

I AM...
YOUR
GUIDING
LIGHT

This guide explains the elements of the WorldSkills London 2011 visual identity and explains how to use them to create our 'look and feel' in a consistent and relevant way.

The Big I Am...

Your vocation is very personal to you

Your interests

Your skills

Your ambitions

Your adventure.

And whether you're unsure or so sure,
WorldSkills London 2011 is an opportunity
to discover more. It's all about you, where
you are and how we can get you further.
Introducing...

I AM

I AM...

HITTING

THE MARK

Our logo

The WorldSkills London 2011 logo has been created with the endorsement of WorldSkills International.

Logo for use across all UK applications

A WorldSkills London 2011 logo and descriptor has been specially created for use across all domestic/UK applications. This section describes how to create the logo and how it is to be applied to ensure maximum clarity and legibility. The consistent and correct application of the logo and descriptor is required in order to present a strong and coherent image. This will reinforce the core values of WorldSkills International and ensure awareness and recognition of the organisation.

Principles

- The full colour logo should always sit on a white or gold background.
- Where the logo sits on a colour, one of the mono versions should be used.
- It should always be reproduced from original artwork.
- Never alter, redraw or recreate the logo in any way.

On certain applications, such as merchandise and uniforms, where space is limited, the logo can be used without the 'Showcasing skills that shape our world' descriptor.



Mono black logo



Mono white logo



Full colour logo

Our logo

1.2

WorldSkills London 2011
Visual identity guidelines

Best practice

Shown here are some examples of things that should **not** be done with the logo.

- 1 Do not use the logotype on its own.
- 2 Do not omit the symbol (the hand).
- 3 Do not omit the 'London 2011'.
- 4 Do not change the proportions.
- 5 Do not reposition the symbol.
- 6 Do not reposition or change the relationship of any elements of the logo or descriptor.
- 7 Do not distort.
- 8 Do not angle.
- 9 Do not change the colours.
- 10 Do not reproduce in a single colour other than black.
- 11 Do not convert to greyscale.
- 12 Do not position the logo and descriptor in a shape.
- 13 Do not put a drop shadow or halo on the logo.
- 14 Do not outline the logo.
- 15 Do not create the logo in 3D.
- 16 Do not add additional elements.



Our logo

1.3

WorldSkills London 2011
Visual identity guidelines

The logo is an important part of our identity and it is important to ensure its presence in all our communications.

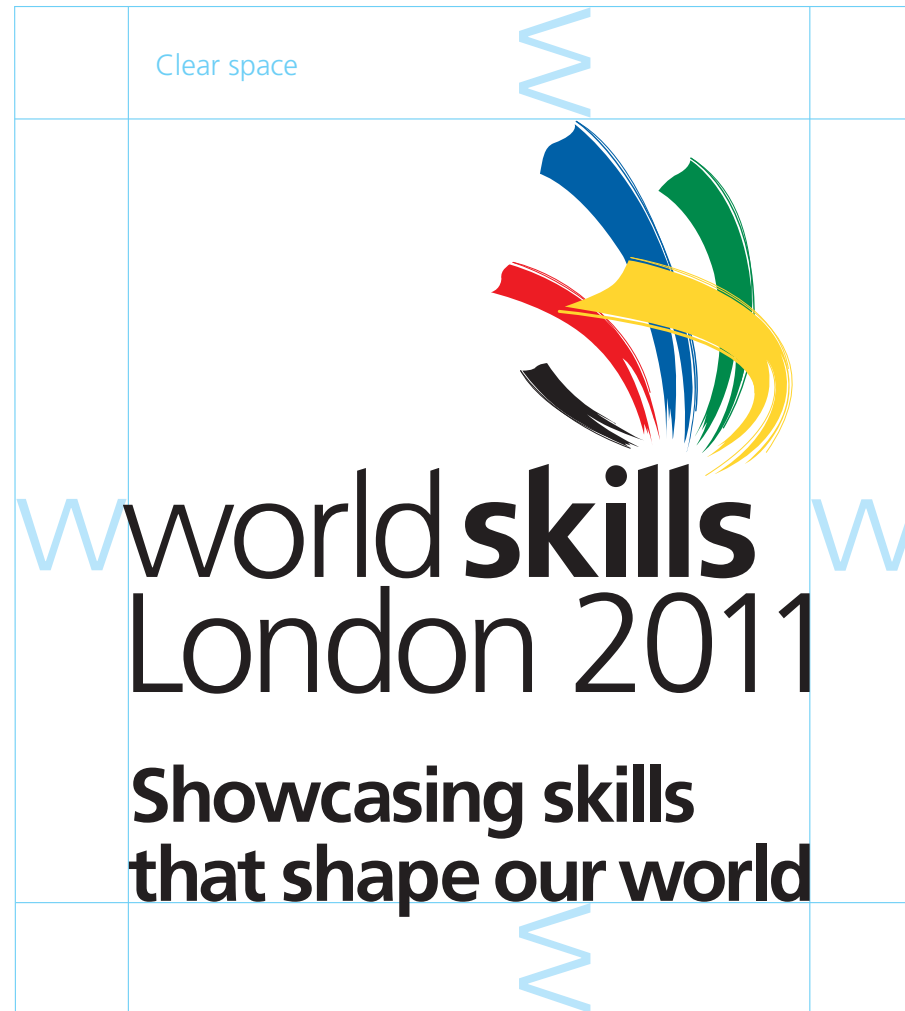
Clear space

The logo should always be surrounded by an area of clear space, free from other graphic elements. The minimum clear space around the logo should be equal to the width of the letter 'w' in the logo.

Minimum size

The minimum size is the smallest size at which the logo can be reproduced. It is not a recommended size and should only be used when space is very limited. In instances where the logo needs to be used below the recommended minimum size (1) then descriptor text can be removed to allow the logo to be reproduced at a smaller size (2).

- 1 Minimum size for logo with descriptor text.
- 2 Minimum size for logo without descriptor text.



WorldSkills London 2011 logo clear space area



Minimum size



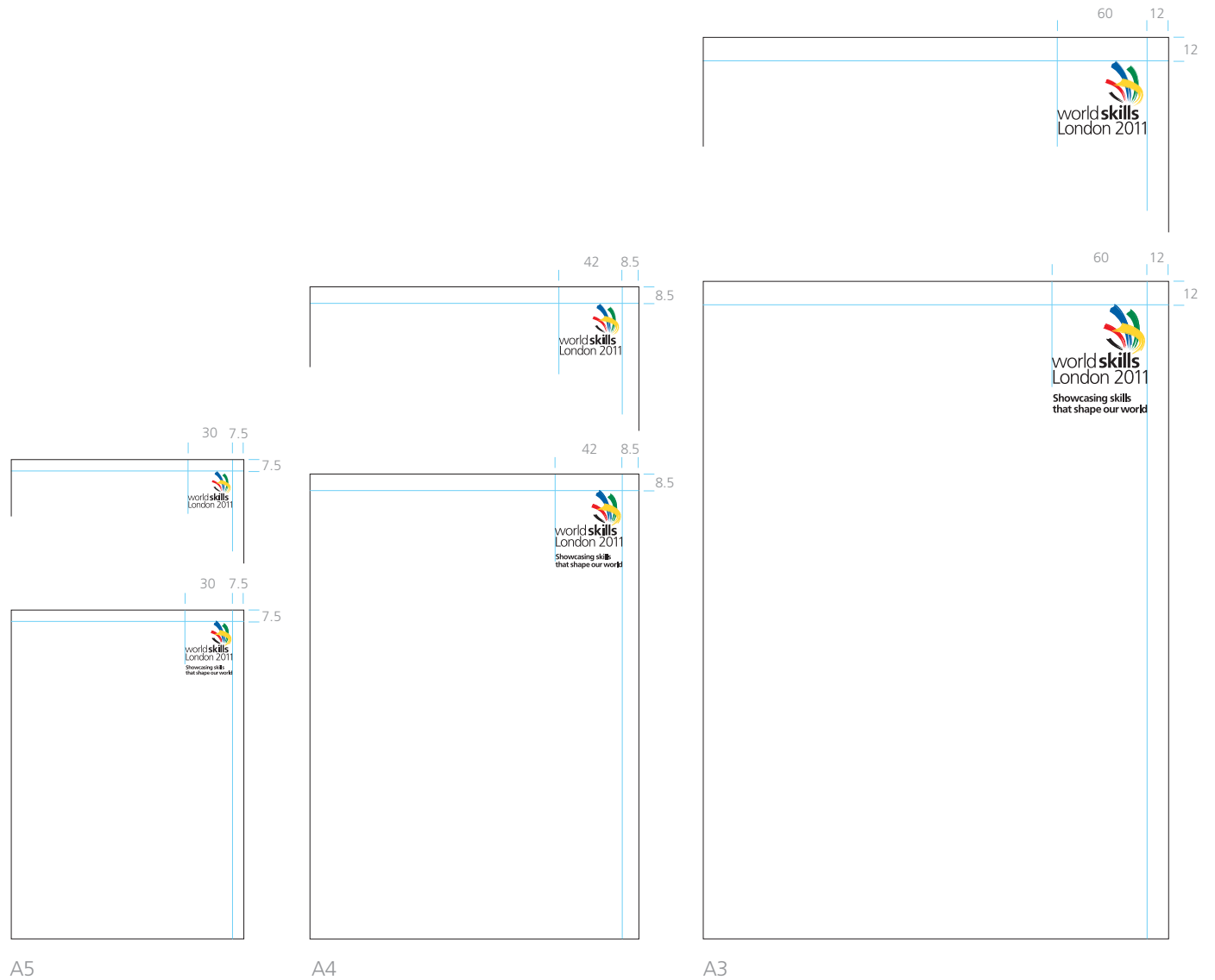
Logo without descriptor clear space area

Size and position

1.4

WorldSkills London 2011
Visual identity guidelines

These are the recommended sizes for the logo on standard A size formats.



All measurements are in millimetres

Premier Sponsors logos

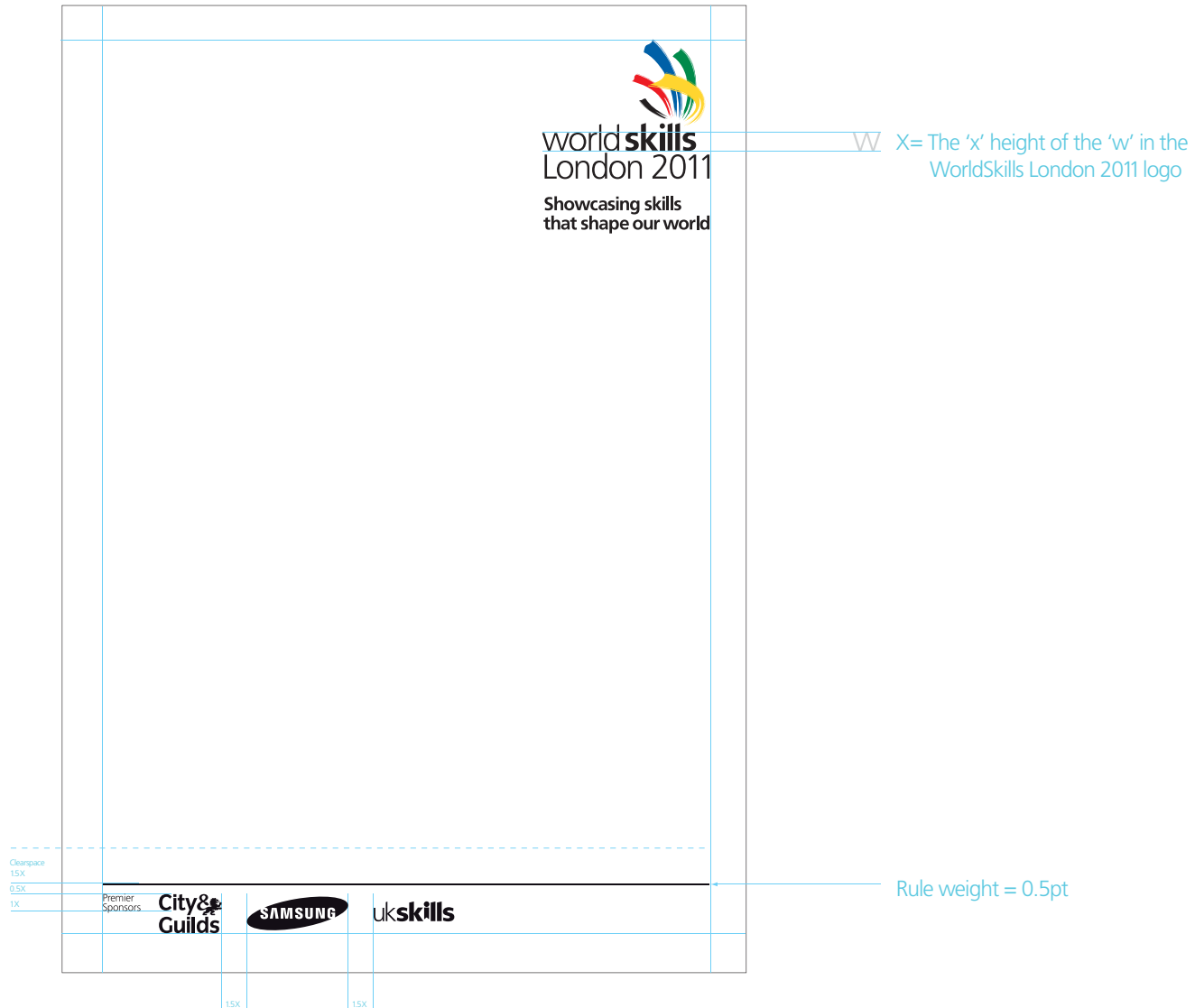
1.5

WorldSkills London 2011
Visual identity guidelines

It is important to place the Sponsors logos so they work in harmony with the WorldSkills London 2011 logo but without it reducing its visual impact.

- Align the Sponsors logos with the WorldSkills London 2011 logo, as shown.
- Preferred position of the Sponsors logos is bottom left corner.
- All sponsors logos are locked into the bottom of the page by a 0.5pt rule which should be positioned as shown opposite. The rule should go from the left margin to the right.

Wherever the Sponsors logos are applied they should be accompanied by a rule and the line 'Premier Sponsors'. Correct application is shown opposite.



Sponsors logos positions and size

I AM...

A

COLOURFUL

CHARACTER

Colour palette

2.1

WorldSkills London 2011
Visual identity guidelines

Our colours can be used to create recognition for our identity.

Primary palette

There are three main colours in our visual identity. These can be used across all communications.

Secondary palette

Supporting these main colours are a palette of seven secondary colours that link to the competition skills zones and used in smaller quantities than the primary colours. They should always be used in conjunction with the primary colour palette and never overpower them.

- Always reproduce the colours using the specifications shown here.
- Do not add your own colours to the palette.
- When applying type over the colours always ensure there is enough contrast between the text colour and the background colour to ensure legibility.



BLACK
C 0 M 0 Y 0 K 100
R 0 G 0 B 0



PANTONE 871 (GOLD)
C 30 M 35 Y 70 K 10
R 170 G 145 B 90



PANTONE 130
C 0 M 35 Y 100 K 0
R 240 G 171 B 0



ENGINEERING
PANTONE RED 032
C 0 M 87 Y 60 K 0
R 237 G 41 B 57



ARTS
PANTONE 248
C 48 M 100 Y 0 K 0
R 155 G 24 B 137



AGRICULTURE
PANTONE 355
C 94 M 0 Y 100 K 0
R 0 G 155 B 58



RETAIL
PANTONE MAGENTA
C 0 M 100 Y 0 K 0
R 209 G 0 B 116



I.T.
PANTONE 2925
C 85 M 021 Y 0 K 0
R 0 G 152 B 219



CONSTRUCTION
PANTONE 1585
C 0 M 63 Y 97 K 0
R 255 G 109 B 34



HEALTH
PANTONE 360
C 64 M 0 Y 80 K 0
R 97 G 194 B 80

I AM...

JUST THE

RIGHT TYPE

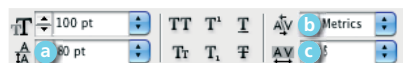
I Am...

- Chunky, bold and impactful
- Used for large headlines
- Only available in caps
- A special cut exclusive to WorldSkills London 2011

Setting Rita Special correctly:

- Leading should be set to 80% of the type size (a)
- Kerning should be set to Metrics (b)
- Tracking should be set to +5 (c)
- The ellipses should be kerned out to +15

Example for 100pt type:



Example for 170pt type:



I AM

RITA

RITA SPECIAL
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
01234567890 .,:;!£%&*?

- I Am...
- The WorldSkills London 2011 core text typeface and should be used across all communications
- Only to be used in Light and Bold
- Perfect for body copy and large blocks of text
- Most legible when ranged left
- Not to be used in all caps

- Please Note:
This typeface should not be used with any 'I Am...' messaging. Rita Special is the only font to be used for this purpose.

I Am...
Frutiger

Frutiger 45 light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890!@£\$%^&*();:','."?

Frutiger 65 Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890!@£\$%^&*();:','."?

- I Am...
- Only to be used on platforms when Frutiger is not available, such as web applications
 - Only to be used in Regular and Demi Bold
 - Most legible when ranged left
 - Not to be used in all caps

– Please Note:
This typeface should not be used with any 'I Am...' messaging. Rita Special is the only font to be used for this purpose.

I Am...

Lucida Sans

Lucida Sans Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*();:'.",?'

Lucida Sans Demi Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*();:'.",?'

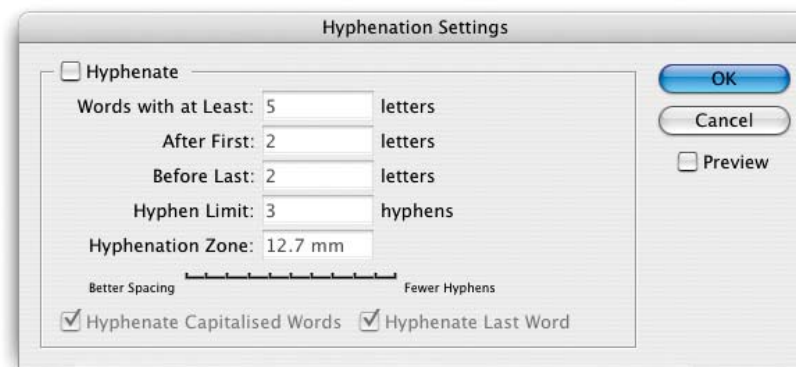
Hyphenation and justification

Hyphenation

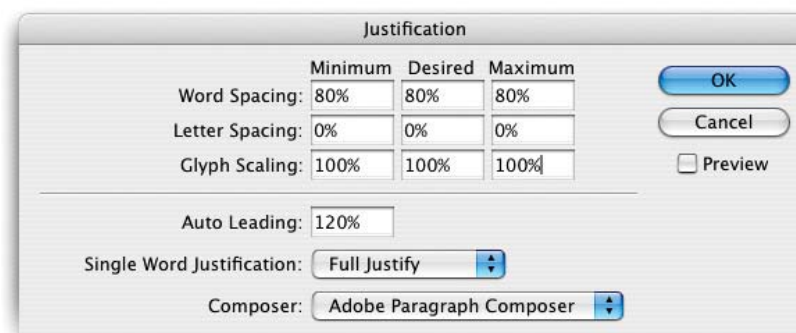
Automatic hyphenation should be switched off for your layout. This can be done in the Hyphenation window in InDesign and the H&Js window in QuarkXpress.

Justification

Justification Word Spacing should be set to Minimum 80%, Desired 80% and Maximum 80%. This can be done in the Justification window in InDesign and the H&Js window in QuarkXpress.



Hyphenation for InDesign



Justification for InDesign

The example phrases opposite are from the WorldSkills London 2011 wordbank and can be used to follow on from the I Am.. Some are generic phrases about the event and others can be tailored to a specific skill.

Tone of voice is important to ensure we engage with the audience, below are some key things to consider when creating messaging:

Youthful

The primary target audience are 11–19 year olds

Engaging

Attention grabbing, getting our message across

Appropriate

Make sure we don't sound like 'dads' trying to be 'hip'

Fresh

Something new, unique and exciting, that they haven't seen before



I AM...
IN THE
RIGHT PLACE

Grid for A sizes (A4 – A0)

4.1

WorldSkills London 2011
Visual identity guidelines

The basis of all our literature is the grid.

- Our basic grid consists of four columns.
- The grid shown here is for A4 pages – this should be used as a guide for other format sizes.

- a** Introduction copy, event date and location, call to action and website address. Avoid using a type size below 8pt.
- b** Bullet points detailing what's on offer at the event. Avoid using a type size below 8pt.
- c** WorldSkills London 2011 logo. For sizing information see page 1.4
- d** Main headline. See Word Bank for examples of possible head lines and typography guidance on page 3.1 for guidance on how to set the font
- e** Sponsors logos. For guidance on sizing and positioning see page 1.5

Headline type in Rita special should be aligned to the bottom left of a page wherever possible.

Grid for small sizes (A5 and below)

On sizes A5 and below the grid should be changed from a four to a six column grid.

On applications where two columns becomes to small to fit 7pt copy in then the text can run across four columns (b).

4.2

WorldSkills London 2011
Visual identity guidelines

6mm 3mm 3mm 3mm 3mm 3mm 6mm

The greatest skills Competition, careers and jobs event on the planet, WorldSkills London 2011. