

BRAND BOOK
WORLD SKILLS
LYON 2024

SUMMARY

1.0 — CONCEPT AND VISION

2.0 — FUNDAMENTALS OF THE WORLDSKILLS LYON 2024 VISUAL IDENTITY

3.0 — BRAND USE

1.0

CONCEPT AND VISION

- 1.1 — INTRODUCTION
- 1.2 — MANIFESTO
- 1.3 — WORLDSKILLS LYON 2024
- 1.4 — DNA
- 1.5 — PROMISE



INTRODUCTION

This brand book is a guiding document that conveys the vision and objectives for WorldSkills Lyon 2024, but also establishes the branding elements and their application.

THIS BRAND BOOK WHY? FOR WHOM?

1.1

Introduction

MANIFESTO

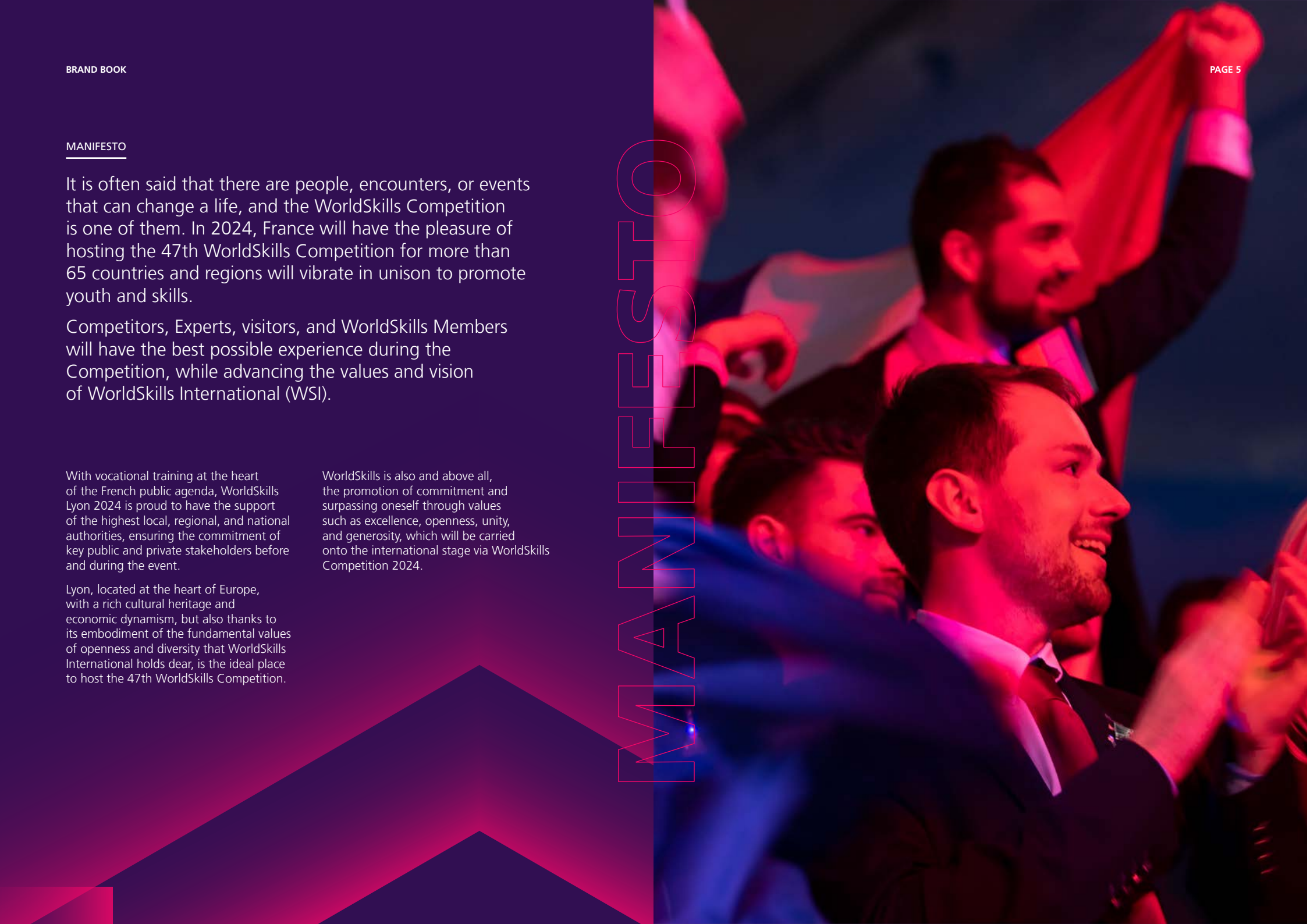
It is often said that there are people, encounters, or events that can change a life, and the WorldSkills Competition is one of them. In 2024, France will have the pleasure of hosting the 47th WorldSkills Competition for more than 65 countries and regions will vibrate in unison to promote youth and skills.

Competitors, Experts, visitors, and WorldSkills Members will have the best possible experience during the Competition, while advancing the values and vision of WorldSkills International (WSI).

With vocational training at the heart of the French public agenda, WorldSkills Lyon 2024 is proud to have the support of the highest local, regional, and national authorities, ensuring the commitment of key public and private stakeholders before and during the event.

Lyon, located at the heart of Europe, with a rich cultural heritage and economic dynamism, but also thanks to its embodiment of the fundamental values of openness and diversity that WorldSkills International holds dear, is the ideal place to host the 47th WorldSkills Competition.

WorldSkills is also and above all, the promotion of commitment and surpassing oneself through values such as excellence, openness, unity, and generosity, which will be carried onto the international stage via WorldSkills Competition 2024.



MANIFESTO

LEGACY



1995

LYON

**WORLDSKILLS COMPETITION
ORGANIZED BY FRANCE WITH
JACQUES CHIRAC,
PRESIDENT OF THE REPUBLIC**



2017

PARIS

**RECEPTION OF THE FRENCH TEAM
AT THE ÉLYSÉE PALACE WITH
EMMANUEL MACRON,
PRESIDENT OF THE REPUBLIC**



2013

PARIS

**RECEPTION OF THE FRENCH TEAM
AT THE ÉLYSÉE PALACE ALONGSIDE
FRANÇOIS HOLLANDE,
PRESIDENT OF THE REPUBLIC**

1.3

WorldSkills Lyon 2024



2019

KAZAN

RUSSIA

During WorldSkills Competition 2019 in Kazan, WorldSkills France presented its bid to the General Assembly, ending in the victorious selection of Lyon as the host city for WorldSkills Competition 2023.

This victory is the result of the work of an entire team that highlighted France's assets as a host country, with strong values and ambitions, centred on putting the people of the WorldSkills movement at the core of the Competition.

