

Brand guidelines

What we say • How we talk • How we look

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Introduction

Our guidelines ensure we are consistent in what we say, how we talk and how we look.

WorldSkills UK

Our brand essence is 'excellence at work' and runs throughout our brand guidelines.

Our brand is more than just a set of logos so please read these guidelines and if you have any questions about using the brand or require brand assets, please contact the WorldSkills UK marketing team.

Key audiences

Our key audiences of employers, educators and young people have been considered throughout the formulation of the guidelines.

What we say

What we say (our key messages) help ensure consistency
in our communications

Vision and mission

What we believe (Vision)

We believe in the value and prestige of technical education and its potential to empower young people and drive growth.

What we want (Mission)

To embed world-class training standards across the UK to improve the quality of apprenticeships and technical education for the benefit of all young people and business.

WorldSkills UK is a four nations partnership between education, industry and UK governments. It is a world-class skills network acting as a catalyst for:

- raising standards, through international benchmarking and professional development
- championing future skills, through analysis of rapidly changing economic demand
- empowering young people, from all backgrounds, through competitions-based training.

We are working to help the UK become a world class 'skills economy', boosting the prestige of technical and professional education across the UK to help drive investment, job creation and economic growth.

About WorldSkills UK: stock copy

Stock copy (sometimes called boilerplates) helps ensure that we describe ourselves in a consistent way each and every time. Feel free to use whichever boilerplate you have space for. Boilerplates shouldn't be altered.

One liner

WorldSkills UK is a world-class skills network focused on raising standards, championing future skills and empowering young people from all backgrounds.

Short

WorldSkills UK is a four nations partnership between education, industry and UK governments. It is a world-class skills network acting as a catalyst for:

- raising standards, through international benchmarking and professional development
- championing future skills, through analysis of rapidly changing economic demand
- empowering young people, from all backgrounds, through competitions-based training.

Medium

WorldSkills UK is a four nations partnership between education, industry and UK governments. It is a world-class skills network acting as a catalyst for:

- raising standards, through international benchmarking and professional development
- championing future skills, through analysis of rapidly changing economic demand
- empowering young people, from all backgrounds, through competitions-based training.

We are working to help the UK become a 'skills economy', boosting the prestige of technical and professional education by embedding world-class training standards across the UK to help drive investment, jobs and economic growth.

Long

WorldSkills UK is a four nations partnership between education, industry and UK governments. It is a world-class skills network acting as a catalyst for:

- raising standards, through international benchmarking and professional development
- championing future skills, through analysis of rapidly changing economic demand
- empowering young people, from all backgrounds, through competitions-based training.

We are working to help the UK become a 'skills economy', boosting the prestige of technical and professional education by embedding world-class training standards across the UK to help drive investment, jobs and economic growth.

We're a proud member of WorldSkills, a global movement of over 80 countries. WorldSkills supports young people across the world via competitions-based training, assessment and benchmarking, with members' national teams ultimately testing their ability to achieve world-class standards in the biennial 'skills olympics'. The insights we gain from training as part of this global network enables us to embed world-class training standards across the UK to help drive investment, jobs and economic growth.

How we look

How we look (our visual identity) ensures consistency
in how audiences identify our work

Our 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 WorldSkills UK communications .

It should always be reproduced from original artwork. Never alter or recreate the logo.

Logo variants

The primary logo is white reversed out of a coloured background. This background is determined by the design/layout and may be a gradient, red, navy or an image/animation sufficient for the logo to read clearly.

When the background is white, the secondary navy logo should be used. A mono black version is available for one colour print.

Exclusion zone

The logo should always be surrounded by an area of clear space. This is dictated by width of the 'w' from the logo.

Minimum size

The minimum size is the smallest size the logo can be reproduced when space is limited. It is not a recommended size.



Primary logo is white – reversed out of the background determined by the layout



Exclusion zone is the width of the 'w'



Secondary logo is navy – for use on a white background



Minimum width in print is 25mm

Logos for digital and social

Alternative logos for digital and social, where format restrictions dictate use of an alternative to the primary logo.

worldskillsuk

Minimum height 30px

Banner version for responsive UX



Icon versions for media avatar / profile

Devolved logos

Specific logos for use in Northern Ireland, Scotland and Wales.



