



WorldSkills  
Belgium

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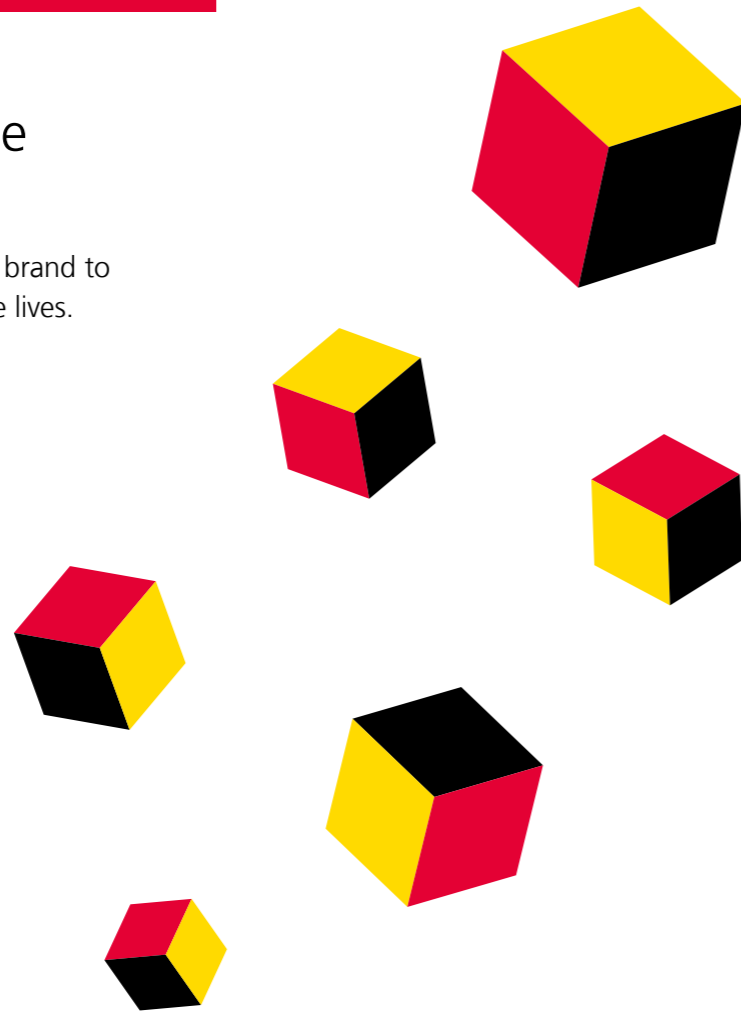
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# WorldSkills is a movement of change



We inspire young people to take up skills.

We want everyone who interacts with our brand to realize the power that skills have to change lives.



# Creating the global brand together



With our fellow WorldSkills Members, WorldSkills Regions, and Competition Organizers, we create impact through the use of a consistent and unified WorldSkills brand.



# The brand is more than a look



The WorldSkills brand includes our positioning and our priorities, how we talk about ourselves, and everything we do to present ourselves to the world.



# About WorldSkills Belgium

The main aims of the not-for-profit association **WorldSkills Belgium** are described in its Standing Orders (extracts):

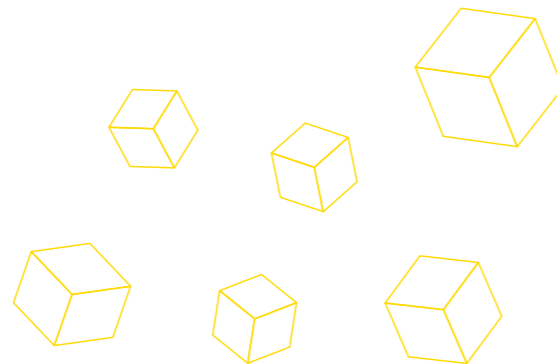
The overall object of the association is to promote vocational skills.

In the pursuit of its mission, the association sets itself, in particular, the following tasks:

- taking part in enhancing the status of vocational and technical training;
- promoting the exchange of experiences in all matters concerning vocational training and enhancing the status of the skills and of the people who practise them;
- securing contacts with, among others, all the actors involved in education and training with a vocational and technical objective, and with the social partners;
- raising awareness of its object among the general public and all the spheres concerned.