As a result of the COVID-19 pandemic, the WorldSkills Competition calendar was postponed and moving the event in Lyon to 10 to 15 September 2024.



2022

SPECIAL EDITION

15 HOST COUNTRIES

In 2022, WorldSkills International, in agreement with WorldSkills Members, WorldSkills Shanghai 2022 Executive Bureau, and WorldSkills China, announced the cancellation of WorldSkills Shanghai 2022 due to the pandemic.

Following this decision, WorldSkills International and its Members and Global Partners immediately began planning WorldSkills Competition 2022 Special Edition.

The expertise and resourcefulness of the WorldSkills global network collaborated to host 62 skill competitions in 15 countries and regions. The 46th WorldSkills Competition provided 1,000 Competitors from over 50 countries the opportunity to demonstrate excellence in skills.

At the final event in Salzburg, Austria, Lyon took centre stage at the flag handover marking the transition from the Special Edition to WorldSkills Lyon 2024.



2024

LYON

FRANCE

Since it joined the movement in 1953, WorldSkills France has continuously grown, driven by the ambition to promote skills and vocational training to young people in France and abroad.

To achieve this, the organization has benefited from the constant support and encouragement of the highest French Institutions, regional and national stakeholders, private and public sectors. In 1995, the WorldSkills Competition was organized for the first time in France, in Lyon.

Almost 30 years after the first edition in Lyon, WorldSkills France is joining leaders of the city of Lyon, to welcome the world once again to a city known for gastronomical triumphs, industrial innovations, and stunning architecture.

2020

1.3

WorldSkills Lyon 2024



OUR DNA

01. EXCELLENCE

02. GENEROSITY

03. OPENNESS

04. UNITY

Excellence as a driver of success through self-improvement.

1.4

DNA



OUR DNA

01. EXCELLENCE

02. GENEROSITY

03. OPENNESS

04. UNITY

Generosity as a goal to make WorldSkills Competition 2024 a shared experience building sincere friendships, which will bring together Competitors, organizers, visitors, and all those who are building stronger Vocational and Educational Training (VET) systems.

1.4

DNA



OUR DNA

01. EXCELLENCE

02. GENEROSITY

03. OPENNESS

04. UNITY

Openness as an inspiration to make WorldSkills Competition 2024 a symbol of diversity and inclusion for all.

1.4

DNA



OUR DNA

01. EXCELLENCE

02. GENEROSITY

03. OPENNESS

04. UNITY

Unity as a tool to rally supporters and Competitors from all over the world around the same ambition: to promote the strength of skills.

1.4

DNA

HIGHLIGHTING COMPETITORS AND THEIR TALENTS

The WorldSkills Lyon 2024 visual identity adds vibration to the WorldSkills building block, reflecting the French «Pays des Lumières», land of light.

The building block is illuminated, creating a gateway to skills and placing at its centre the skilled young people transforming the world through Vocational and Educational Training.

Just like the WorldSkills Competition, young, skilled people are featured at the centre of the building block transforming, transcending, and utilizing their skills. The design is an invitation to the public to see the skills as bold, vibrant, and transformational.

WHERE
THERE IS
A **SKILL**



THERE IS
A **WAY**

1.5

Promise

2.0

THE FUNDAMENTALS OF THE WORLDSKILLS LYON 2024 VISUAL IDENTITY

- 2.1 — WORLDSKILLS LYON 2024 LOGO
- 2.2 — LOCK-UP LOGO
- 2.3 — LOCK-UP SPONSOR LOGO
- 2.4 — COMPETITION TEXT BLOCK
- 2.5 — TYPOGRAPHY
- 2.6 — COLOURS
- 2.7 — GRADIENTS
- 2.8 — BUILDING BLOCK
- 2.9 — IMAGERY
- 2.10 — ICONS
- 2.11 — SKILL SECTORS
- 2.12 — PATTERN CONCEPT

THE LOGO BLOCK

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.

Dark purple logoon white backgroundand white logoon dark purplebackgroundBlack logoon white backgroundand white logoon black background

2.1

WorldSkills Lyon 2024 logo

THE LOGO BLOCK

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

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 and/or on a dark background.

Logo elements



Clear space



2.1

WorldSkills Lyon 2024 logo

APPLICATIONS

WorldSkills Lyon 2024 logo can be used in a variety of ways: on plain white or coloured generic backgrounds, in gradients or on photographic backgrounds when there is sufficient contrast.

Logo RGB and CMYK
on white backgroundWhite logo on dark
background from the
WorldSkills Lyon 2024
identityLogo on photographic
background with
sufficient contrast

2.1

WorldSkills Lyon 2024 logo

RESTRICTIONS

Although logical for some, it is always useful to explain, list and show the restrictions in order to avoid problems that would create inconsistencies in the graphic charter. It is necessary to respect a global coherence, on each support, and a thoroughness in its daily use. Why?

Otherwise:

- This distorts your identity and the image perceived by different audiences is altered/confused, or even gives an unprofessional effect.
- The image within the entity may be perceived as disorganised, lacking consistency and coherence.

Here are some concrete examples of misuse of the logo or difficulties in understanding it.

Logo in gradient or in colours**White logo on a gradient backgrounds****Logo on photographic gradient not enough contrast or cluttered****2.1****WorldSkills Lyon 2024 logo**

APPLICATIONS

The WorldSkills Lyon 2024 logo is used together with partner logos, separated by a line.

This lock-up logo is used by WorldSkills Lyon 2024 when we communicate about WorldSkills Competition 2024.

Lock-up logo on
white background
and white lock-up
logo on dark purple
background



Black lock-up logo
on white background
and white lock-up logo
on black background



Vertical version



2.2

Lock-up logo

RESTRICTIONS

The WorldSkills Lyon 2024 logo is used together with Partner logo, separated by a line.

Move the
«Presented by»
and/or the elements



Use the lock-up logo
without the «Presented
by» and/or enlarge it



Purple lock-up logo



2.2

Lock-up logo

APPLICATIONS

The lock-up Sponsor logo is used by the Sponsor to communicate its involvement in WorldSkills Lyon 2024.

Their logo must be associated next to this one horizontally. The vertical version does not exist.

Like the others logo, the lock-up Sponsor logo is subject to applications and restrictions that must be respected.

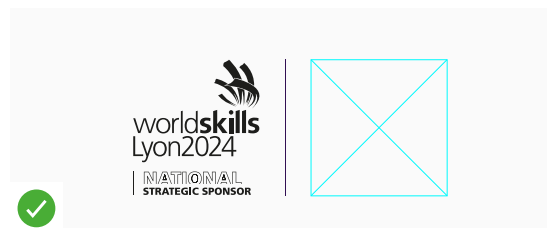
Dark purple lock-up
Sponsor logo on white
background and white
lock-up Sponsor logo
on dark purple
background



Black lock-up Sponsor
logo on white
background
and white lock-up
Sponsor logo on black
background



Black lock-up Sponsor
logo with partner
in horizontal version



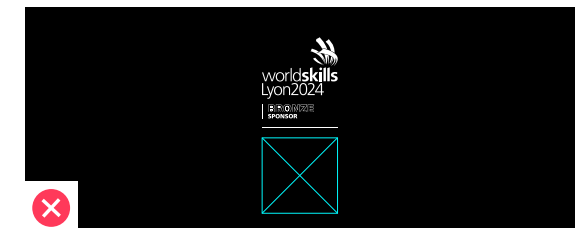
2.3

Lock-up Sponsor logo

RESTRICTIONS

The lock-up Sponsor logo is used by the Sponsor to communicate its involvement in WorldSkills Lyon 2024.

Like the others logo, the lock-up Sponsor logo is subject to applications and restrictions that must be respected.

Change the colour**Lock-up Sponsor logo in combination of colours****Change the place of the elements****Lock-up Sponsor logo in vertical version****2.3****Lock-up Sponsor logo**

APPLICATIONS

In the majority of the material, we find the text block indicating that WorldSkills Lyon 2024 is the 47th WorldSkills Competition.

This block is a graphic composition in which the numbered part is outlined with the lower part «cut» to create a visual ligature with the textual block below «WorldSkills Competition» or its variant in French.

This text block is to be used on event materials to promote WorldSkills Lyon 2024. It always lives alongside the WorldSkills Lyon 2024 logo, never alone.

English blockvertical and horizontalFrench blockvertical and horizontal

2.4

Competition text block

APPLICATIONS

In the majority of the material, we find the text block indicating that WorldSkills Lyon 2024 is the 47th WorldSkills Competition.

This block is a graphic composition in which the numbered part is outlined with the lower part «cut» to create a visual ligature with the textual block below «WorldSkills Competition» or its variant in French.

This text block is to be used on event materials to promote WorldSkills Lyon 2024. It always lives alongside the WorldSkills Lyon 2024 logo, never alone.

Logo RGB/CMYK
and in white on a purple
background



Do not overlap the logo
on gradient background



Logo in secondary
colours gradients



2.4

Competition text block

RESTRICTIONS

In the majority of the material, we find the text block indicating that WorldSkills Lyon 2024 is the 47th WorldSkills Competition.

Although logical for some, it is always useful to make the restrictions explicit, to list them and to show them in order to avoid problems that would create inconsistencies in the graphic charter. It is necessary to respect a global coherence, on each support, and a thoroughness in its daily use. Why?

Otherwise:

- This distorts your identity and the image perceived by different audiences is altered/confused, or even gives an unprofessional effect.
- The image within the entity may be perceived as disorganised, lacking consistency and coherence.

Here are some concrete examples of misuse of the logo or difficulties in understanding it.

Monochrome or secondary colours text block



Text block on a white or a tonic shade background



Text block placed on the gradient

**2.4****Competition text block**

TYPOGRAPHY FOR SUPPORTS

This typography is part of the WorldSkills International brand and is an identifying element that allows for clear and structured information for past and future WorldSkills Competitions.

The font is available for download on the WorldSkills website here :
<https://worldskills.org/brand/visual-identity/#fonts>

Black 75

Frutiger LT Com Black

Bold 65

Frutiger LT Com Bold

Roman 55

Frutiger LT Com Roman

Light 45

Frutiger LT Com Light

Black 75 Uppercase**FRUTIGER LT COM BLACK UPPERCASE**Roman 55 Uppercase

FRUTIGER LT COM BLACK UPPERCASE

2.5

Typography

INFORMATION HIERARCHY

The typographic hierarchy is essential for a good understanding of the users but also for the graphic consistency of the different applications of the visual identity.

Thus, and as shown on the right, it is necessary to follow some rules established according to the type of content written, in order to always keep the same hierarchy of information.

Some guidelines:

- The Frutiger LT Com font should be kept.
- Alternate between outline and full.
- Only use the colours of the generic palette or those of Skill Sectors for the appropriate visuals.
- Vary the case to give a dynamic information hierarchy.

Surtitle

Titling in full

Titling outlined

Current text

Secondary

Information

**STUDIUM SEMPER ADSIT, CUNCTATIO
CONSILIIUM VERO DARE AUDEAMUS**

LOREM IPSUM DOLORES

Haec igitur prima lex amicitiae sancitur, ut ab amicis honesta petamus, amicorum causa. Honesta faciamus, ne expectemus quidem, dum rogemur; studium semper adsit, cunctatio absit; consilium vero dare audeamus libere. Acriter, si res postulabit.

MORE INFORMATIONS ON
WWW.WORLDSKILLS2024.COM

**STUDIUM SEMPER ADSIT, CUNCTATIO
CONSILIIUM VERO DARE AUDEAMUS**

LOREM IPSUM DOLORES

Haec igitur prima lex amicitiae sancitur, ut ab amicis honesta petamus, amicorum causa. Honesta faciamus, ne expectemus quidem, dum rogemur; studium semper adsit, cunctatio absit; consilium vero dare audeamus libere. Acriter, si res postulabit.

MORE INFORMATIONS ON
WWW.WORLDSKILLS2024.COM

2.5

Typography – Information hierarchy

MAIN PALETTE

The main palette is composed of the dynamic colours of deep purple and bright pink.

The main palette is to be used in the majority of material, for all institutional applications (website, signage, email), supports intended for the public and, in general, all marketing activities that promote the identity of WorldSkills Lyon 2024.

The colours are displayed with the values:

- RGB values for web and digital applications.
- CMYK values for printing.
- Pantone direct tone for the most accurate printing of the chosen colour and often much more vibrant. Note: «U» indicates the «uncoated» Pantone, ideal for raw papers, while «C» means «coated», ideal for smoother papers.
- The sole hexadecimal value which is the colour code for the web.

The main palette

DEEP PURPLE WORLDSKILLS LYON 2024

R : 46 G : 22 B : 81
PANTONE : 2685C
#2E1651

C : 95 M : 100 Y : 33 B : 33

WHITE

[PAPER]
R : 255 G : 255 B : 255
#FFFFFF

FLASH PINK WORLDSKILLS LYON 2024

R : 213 G : 16 B : 103
PANTONE : 219C
#D51067

C : 9 M : 98 Y : 28 B : 0

2.6

Colours – Main palette

SKILL SECTORS PALETTE

The secondary palette is exclusively reserved for the communication of the Skill Sectors.

