

47TH WORLDSKILLS COMPETITION
WORLDSKILLS LYON 2024

10 to 15 September
EUREXPO, Lyon, France

USER GUIDE – WORLDSKILLS LYON 2024 COMMUNICATIONS KIT

TO ALL MEMBERS AND PARTNERS OF WORLDSKILLS INTERNATIONAL

WorldSkills Lyon 2024 Organizing Committee is making a range of print and digital visual elements available to all WorldSkills International Member countries or regions. Regarding iconic posters, roll up banners and visuals for social media posts and stories, we are providing you with 1 generic version + 1 specific version to customize for each 62 skills represented.

Find all the resources [here](#)

CONTENTS OF THE WORLDSKILLS LYON 2024 COMMUNICATIONS KIT

● WSC2024 Brandbook

- 1 Brandbook and fonts
- 2 Words and terms to use
- 3 Skills name list
- 4 Skills sectors icons
- 5 Skills icons

● Leaflet WSC2024

● Infographics

- 1 Key figures
- 2 Calendar of milestones

● Iconic posters

- 1 Generic
- 2 Specific (for each skill)

● Roll-up banners

- 1 Generic
- 2 Specific (for each skill)

● Social media banners

- Facebook, LinkedIn, X

● Posts - social media

- 1 Generic
- 2 Specific (for each skill)

● Stories - social media

- 1 Generic
- 2 Specific (for each skill)

● Email signature

● Contact information

● Photos of Lyon

● Split screen video



WSC2024 BRANDBOOK

1

BRANDBOOK:

branding elements and their application

Available Languages : FR and EN

1'

FONTS:

specific fonts to use on supports

2

WORDS AND TERMS TO USE:

specific terminology of WSC2024

Available Languages : FR and EN

3

SKILLS NAME LIST:

complete list of the 62 skills

Available Languages : FR and EN

4

SKILLS SECTORS ICONS:

icons for the 6 skills sectors

5

SKILLS ICONS:

icons for each of the 62 skills



LEAFLET A5

Leaflet presenting the WorldSkills Lyon 2024 Competition, its goals in terms of legacy, and milestones.



Dimensions: A5

Available format:

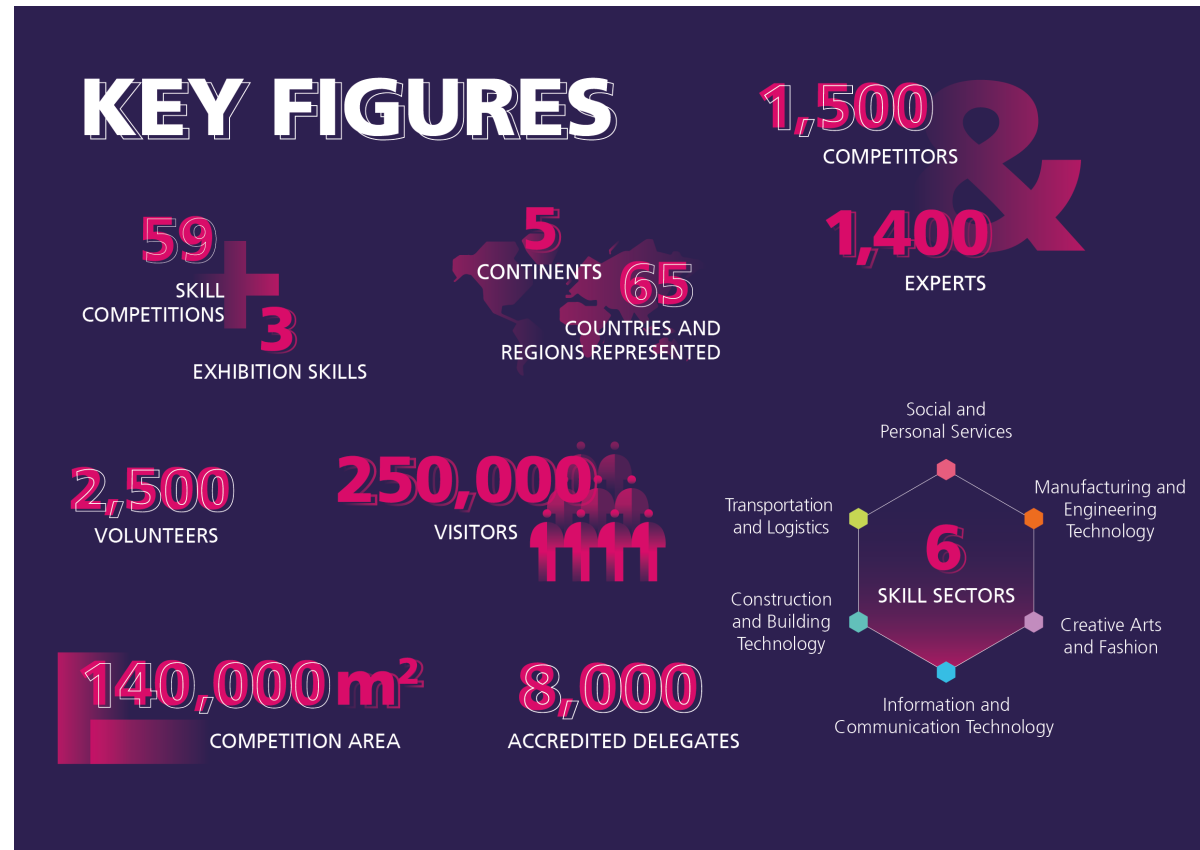
Available languages:

- .PDF

- French
- English

INFOGRAPHICS

1 WSC2024 KEY FIGURES



Available languages:

- French
- English

Available format:

- .JPG

KEY MILESTONES 2023-2024



Available languages:

- French
- English

Available format:

- .JPG

1

GENERIC ICONIC POSTER

Customizable elements:

- Visual inside the hexagon
- Baseline message
- *** Bottom headband for logos

2

SPECIFIC ICONIC POSTER

Usage rules:

- 1 specific color for each of the 6 skills sectors
- 1 specific pictogram for each of the 62 skills represented
- 1 specific name for each of the 62 skills represented

Customizable elements:

- Visual inside the hexagon
- Baseline message
- Skill name
- Pictogram of the skill
- *** Bottom headband for logos



Dimensions: 29,7 x 42 cm

Available languages:

- French
- English

Available formats:

- .JPG For previews and digital distribution
- .PDF For printing with bleed area (2mm)
For printing without bleed area
- .AI For customizing

1

GENERIC ROLL-UP BANNER

Customizable elements:

- Visual inside the hexagon
- Baseline message
- Bottom headband for logos

2

SPECIFIC ROLL-UP BANNER

Usage rules:

- 1 specific color for each of the 6 skills sectors
- 1 specific pictogram for each of the 62 skills represented
- 1 specific name for each of the 62 skills represented

Customizable elements:

- Visual inside the hexagon
- Skill name
- Pictogram of the skill
- Bottom headband for logos



Dimensions: 85,2 x 205,2 cm

WARNING : Leave 5 cm safety margin from the bottom

Available languages:

- French
- English

Available formats:

- .JPG For previews and digital distribution
- .PDF For printing
- .AI For customizing



BANNERS - Facebook - LinkedIn - X

Customizable element:

- Visual inside the hexagon



Available formats:

- .JPG
- .AI For customizing
- CANVA For customizing

POSTS - Facebook - LinkedIn - X - Instagram

1 GENERIC POST

Customizable elements:

- Visual inside the hexagon
- Baseline message

2 SPECIFIC POST

Usage rules:

- 1 specific color for each of the 6 skills sectors
- 1 specific pictogram for each of the 62 skills represented
- 1 specific name for each of the 62 skills represented

Customizable elements:

- Inside of the hexagon for text insertion
- Baseline message
- Skill name
- Pictogram of the skill



Available languages:

- French
- English

Available formats:

- .JPG
- .AI For customizing
- CANVA For customizing

STORIES - Facebook - Instagram

GENERIC STORY

Customizable elements:

- Visual inside the hexagon
- Baseline message

SPECIFIC STORY

Usage rules:

- 1 specific color for each of the 6 skills sectors
- 1 specific pictogram for each of the 62 skills represented
- 1 specific name for each of the 62 skills represented

Customizable elements:

- Inside of the hexagon for text insertion
- Baseline message
- Skill name
- Pictogram of the skill



Available languages:

- French
- English

Available formats:

- .JPG
- .AI For customizing
- CANVA For customizing



EMAIL SIGNATURE

worldskills
Lyon2024

Presented by
SAMSUNG

**WHERE THERE IS A SKILL
THERE IS A WAY!**

10 - 15 SEPT. 2024 LYON, FRANCE - EUREXPO

worldskills2024.com

Instagram Facebook LinkedIn X TikTok

Available format:

- .JPG

EMAIL SIGNATURE

CONTACT INFORMATION



Presented by

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#WSC2024