Specifically, the object of the association is to encourage participation in national and/or international competitions for young people wishing to practise or already practising a technical or vocational skill and to organise such competitive events. In the pursuit of its mission, the association sets itself, in particular, the following tasks:

- securing contacts with all the actors involved in education and training with a vocational and technical objective, and with the social partners;
- selecting the Belgian Skills team;
- preparing or furthering the preparation of the competitors for the international competitions;
- raising awareness of its work among the public and all the spheres concerned through the participation of young people in national and international competitions.



## our Vision

Improving our world with the power of skills

## our Position

Global hub in the promotion of manual, technical, and technology trades

## our Values

Professional excellence, pride and passion in practising one's skill, the need for "lifelong learning", openness to the world (creativity, enterprise, multilingualism, self-esteem and respect for others, etc.).



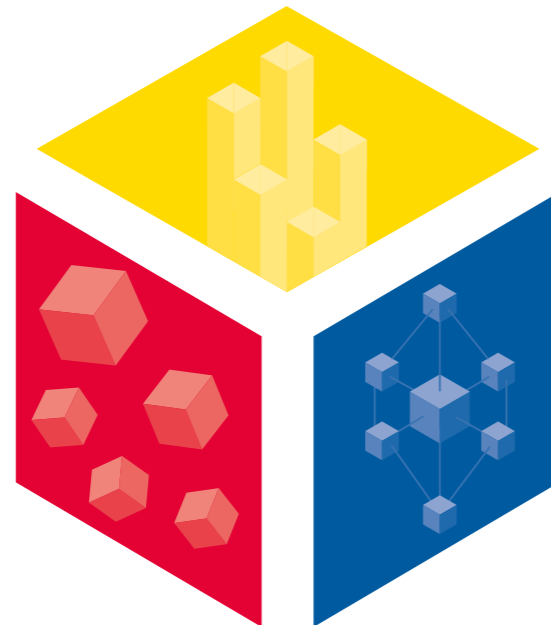
# Building Blocks

WorldSkills organizes its work around six focus areas.

Externally we describe our ambitions through three building blocks, which each capture two focus areas.

## Develop

- Career Building
- Education and Training



## Inspire

- Skills Competitions
- Promoting Skills

## Influence

- International Cooperation
- Research



## Inspire

We inspire young people to develop a passion for skills and pursuing excellence, through competitions and promotions.

## Develop

We develop skills through global training standards, benchmarking systems, and enhancing industry engagement — connecting organizations that deliver change.

## Influence

We influence industry, government, and educators through cooperation and research — building a global platform of skills for all.





# Brand principles



## Individual and societal change is central to what we do

WorldSkills is a movement. We are a group of people and organizations that together advance the shared social objective of increasing the provision of skills. Our Member organizations cover more than two-thirds of the world's population.

Skills change the lives of young people around the globe. They build self-esteem and release potential. Skills create opportunities and connect communities. They are the foundation of economic progress and the building blocks of our world.

WorldSkills and its Members help young people who want to change their lives, and the fortunes of their communities and societies.

Our skills competitions measure excellence, celebrate Champions, and encourage hundreds of thousands of young people to turn their passions into a profession.

Our mission is relevant everywhere — whether you are from a G20 country, or a developing economy.



# Brand principles



## Young people are at the heart of everything we do

Young people are the beneficiaries of our work, the heroes of our stories of skills excellence, and our default audience.

All Competitors at a WorldSkills Competition are Champions. Just to reach this point they have pursued an arduous journey, from discovering a skill to learning that skill at work or at college. They then progress through local, regional, and national skills competitions to compete for global glory.

These Champions are also the authentic voice of youth in the skills debate. Their experiences inform discussions on a range of global challenges. They regularly address audiences that include decision makers around the world, whether it is at our Conference or other international and national events.

They are supported by dedicated volunteers who mentor and help them on their skills journey.



# Brand principles



## Tackling the economic challenges of the world

WorldSkills origins are in post-World War II Europe when the continent was struggling to tackle the devastation left by the conflict.

Youth unemployment was rampant. Skills competitions were developed to encourage young people to take up vocational education and training.

From the first competition in Spain in 1950, through to the most recent, WorldSkills has been on a rapid trajectory.

WorldSkills membership has grown exponentially in the past 15 years — it includes ministries and sector organizations that are responsible for skills promotion.