Our funder's logo

Guidance on the use of the Funded by UK Government logo.

The 'Funded by UK Gov' logo must feature on all WorldSkills UK communications, except for separately funded programmes like the WorldSkills UK Centre of Excellence.

Principle

When using our funder's logo please adhere to the following principles:

- The Funded by UK Gov logo should be used on WorldSkills UK communications where space permits and where distance is sufficient from our logo to avoid confusion as to who the communication is coming from
- The logo must always be reproduced from original artwork.

Exclusion zone

The logo will stand out more and have greater impact when it is surrounded by enough clear space. An exclusion zone has been created to make sure of this. It is determined by the width of the crest.

The Brand Guidelines for the Funded by UK Government logo can be found [here](#).



Full colour positive logo and clear space



Mono white logo

Our logo don'ts

Ways in which our logo should not be used.

Shown here are some examples of things that should not be done with the logo.

- 1 Do not use an element or part of the logotype on its own.
- 2 Do not change the proportions.
- 3 Do not reposition or change the relationship of any elements.
- 4 Do not distort.
- 5 Do not use at any angle.
- 6 Do not change the colours.
- 7 Do not put a drop shadow (or halo) on the logo.
- 8 Do not outline the logo.
- 9 Do not create variants of the logo.



Our logo positioning

Where our logo should be placed within communications.

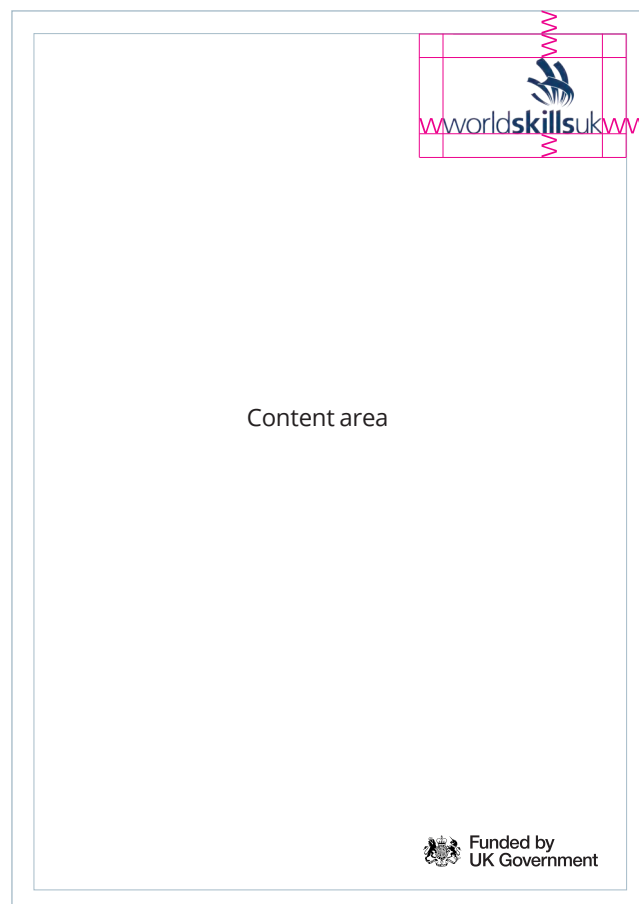
For single sided printed communications our logo and the Funded by UK Gov should appear together. In this instance, the logos are shown in their primary positions. However, where needed our logo can be positioned in either the top right or left hand corners, and the funded by logo can be placed in either the bottom left or right hand corners.

When producing communications that are more than a single page (eg. brochures, reports, folders, powerpoint presentations), the Funded by UK Gov logo should be placed on the last page or back cover and positioned in the bottom left corner.

The Funded by UK Gov logo should appear as described in the Funded by UK Gov guidelines.