The tones are made up of the historic WorldSkills International colours. We have added darker shades to make the tonics stand out.

These combinations are used in gradient.

The colours are displayed with the values:

- RGB values for web and digital applications.
- CMYK values for printing.
- Pantone direct tone for the most accurate printing of the chosen colour and often much more vibrant. Note: «U» indicates the «uncoated» Pantone, ideal for raw papers, while «C» means «coated», ideal for smoother papers.
- The sole hexadecimal value which is the colour code for the web.

The colour combinations of the Skill Sectors

<p>LILAC</p> <p>Creative Arts and Fashion</p> <p>R : 222 G : 137 B : 229 #DE89E5 PANTONE : 2375C</p> <p>C : 18 M : 53 Y : 0 B : 0</p> <p>R : 74 G : 35 B : 76 #4A234C</p> <p>C : 69 M : 98 Y : 33 B : 37</p>	<p>ORANGE</p> <p>Manufacturing and engineering Technology</p> <p>R : 255 G : 107 B : 13 #FF6C0C PANTONE : 1575C</p> <p>C : 0 M : 68 Y : 90 B : 0</p> <p>R : 117 G : 39 B : 0 #752700</p> <p>C : 28 M : 94 Y : 100 B : 35</p>	<p>BLUE</p> <p>Information and Communication Technology</p> <p>R : 51 G : 193 B : 231 #33C1E7 PANTONE : 299C</p> <p>C : 67 M : 0 Y : 7 B : 0</p> <p>R : 0 G : 55 B : 100 #003764</p> <p>C : 100 M : 79 Y : 38 B : 27</p>
<p>TURQUOISE</p> <p>Construction and Building Technology</p> <p>R : 95 G : 197 B : 189 #5FC5BD PANTONE : 319C</p> <p>C : 61 M : 0 Y : 31 B : 0</p> <p>R : 13 G : 66 B : 56 #0D4238</p> <p>C : 100 M : 41 Y : 73 B : 57</p>	<p>PINK</p> <p>Social and Personal Services</p> <p>R : 229 G : 94 B : 127 #E55E7F PANTONE : 2038C</p> <p>C : 0 M : 76 Y : 27 B : 0</p> <p>R : 89 G : 36 B : 46 #59242E</p> <p>C : 36 M : 91 Y : 61 B : 55</p>	<p>GREEN</p> <p>Transportation and Logistics</p> <p>R : 200 G : 225 B : 75 #C8E14B PANTONE : 367C</p> <p>C : 34 M : 0 Y : 85 B : 0</p> <p>R : 57 G : 63 B : 21 #393F15</p> <p>C : 72 M : 52 Y : 96 B : 61</p>

2.6

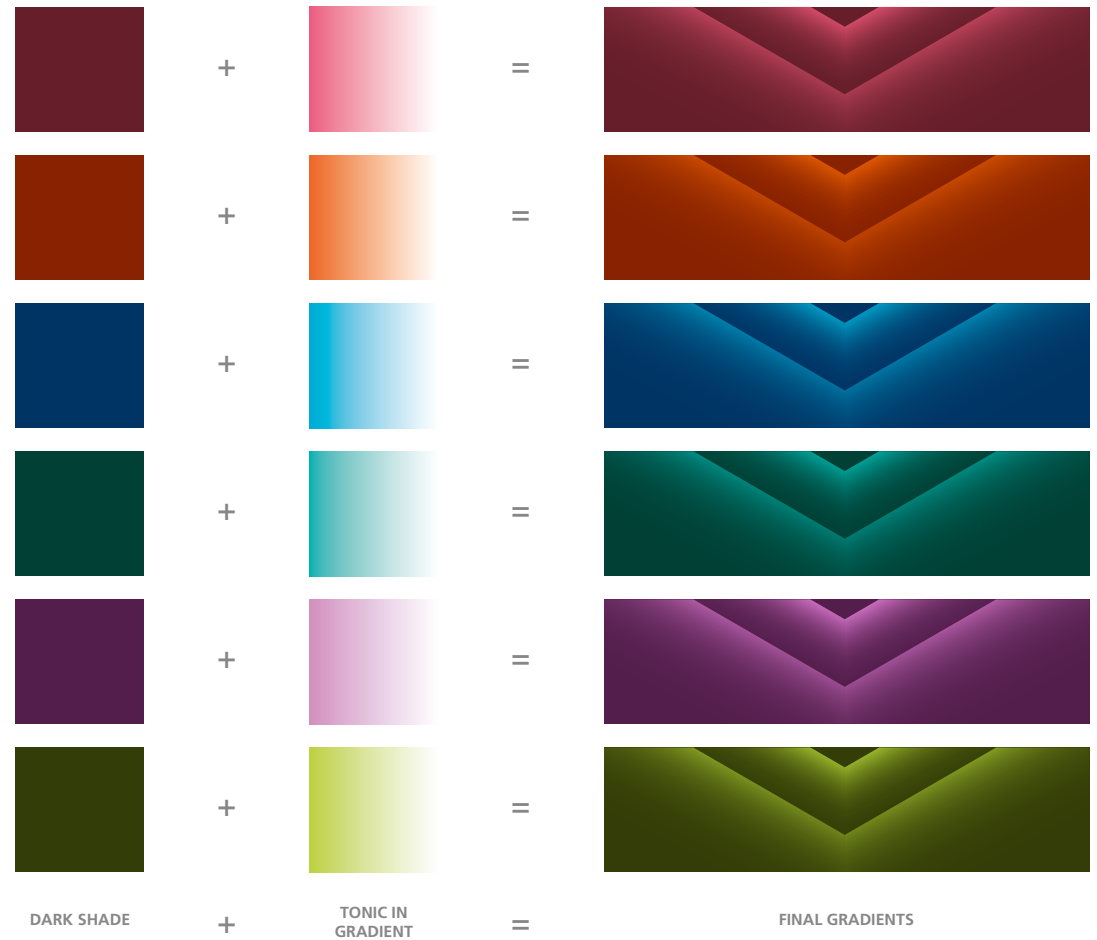
Colours – The Skill Sectors

MANAGING GRADIENTS

Each colour pair is linked to a Skill Sectors.
Only the tonic can be worked in shades (single or multiple) according to the needs and supports.

It can be on a dark background for all the visuals of the Skill Sectors and on a white background on only certain situations for corporate supports.

The dark shade in the background and the tonic as a gradient



2.7

Gradients

CREATION OF THE BUILDING BLOCK

We have thought of a living, flexible, and vibrant element that will express different intensities and emotions.

We have expanded the use of the WorldSkills building block using layers of the shape, with vibrating, luminous edges to show degrees of intensity.