WorldSkills is apolitical, but we do not shy away from discussing the problems of the world. WorldSkills and its Members believe that skills are uniquely effective in tackling economic and social inequities.

We take a lead in demonstrating how skills can combat these challenges.





# Visual identity

Our visual identity consists of key characteristics that work together to reflect our bold and youthful approach.



Logo \_\_\_\_\_

Colours \_\_\_\_\_

Building blocks \_\_\_\_\_

Fonts \_\_\_\_\_

Imagery \_\_\_\_\_

# Our logo

The WorldSkills logo consists of two components: the *icon* and the *wordmark*



The five sweeping lines of the WorldSkills icon represent the hands of youth — reaching out for new skills.

Our logo was designed by Teaho Yang, a graphic design student at Mokwon University in Korea in 2000, following a global design competition for students.

The logotype has been designed to complement the symbol and is based on the competition finalist design from Kathrin Baldo and Andreas Alber of Italy.

# Our logo

The wordmark is based on Frutiger, and can be separated from the icon — only when the full logo does not fit the design restrictions.

The WorldSkills icon, wordmark, and logo are always monochrome dark blue, white, black, or grey.

When used together the icon is always positioned above the wordmark in this way.



# Clear space

The clear space is equal to the x-height (the height of the lower case letters).

To ensure the logo is easy to read, keep the background behind the logo simple, without a busy pattern.



# Our colours

Skills are *engaging* and *energetic*  
— so are our colours



## Belgium Team

<b>Pantone 185C</b> C0 M100 Y75 K0 HEX #E40134 R228 G1 B52	<b>Pantone 115C</b> C0 M12 Y94 K0 HEX #FFD923 R255 G217 B35	<b>Pantone Black</b> C0 M0 Y0 K100 HEX #FFFFFF R0 G0 B0
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## Corporate

<b>Pantone 300C</b> C100 M62 Y7 K0 HEX #005CB9 R0 G92 B185	<b>Pantone 185C</b> C0 M100 Y75 K0 HEX #E40134 R228 G1 B52	<b>Pantone 115C</b> C0 M12 Y94 K0 HEX #FFD923 R255 G217 B35
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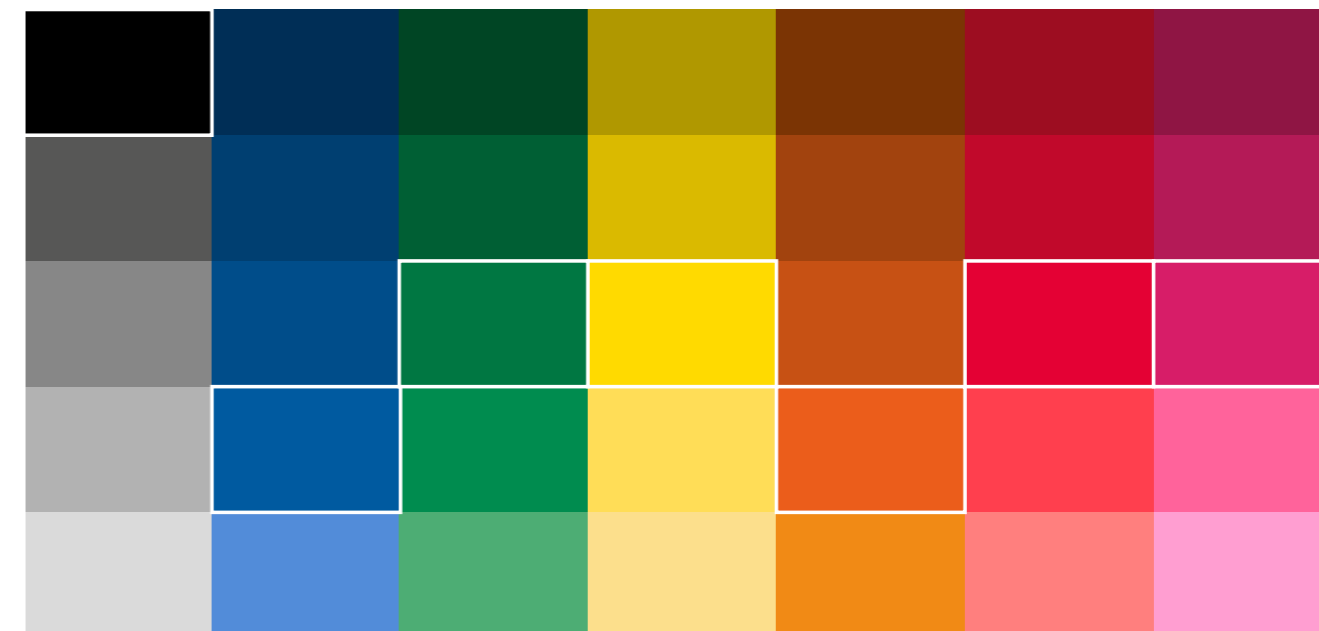
## Skill Sectors