The measurements shown here are for A4 portrait (210mm (w) x 297mm (h)). For other formats, please scale up or down accordingly and follow these principles.

You will find a summary of this guidance on the following page.



Single sided printed communication showing our logo and Funded by UK Gov logo positioning



Funded by UK Gov logo positioning on a back cover

Our logo on apparel

Logo placement on apparel.

For competitor uniforms please use these visuals as a guide for logo placement.

When a sponsor requires a garment to be co-branded, the sponsor logo should appear on the right chest, in proportion and not larger than the WorldSkills UK logo.

The unused sleeve is another option for a sponsor logo to appear.



Partner logos

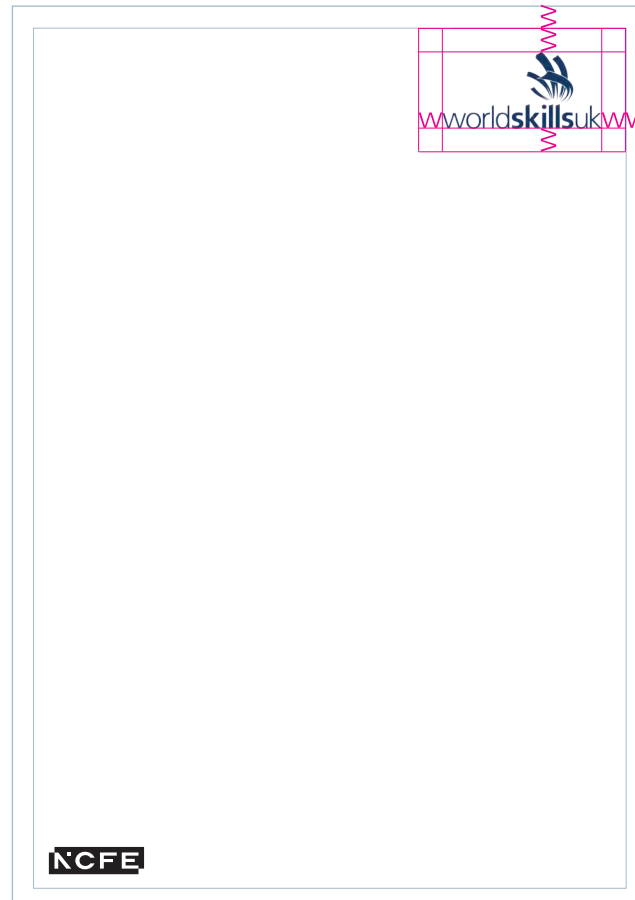
How our partners' logos should be used in conjunction with ours.

We will often partner with an organisation on a project. In these instances we need to show our logo in conjunction with the partner logo.

The right approach will depend upon the target audience for the communications and the make up of the partnership. Prioritising a partner's logo for research partnerships can help demonstrate the independent nature of the research.

The size relationship between the two logos will depend on the funding provided by the partner:

- when a project is fully-funded by a partner, the two logos should be equal in size
- when a project is part-funded by a partner, the partner logo should appear at 75% of the size of the WorldSkills UK logo.



Full-funding size relationship



Part-funding size relationship

Typography

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'. It brings a tertiary, institutional and professional personality to our communications. If your heading is more than 10 words or smaller than 16pts then please 'Open Sans'.

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Google font – Open Sans
Italic

*OPQRSTUVWXYZ
qrstuvwxyz*

Google font – Open Sans
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Google font – Open Sans
Bold italic

***OPQRSTUVWXYZ
qrstuvwxyz***

Google font – IBM Plex Serif
Semi bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Digital applications

Extra guidance for digital applications.

Logo

Our digital logo can be utilised in the following ways:

- banner version of the logo for use only on mobile and responsive designs
- if animating the logo, elements may be separated but not distorted or skewed in any way. So any logo 'part' is very obviously part of a logo, that, when whole, adheres to the guidelines.

