

## WorldSkills UK Endorsed Trainer asset guidelines

Please ensure you carefully follow the below guidelines when using our marketing assets to share your endorsement with your networks. These rules help maintain brand integrity and consistent communication across all channels.

### 1. Endorsement requirement

We have provided an array of WorldSkills UK marketing assets which you can use across your networks to showcase your endorsement. You may only use the WorldSkills UK marketing assets if you have received official endorsement by receiving a current gold digital credential and delivering to 30 peers per financial year. **Without formal approval, use of these materials is not permitted.**

### 2. Strict use of provided assets

All marketing materials must be used exactly as provided. This means:

- **No edits, interpretations, or alterations** are allowed.
- The format must remain **identical** to the supplied versions.
- Ensure all branding, messaging, and design elements are **preserved** without modifications.

### 3. Creating your own visuals/content

If you are designing your own promotional content (e.g., videos, visuals):

- Please ensure you are referring to us accurately as **'WorldSkills UK'**, not 'WorldSkills' or 'World Skills UK'.
- Endorsement terminology: The correct terminology to use across assets is **'WorldSkills UK Endorsed Trainer'** only.
- Use of WorldSkills UK logo or messaging: Adherence to brand guidelines and messaging integrity is crucial when referring to WorldSkills UK.

### 4. Social media post requirements

When posting on social media:

- **Tag us** in the post using the relevant account.

Twitter: <https://twitter.com/worldskillsuk>; Twitter 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>

- Ensure to include #WSUKEndorsedTrainer in the post to track the campaign's performance.
- All posts should follow the **exact wording** and **formatting** as per the supplied assets.