

WorldSkills UK Skills Champion asset guidelines

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

1. Use of provided assets

We have provided an array of WorldSkills UK marketing assets which you can use across your channels to recognise your role as a Skills Champion. You may only use the marketing assets once your role has been formally confirmed by WorldSkills UK. At this stage, you will be provided with access to the approved marketing assets.

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.

Please ensure you are referring to us accurately as **'WorldSkills UK'**, not 'World Skills UK' or 'WorldSkills' as this is a separate entity.

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. Social media post requirements

When posting on social media please tag us using the relevant account and include our hashtag **#WSUKSkillsChampion** 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