Minimum height 30px

worldskillsuk 30px

worldskillsuk 30px

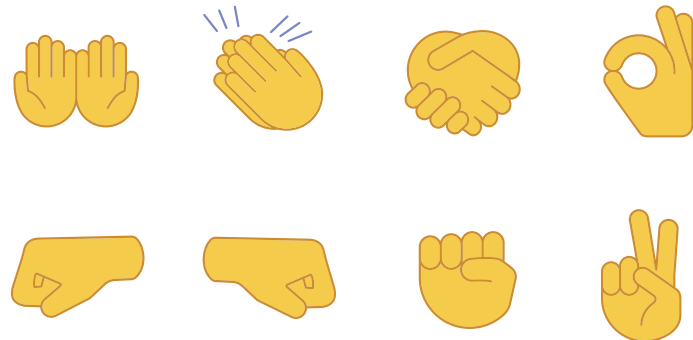
Banner version of logo



Icon versions for profiles and social media

Emojis

Use positive, uplifting emoticons that are gender and race neutral (yellow).



Iconography

How we use icons.

We have a brand icon library. When using icons please select from the icon library (which can be found on the image/video drive) or contact the marketing team if you can't find what you need.

Icons should appear in red, blue and their tints. Icons are intended for use at a small scale and within infographics, not as standalone illustrations.

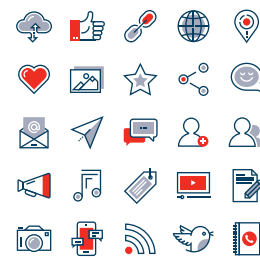
STARTUP AND NEW BUSINESS



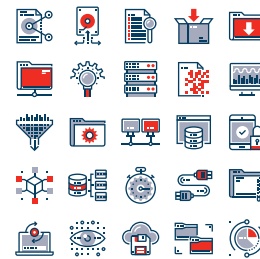
CHARTS AND DIAGRAMS



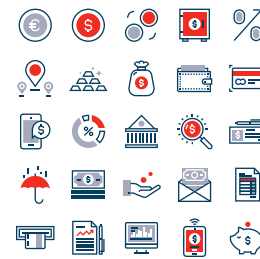
SOCIAL MEDIA



DATA MANAGEMENT



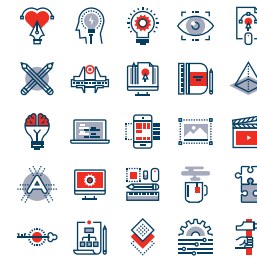
BANKING AND MONEY



MEDIA AND ENTERTAINMENT



CREATIVE PROCESS



SHOPPING AND RETAIL



HEALTHCARE AND MEDICINE



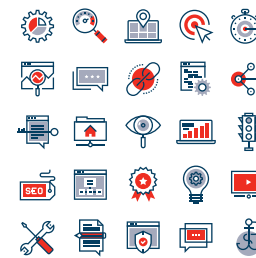
SHOPPING AND RETAIL



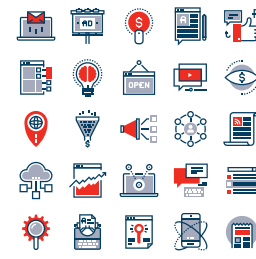
OFFICE AND BUSINESS



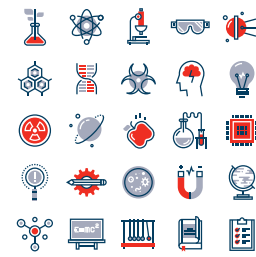
SEO AND WEB OPTIMIZATION



DIGITAL MARKETING



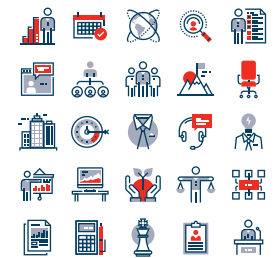
RESEARCH AND SCIENCE



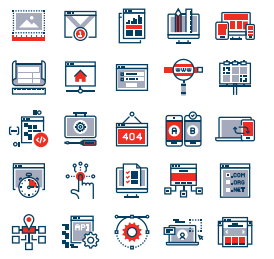
SECURITY AND PROTECTION



CORPORATE BUSINESS



WEB DEVELOPMENT



ANALYTICS AND INVESTMENT



Colours

How we use colours.