<b>Pantone 185C</b> C0 M100 Y75 K0 HEX #E40134 R228 G1 B52	<b>Pantone 115C</b> C0 M12 Y94 K0 HEX #FFD923 R255 G217 B35	<b>Pantone 300C</b> C100 M62 Y7 K0 HEX #005CB9 R0 G92 B185	<b>Pantone 7726C</b> C100 M0 Y86 K30 HEX #00B219 R0 G178 B25	<b>Pantone 3556C</b> C0 M74 Y95 K0 HEX #FF420D R255 G66 B13	<b>Pantone 226C</b> C0 M95 Y24 K9 HEX #E80CB0 R232 G12 B176
Creative Arts and Fashion	Information and Communication Technology	Manufacturing and Engineering Technology	Construction and Building Technology	Transportation and Logistics	Social and Personal Services

# Our colours

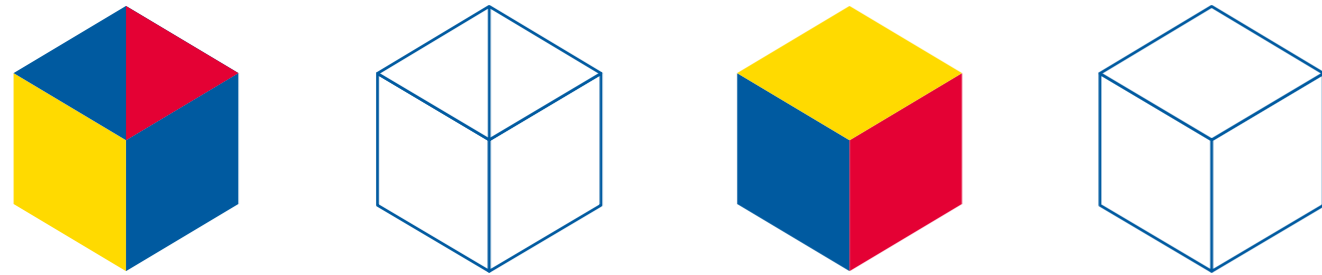
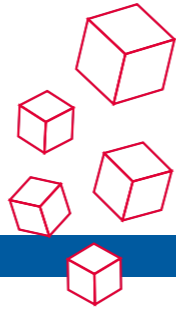
## Tint Palette

Bien que les couleurs principales aient été définies, il est utile d'avoir une déclinaison de celles-ci. Par exemple pour créer du relief dans les building blocks ou pour permettre d'avoir des couleurs moins agressives sur les supports numériques.

