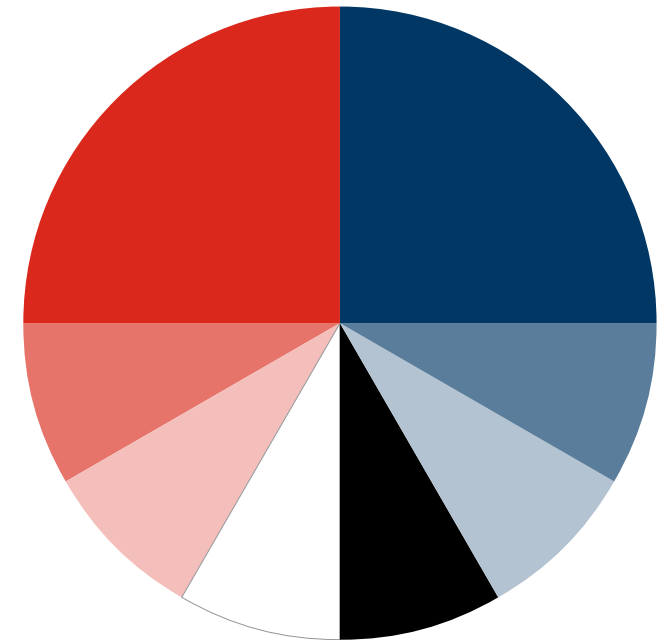
## Primary palette

Pantone 485C C0 M95 Y100 K0 R218 G41 B28 #DA291C
Pantone 2955C C100 M76 Y37 K28 R0 G55 B100 #003764 (WorldSkills blue)
White C0 M0 Y0 K0 R255 G255 B255 #ffffff
Black C0 M0 Y0 K100 R0 G0 B0 #000000

## Secondary palette

65% tint C0 M62 Y65 K0 R231 G116 B107 #E7746B
30% tint C0 M28 Y30 K0 R244 G191 B187 #F4BFBB
65% tint C65 M49 Y24 K18 R89 G125 B154 #597D9A
30% tint C30 M23 Y11 K8 R179 G195 B209 #B3C3D1

## Balance



# Imagery

## How we use our graphics

Our images have been combined into graphic elements to represent the diversity and dynamism of competitors and skills.



# Questions

All assets shown in this guide are available for download from here via wetransfer.

Please reach out to us with any queries:

[getintouch@worldskillsuk.org](mailto:getintouch@worldskillsuk.org)

## Media/PR

The media team at WorldSkills UK is also on hand to offer guidance on any media work or promotional activity you are considering. They are available to brief you ahead of any interviews or to chat through some top tips to help you prepare. Please contact:

### **Kate O'Connell**

Senior Communications Manager

[koconnell@worldskillsuk.org](mailto:koconnell@worldskillsuk.org)

07810 156 478

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