Our colour palette is used for all of our communications:

- our colours are red **and** blue – aim for a balance so neither colour dominates
- 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 background tints always create enough contrast to ensure legibility
- our colours are used across the business, we don't assign a certain colour to a certain activity.

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



Photography

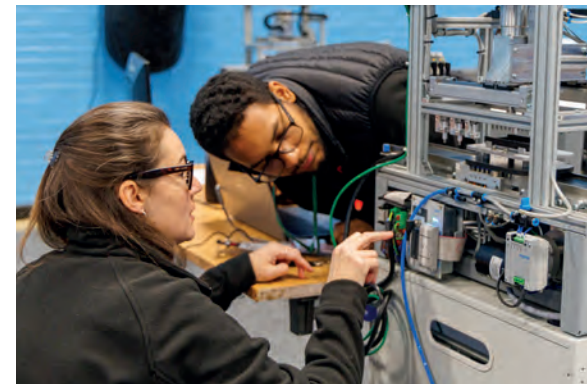
How we use photography.

Our choice of photography demonstrates:

- young people fully engaged
- the diverse range of people that we work with
- enjoyment of being part of WorldSkills UK.

We should avoid:

- staged photography (where possible)
- cliches and stereotypes.



Photography

How we select, caption and credit our photography.

Photography guidance

Some general guidance when using our photography:

- all communications with two or more pictures should have a minimum of one diverse or inclusive image or 20%. Diverse and inclusive imagery should reflect the diversity of all young people in the UK, across all identities and communities, so young people can see themselves represented, and identify with role models
- our photography or that provided by a partner should always be used where possible. Stock photography via Shutterstock should only be used where it's not possible to source our own.

Captioning

When and how we should caption our imagery:

- when we have the necessary information, our preference is to caption photographs both online and offline (adding alt text on our website)
- if captioning a competitor with a hidden disability then we need to seek permission before including this information in the caption. We also need to confirm their preference around the language they would like to be used. The disability should not be the defining descriptor for the image.

Crediting

If a third party is using our imagery video then we should always be credited by:

- caption
- credit added to picture
- tagged in social media post.

Printing

Guidance around printing.

Paper stock

We always print on a silk stock, and when required, use a matte laminate on the outer covers of reports. The silk stock helps retain the depth and brightness of our colours and imagery, while not appearing glossy or excessive.

Paper weight

Flyers

Two-sided cards/flyers that are A6 or A5 should be printed on 250gsm silk stock. This is thick enough without feeling excessive.

Fold-out leaflets

Leaflets such as a DL foldout should be printed on 250gsm silk.

Reports and booklets

A4, A5 or similar sized reports and booklets with a page count over 16 pages should be printed with text pages on 135gsm silk and covers 250gsm silk with a matte laminate on the outer.



Examples



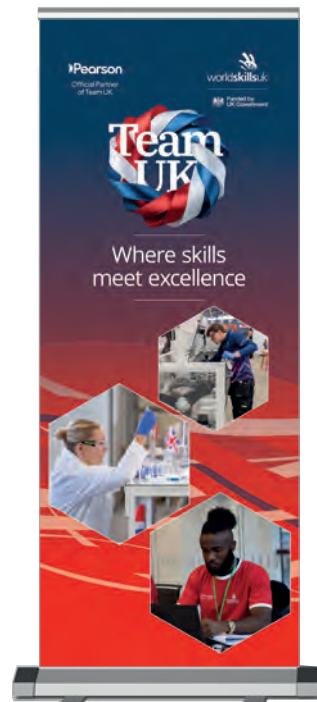
composite social post



webpage/email banner



social post



pull-up banner



exhibition panels

digital screen



online advertising leaderboard and MPU



Any questions

If you have any questions about anything
you've read in these guidelines please
contact the WorldSkills UK marketing team.



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VAT registration number GB945610716



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UK Government