

The WorldSkills Visual Identity elements have been created in CMYK process, RGB (web safe colours) and Pantone® colour systems. Precise reproduction of these colours is required to maintain a coherent branded image.

WorldSkills Main Colour Palette



CMYK Process Values

Yellow: 15M, 90Y
 Red: 100M, 100Y
 Green: 100C, 25M, 100Y
 Blue: 100C, 65M, 5Y
 Black: 100K,

RGB Values

Yellow: R255, G204, B51
 Red: R255, G0, B0
 Green: R0, G102, B51
 Blue: R0, G51, B204
 Black: R0, G0, B0

Pantone®

Yellow: PMS 116
 Red: PMS 186
 Green: PMS 356
 Blue: PMS 286
 Black: Process Black

WorldSkills Single Colour Elements



WorldSkills Secondary Colour Palette



CMYK Process Values

Cyan: 100C

RGB Values

Cyan: R0, G153, B204

Pantone®

Cyan: PRO CYAN

The primary typeface for WorldSkills is Frutiger, a modern sans serif font which compliments the WorldSkills Logotype. All body copy should be set in Frutiger light; headings and text requiring greater prominence can be set in roman or bold. Never use the underlined or shadowed version of the font. The condensed version of the family (not shown) should only ever be used when space is at a premium and should be avoided in body copy. Both Black and Extra Black versions (not shown) may only be used as heading where greater dominance is required.

Serif fonts should be avoided in all circumstances. Secondary fonts which are acceptable substitutes for Frutiger are:

- (on a PC) Arial.
- (on a Mac®) Helvetica.

These fonts are only to be used in circumstances where Frutiger is not available, for example, in word processing and common desktop applications only. Arial or Helvetica should not be used on any printed material.

HTML text should be set in Arial/Helvetica only.

Frutiger Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;!?[]

Frutiger Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;!?[]

Frutiger Light Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;!?[]

Frutiger Roman

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;!?[]

Frutiger Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;!?[]

Frutiger Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;!?[]

Frutiger Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;!?[]

Implementation of the WorldSkills Visual Identity 6.4

Shown below is a sample of a full colour letterhead.



WSLH_PMS.eps

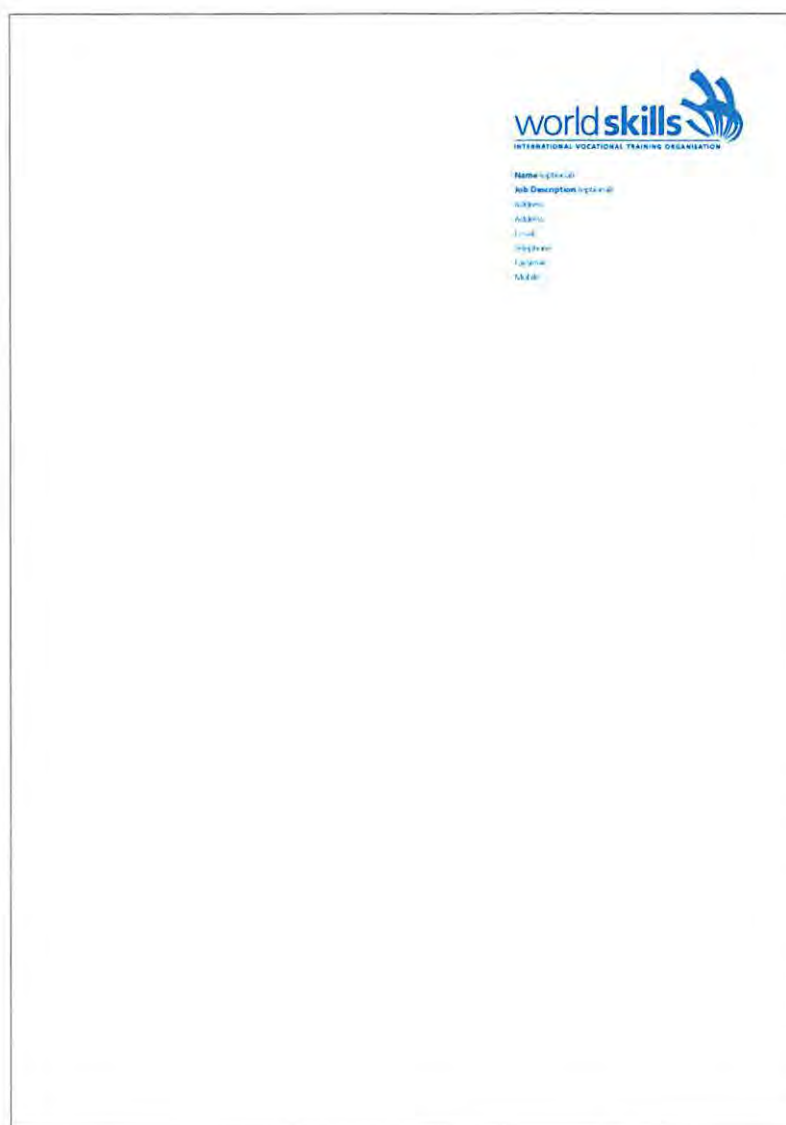


This Letterhead has been constructed using the Background Pattern in WorldSkills Grey, the WorldSkills Logo from the Pantone Colour Matching System® and the text in black.

Actual size A4 (210mm x 297mm)

Implementation of the WorldSkills Visual Identity 6.5

Shown below is a sample of a single colour letterhead printed in WorldSkills Blue.



WSLH_BLU.eps

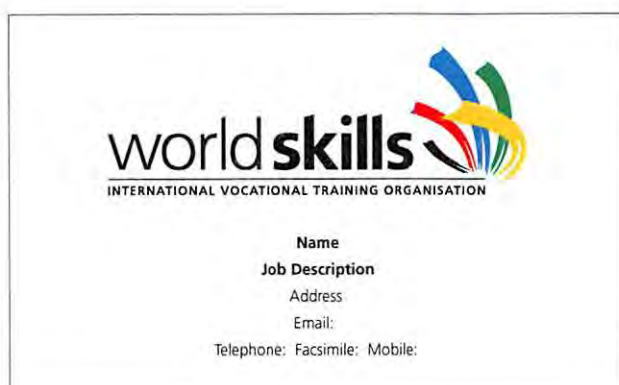


This Letterhead has been constructed using the WorldSkills Logo and the text in WorldSkills Blue.

Actual size A4 (210mm x 297mm)

Implementation of the WorldSkills Visual Identity 6.6

Shown below is a sample of a full colour Business Card. It has an optional design which can be printed on the back of the card.



WSBC_PMS.eps



This Business Card has been constructed using the Background Pattern in WorldSkills Grey, the WorldSkills Logo from the Pantone Colour Matching System* and the text in black.

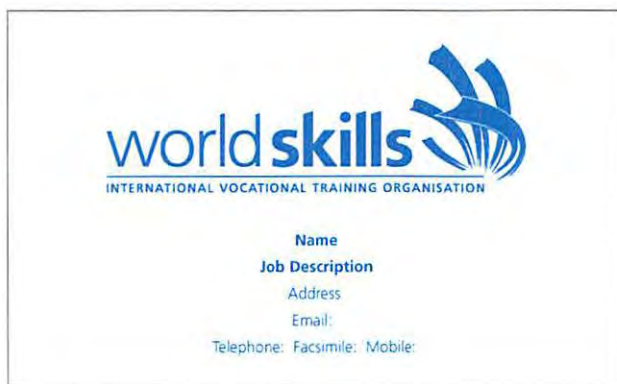
WSBC_BACK_PMS.eps

This is an optional design which can be printed on the back of the Business Card (shown above). This prints in WorldSkills Grey.

Actual size 90mm x 55mm

Implementation of the WorldSkills Visual Identity 6.7

Shown below is a sample of a Business Card printed in WorldSkills Blue. It has an optional design which can be printed on the back of the card.



WSBC_BLU.eps



This Business Card has been constructed using the WorldSkills Logo and the text in WorldSkills Blue.



WSBC_BACK_BLU.eps



This is an optional design which can be printed on the back of the Business Card (shown above). This prints in WorldSkills Blue and WorldSkills Cyan.

Actual size 90mm x 55mm