Sometimes calm and sometimes more intense, it reflects the full range of emotions felt by the Competitors, but also Experts, public, students, and families.

To summarize, the building block is centered on people, while also creating space for the content or the message to be highlighted.

Principle with our concept of vibration



2.8

Building block – Vibration principle

COMPOSING WITH THE BUILDING BLOCK

Building blocks are used exclusively in the four corners or centred on each support.

Also, it is possible to duplicate building blocks on a support provided that they are parallel to each other.

Building blocks cannot be rotated in any direction. They must be used straight as they are.

Finally, the WorldSkills Lyon 2024 logo may only be placed in the four corners of the supports. It cannot overlap on one of the lines of the gradient.

Principle of composition with building blocksExamples of composition with different sizes and positioning with logo

2.8

Building block – Use and framing

IMAGERY

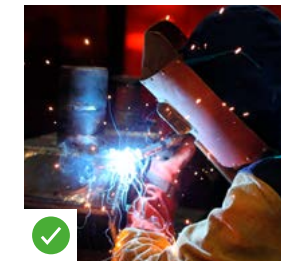
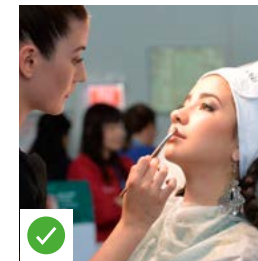
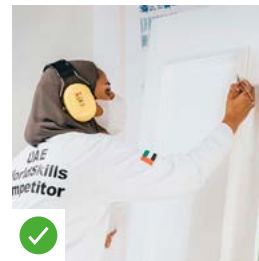
The choice of photographs is important to successfully convey the values of the event, so it is important to choose bright photos with good contrast.

It is important to carefully select the postures of Competitors, Experts, supporters, volunteers, and visitors in order to serve the purpose of the support on which this photo will appear.

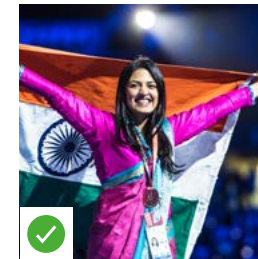
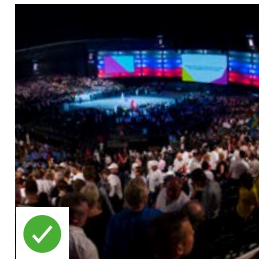
There are three different types of categories:

- **Focus/gesture:** it is important to highlight the Competitor but also the gesture itself to be able to identify their trade and show the skill.
- **General atmosphere of the event:** photos to capture the atmosphere of the Competition. Favour photos with strong emotions and moments of cooperation.
- **Experts, supporters:** photos where you can easily identify who the people are (e.g. Experts with their WorldSkills t-shirts, families coming to support with a backpack and the flag, a volunteer with a badge around his neck).

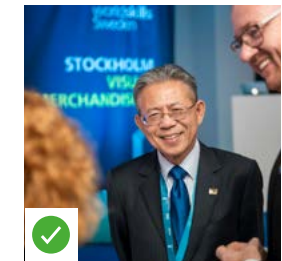
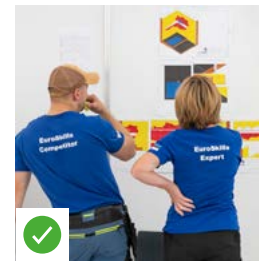
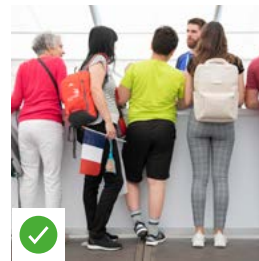
Focus/gesture



General atmosphere of the Competition



Experts/supporters



2.9

Imagery

IMAGERY

On the contrary, we do not recommend choosing this type of photographs:

Focus/gesture:

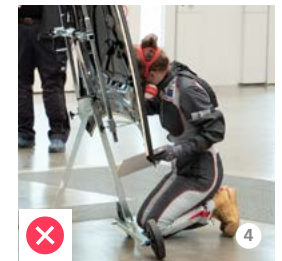
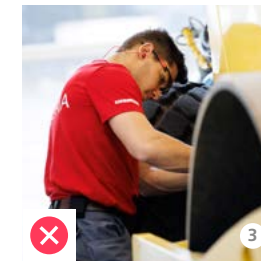
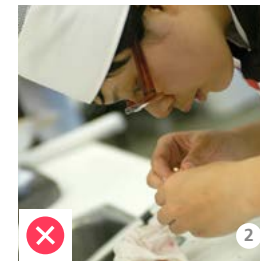
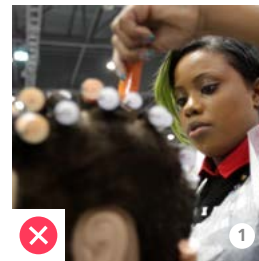
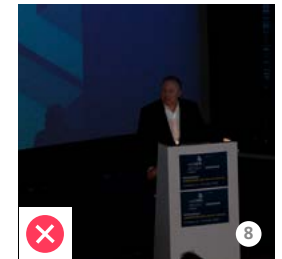
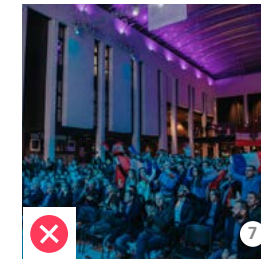
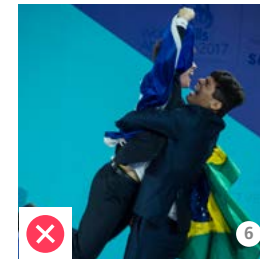
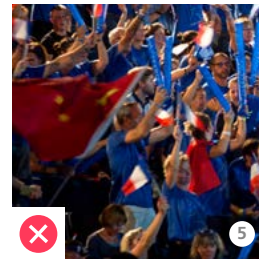
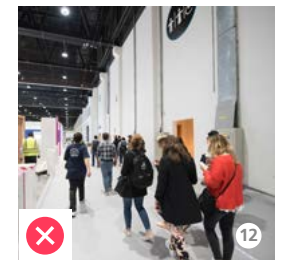
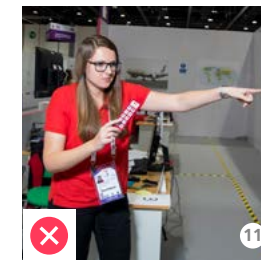
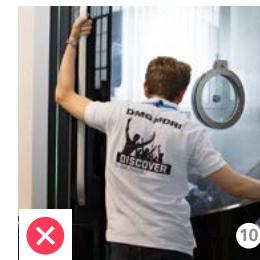
1 to 4 The movements are partly hidden, so it is difficult to understand what the Competitors are doing.

General atmosphere of the Competition:

- 5 The photo is blurry, even out of focus.
- 6 The faces of the Competitors are partly hidden.
- 7 8 The photos are not contrasted enough.

Spectators/supporters/volunteers:

- 9 It is not clear for whom the audience is applauding.
- 10 Competitors hide what they are doing.
- 11 The Volunteer is in the middle of her action, it is unflattering and we don't understand what she is doing.
- 12 All subjects are standing from behind and there is no element in the foreground.

Focus/gesture**General atmosphere of the Competition****Experts/Supporters****2.9****Imagery**

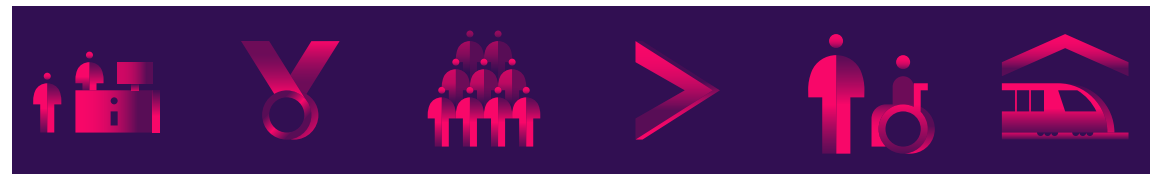
AN ICON PACKAGE

We have created an entire package that can be easily adapted thanks to a simple graphic code: a set of gradients.

They can only be used in the colour of Skill Sectors to which they are dedicated on any support, display, stationary, or digital. There is no white version.

The whole icon package will be provided in different sources and extensions.

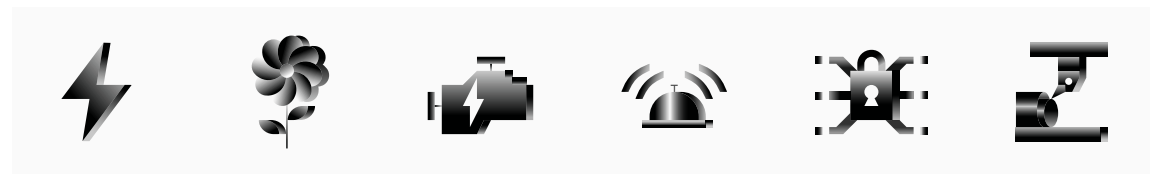
The tailor-made package of generic icons



The tailor-made package by Skill Sectors



The tailor-made package of black icons



2.10

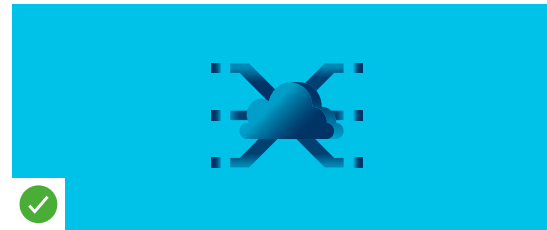
Icons

APPLICATIONS

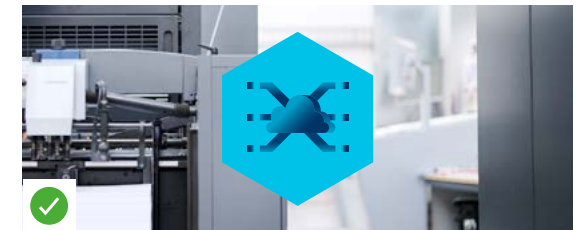
The icons have to be imported into your InDesign or Word documents, either in PDF for the best possible quality (printing) or in .png (lighter, which supports transparency).

The icons must be used on the background of the pole tonic colour, or in a building block in the case of another coloured background or photographic background.

Icons on a tonic background from the right Skill Sectors



Icons in a building block on a photo or not



RESTRICTIONS

Although logical for some, it is always useful to make the restrictions explicit, to list them and to show them in order to avoid problems that would create inconsistencies in the graphic charter. It is necessary to respect a global coherence, on each support, and a thoroughness in its daily use. Why?

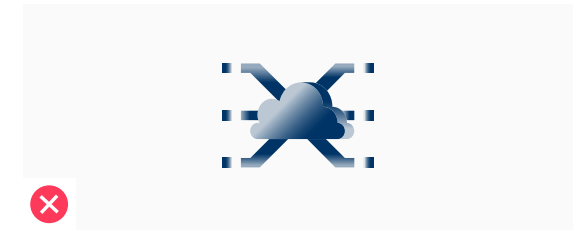
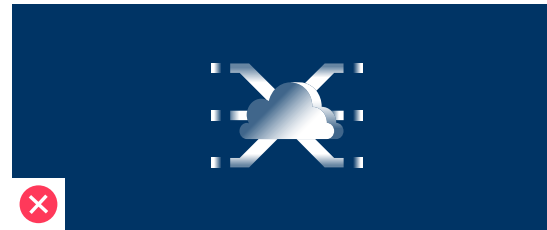
Otherwise:

- This distorts your identity and the image perceived by different audiences is altered/confused, or even gives an unprofessional effect.
- The image within the entity may be perceived as disorganized, lacking consistency and coherence.

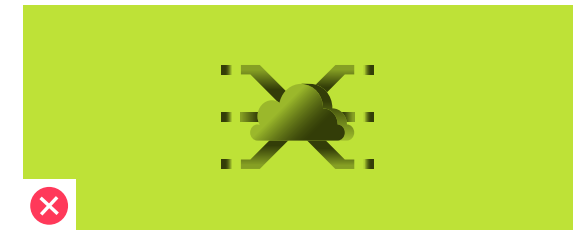
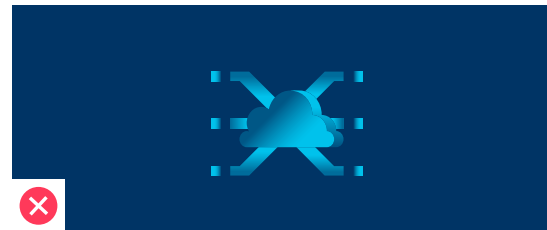
Here are some concrete examples of misuse of the logo or difficulties in understanding it.

