

WorldSkills UK Local Skills Competitions 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 channels to showcase your endorsement. You may only use the WorldSkills UK Local Skills Competitions marketing assets once you have received official endorsement.

Use of these materials prior to confirmation 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.

These assets are final and shouldn't be edited, but we're happy to review new suggestions. Please feel free to contact our Marketing and Communications team at marketing@worldskillsuk.org.

3. Creating your own visuals/content

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

- Please ensure you are referring to us accurately as **'WorldSkills UK'**, not 'World Skills UK' or 'WorldSkills' as this is a separate entity.
- Endorsement terminology: the correct terminology to use across assets is **'Endorsed by WorldSkills UK'**. Please do not use 'partnership' or any other variation.
- 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 please tag us using the relevant account and include our hashtag **#WSUKLocalSkillsComp** in the post.

- LinkedIn: <https://www.linkedin.com/company/worldskills-uk>
- Facebook: <https://www.facebook.com/worldskillsuk>
- Instagram: <https://www.instagram.com/worldskillsuk/>; Instagram handle: @worldskillsuk

All posts should follow the **exact wording** and **formatting** as per the supplied assets.