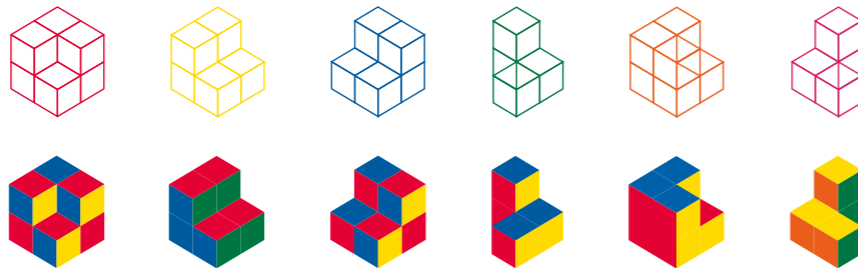


# Our building blocks

Skills are the *building blocks* of *life*



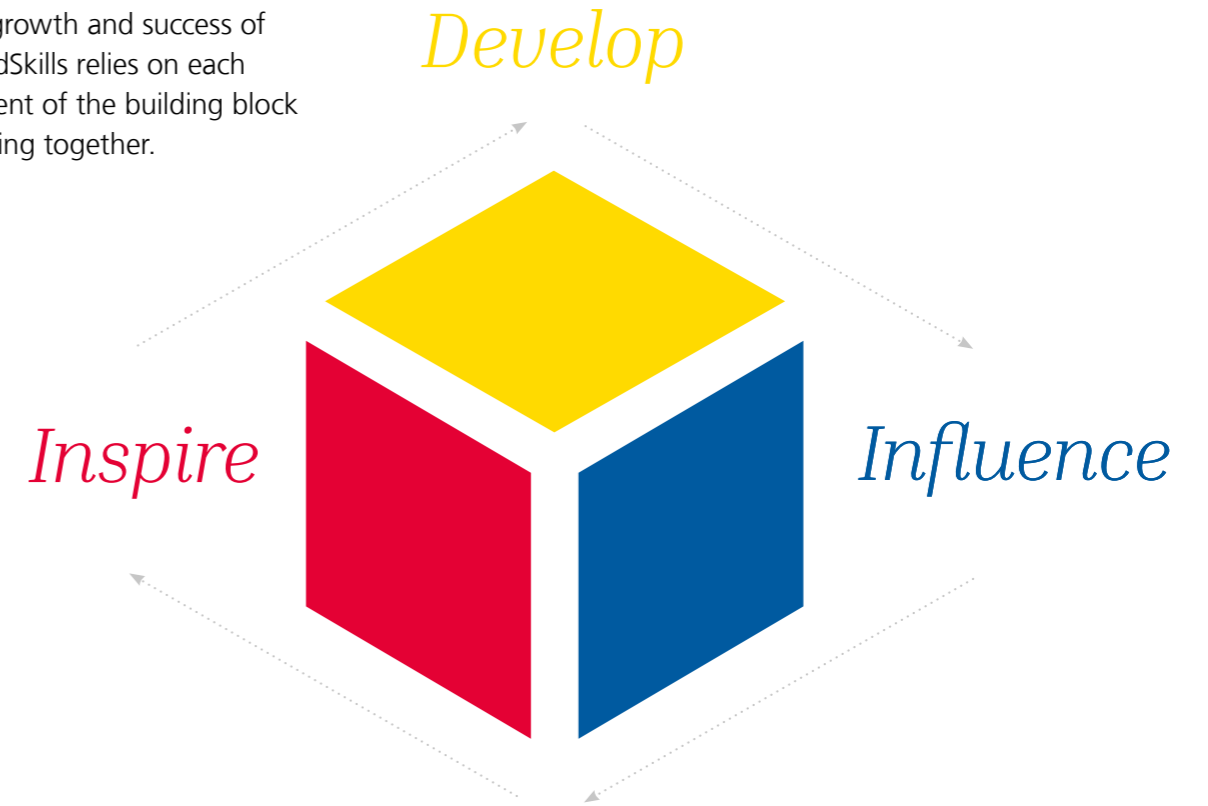
Our building blocks represent a multitude of skills and people, uniting and working together to bring change to our world.



# Our building blocks

The *building blocks* work *together*

The growth and success of WorldSkills relies on each element of the building block working together.