Using the icons

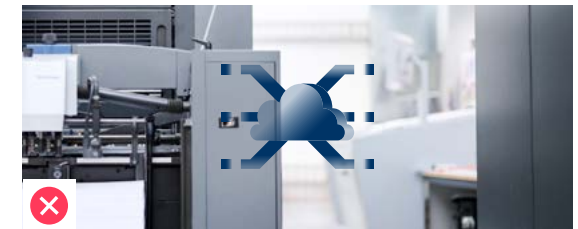
in white gradient or
on a white background



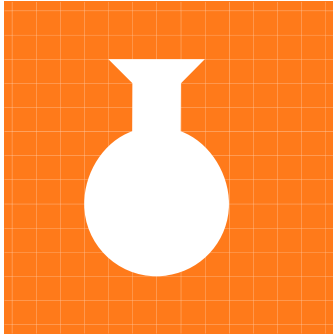
Inverting the tonic colour
and the dark shade
or changing
the colour of an icon
of another pole



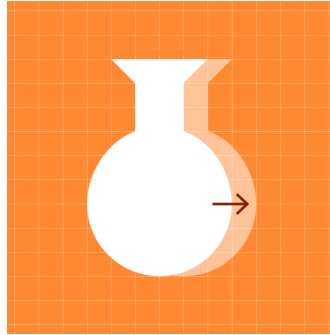
Use the icon on a
photo without its
building block

**2.10****Icons**

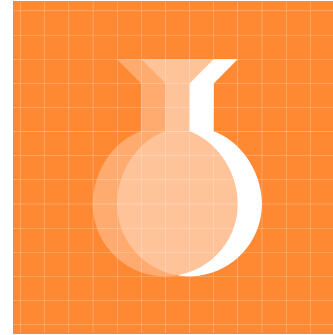
BASIC SHAPE



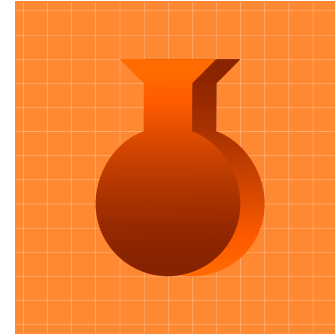
DUPLICATE THE SHAPE ON THE NEXT PIXEL



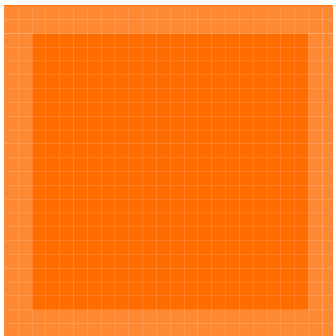
KEEP THE WHITE SHAPE CREATED WITH THE PATHFINDER



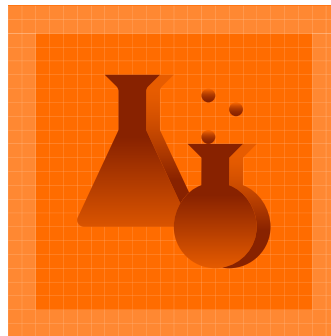
INVERT THE TWO GRADIENTS TO CREATE RELIEF



24 X 24 PX GRID



ADD THE ELEMENTS TO THE GRID



FINAL VERSION OF THE ICON



2.10

Icons – Create an icon

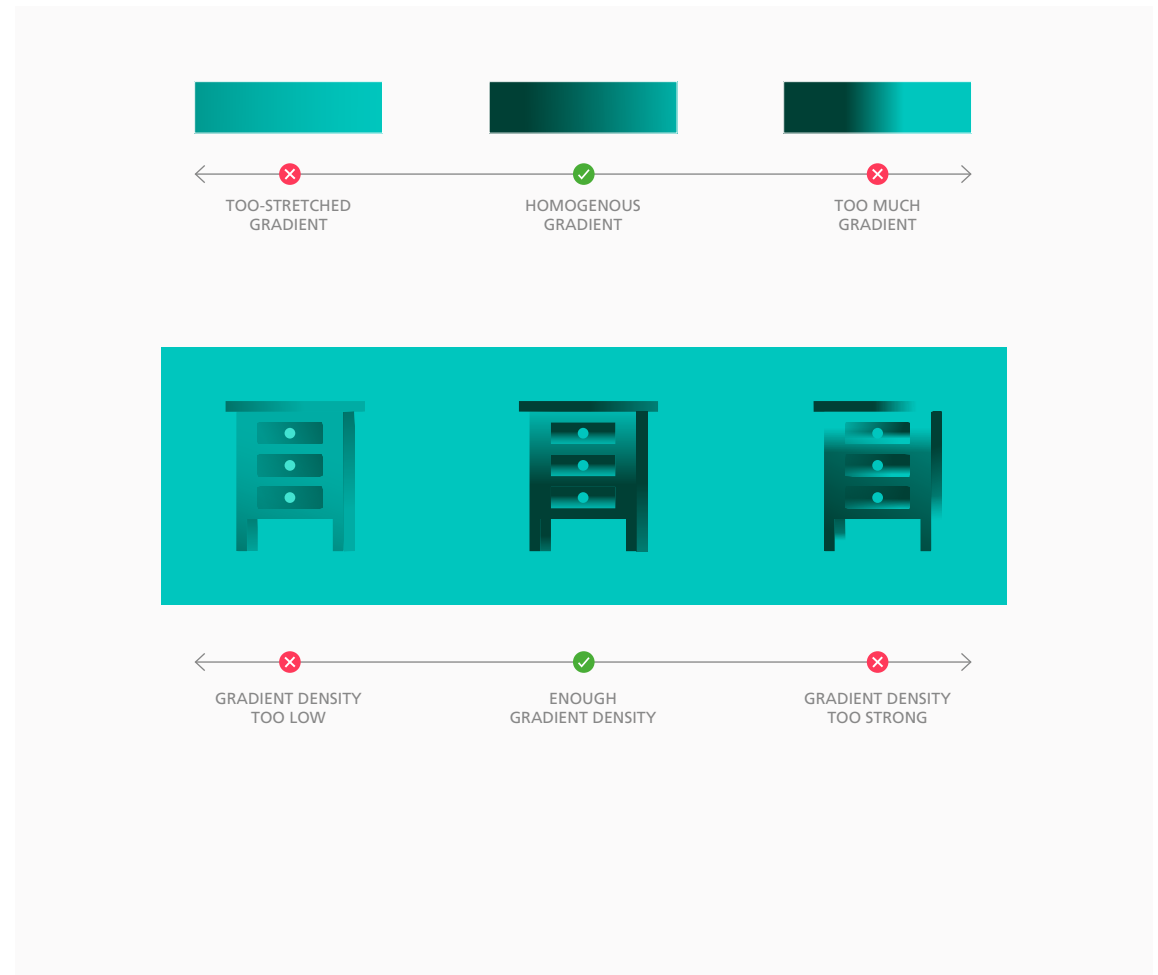
APPLICATIONS FOR ICON GRADIENTS

It is important to « weigh » the gradients of the icons both in their use and in their density.

Thus, a balance must be found so that the gradient is bright enough (but not too dense either) and the contrasts are sufficient for the different parts of the icon to be understandable.

Gradient adjustment
for each shape
of the icon

Gradient density
adjustment
for each shape



2.10

Icons – Managing gradients

A SKILL SECTORS PACKAGE

We have created a package including six visuals for each Skill Sectors, with its own colour range and its own icons for each Skill Sectors.

The Skill Sectors visuals can only be used in the colour of the pole to which they are associated. There is no white version.

PRINT AND DIGITAL FILES

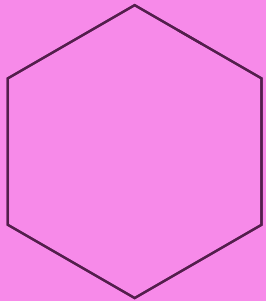
We have created two export packages for the icons: one in CMYK, one in RGB. Depending on the destination of the support, it will be necessary to integrate the right icons, to have an accurate result.

Reminder: RGB for non-printed office supports or social network visuals for example, CMYK for printable files.

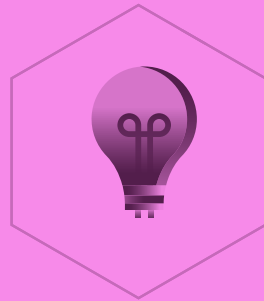
Concept of the Skill Sectors visual



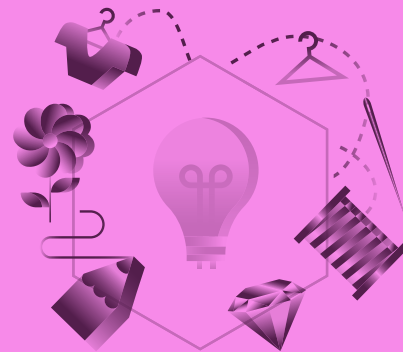
BUILDING BLOCK WITH OUTLINE AND INNER GRADIENT



ICON REPRESENTING THE POLE IN A GENERIC WAY



ICONS RELATED TO THE POLE ORBITING AROUND THE BUILDING BLOCK



THE FINALIZED SKILL SECTORS VISUAL



2.11

Skill Sectors

A SKILL SECTORS PACKAGE

We have created a package including six visuals for each Skill Sectors, with its own colour range and its own icons for each Skill Sectors.

The Skill Sectors visuals can only be used in the colour of the pole to which they are associated. There is no white version.

Skill Sectors visuals



2.11

Skill Sectors

PATTERN CONCEPT

Patterns allow to complete the identity on various print and web supports. They brand the support on which they appear subtly or more clearly.

Skill Sectors pattern and generic pattern



2.12

Pattern concept

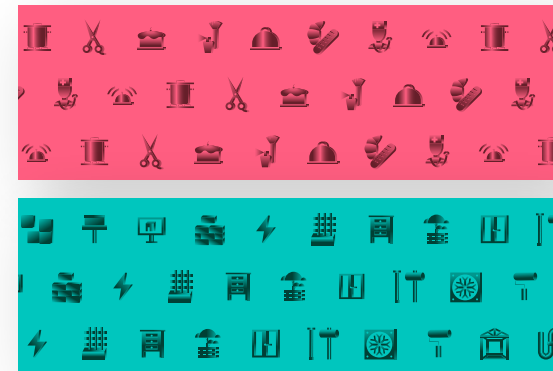
PATTERN CONCEPT

There are two different types of patterns :

- **Skill Sectors patterns:** there is one for each Skill Sectors. The pictograms presented within of the Competition are all arranged at equal size in a staggered arrangement. A slight gradient of the dark colour (from 100% to 0%) is added and allows not to abruptly stop the pattern. This also makes it possible to better blend on the support on which the pattern appears (and to add logos, contents, etc.). We can use them exclusively on supports that refer to their Skill Sectors, with their identity colours.
- **Generic patterns:** they are available in two colours, in white and flash pink only, all on the dark purple background of the charter. They can be used on all types of support related to the Competition.

Skill Sectors patterns

PICTOGRAMS
IN A STAGGERED
ARRANGEMENT



Generic pattern existing
in white and in flash pink
on a dark background

PATTERNS IN OPACITY
REDUCED TO 30% ON A
DARK BACKGROUND



2.12

Pattern concept

3.0

**VISUAL IDENTITY
IMPLEMENTATION**

3.1 — EVENT APPLICATION

OUR POSTER CONCEPTS

Through this graphic composition based on vibration and composed on the basis of the building block, we want to highlight the Competitors, their victories, defeats, or work during the Competition and we want to translate their emotions into vibrations, which can evolve.

The graphic design is deliberately simple because it highlights the main elements, namely the Competitor and the way they feel about the Competition.

The graphic concept is also easily adaptable to different countries and is accessible, universal.

Event supports should be prioritized with the main palette and in particular with the deep purple background, but can be designed in chromatic range depend on the needs.

The InDesign source files are provided in the variations package.

The generic posters



3.1

Event application

A3 POSTER – GUIDELINES

MARGINS: 30 x 30 x 30 x 30
 NUMBER OF COLUMNS: 8
 GUTTERS: 8mm

POSTER MODEL



LOCK-UP LOGO

DATE (VERTICAL)

Font: Frutiger LT Com
75 Black CAP full and outline
 Size: 25 pt
 Spacing: Automatic (30)
 Possible text colour: ○
 Possible colour dash: ●

TEXT BLOCK

« 47TH WORLDSKILLS COMPETITION »

TITRE

Font: Frutiger LT Com
75 Black CAP full and outline
 Size: 74 pt / Spacing: 74
 Possible colour: ○



⚠ Warning, if the photo and the title overlap each other, the photo in .png must come above the title

PLACE (VERTICAL)

Font: Frutiger LT Com
75 Black CAP full and outline
 Size: 25 pt
 Spacing: Automatic (30)
 Possible colour text: ○
 Possible colour dark: ●

TITRE

Font: Frutiger LT Com
75 Black CAP full and outline
 Size: 74 pt / Spacing: 74
 Possible colour: ○

BACKGROUND AND BUILDING BLOCK

Possible colour combinations:



ESSENTIAL ELEMENTS

COLOURS

Dark solid and its tonic colour



+ BUILDING BLOCK

On its dark solid background



+ PNG PICTURE

Within the building block



+ LOGO



+ TEXT BLOCK



+ TYPOGRAPHY



POSTER MODEL



May exist in the
chromatic range
of the Skill Sectors





Need further information?
Please contact us.

MAIL — MEDIA@WORLDSKILLSLYON2024.COM

WEB — WWW.WORLDSKILLS2024.COM