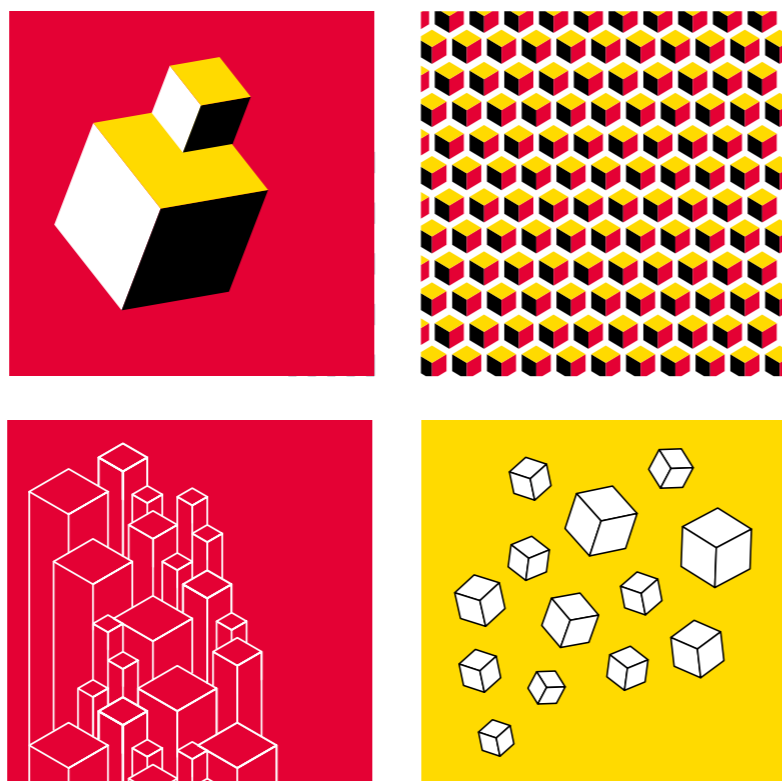
# Our building blocks

The *building blocks* are *versatile*

The blocks may be open or closed, solid or empty — depending on the message we are communicating.

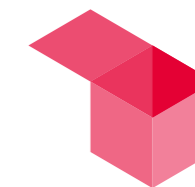
They can be stacked, rotated, and resized.

You may choose to use a single block or many on a page. However, they must be clearly definable as blocks.



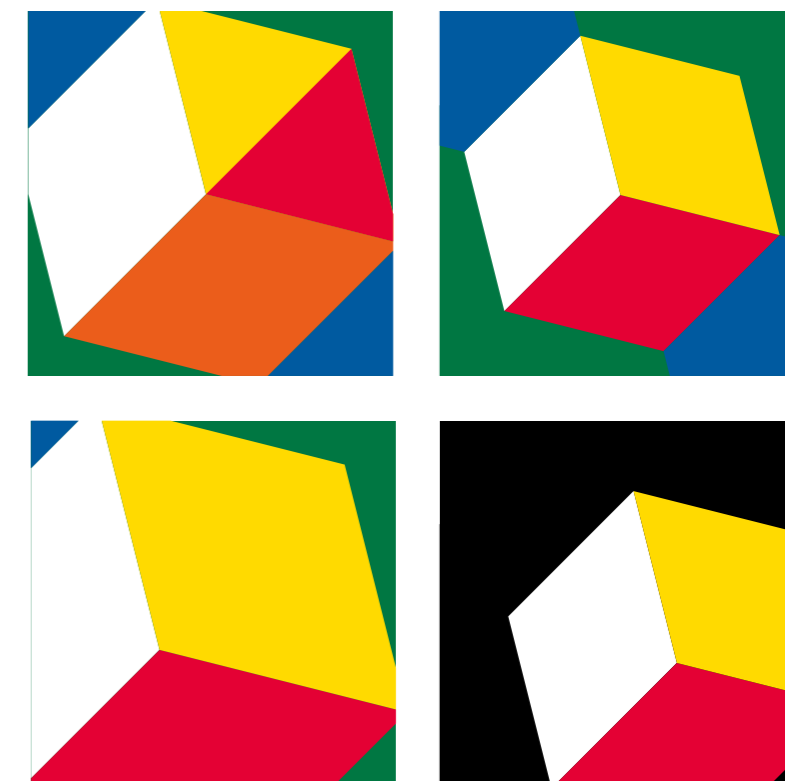
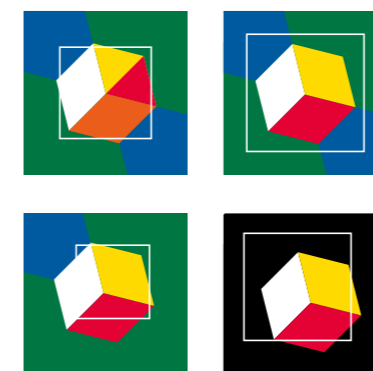
# Our building blocks

Using a single *building block*



In addition to using multiple building blocks, a traditional enlarged WorldSkills building block can be used.

Elements are removable to accommodate imagery and text.



# Our fonts

Frutiger is our primary font

# Frutiger & Inria Serif

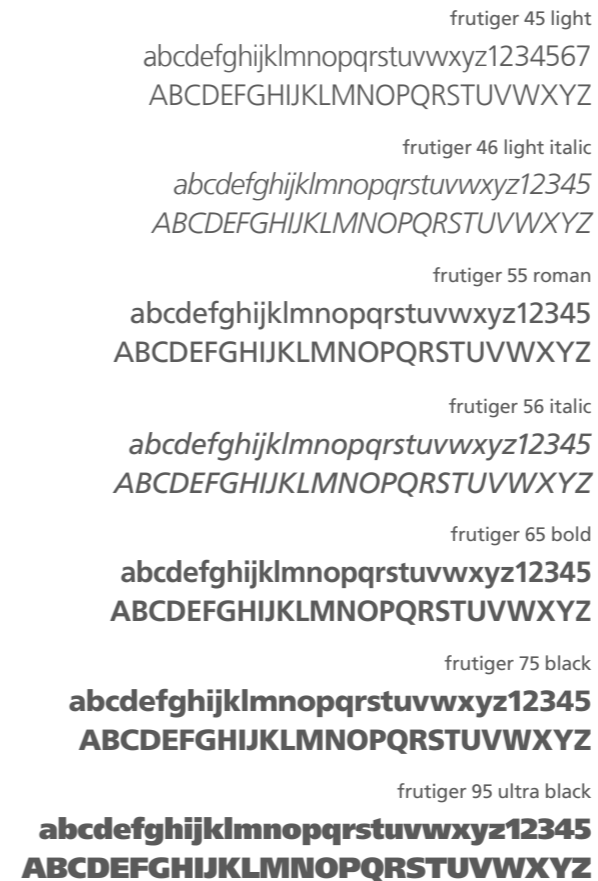
Inria Serif is also used to add variation and emphasis to text within designs.

When Frutiger is not available we use Arial.

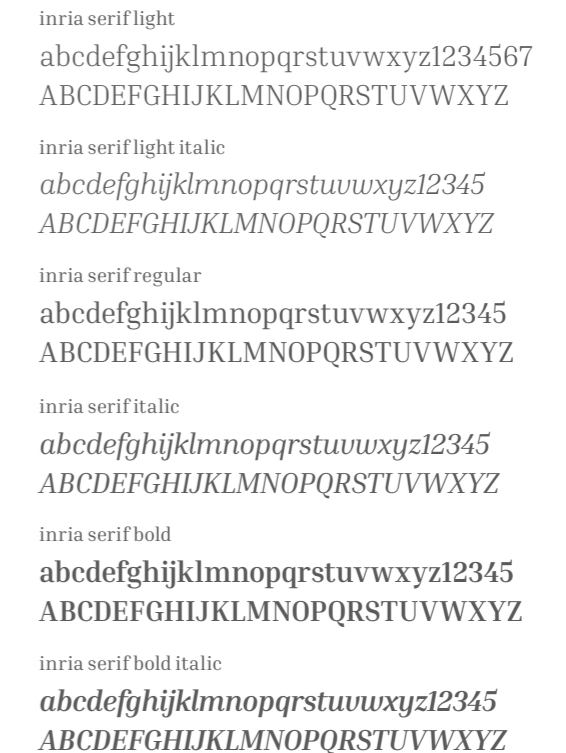


# Our fonts

We use seven weights of the Frutiger family



We use the complete Inria Serif family



# Our imagery

Our imagery is youthful, energetic, and inspiring

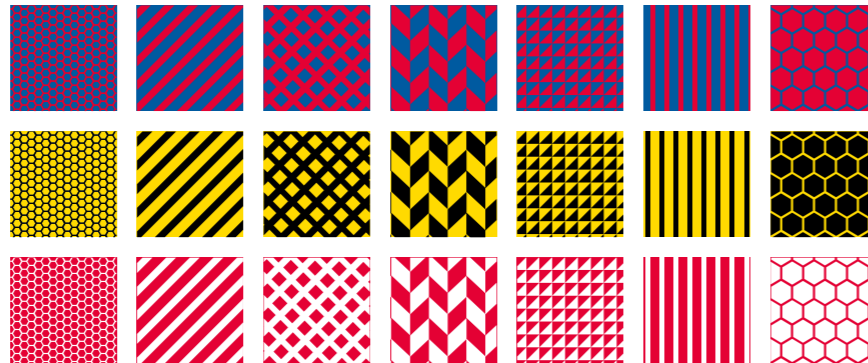
Everything we do is to inspire young people to pursue skills. Our imagery reflects young people, skills development, and building a prosperous future.



# Additional elements

## Patterns

We use bold, geometric patterns that are dynamic representations of our building blocks.



## Callouts

Our callouts can be used to emphasize a statement. They will also assist with layout design when using large images.



*Young people  
are at the heart  
of everything  
we do*





v3.0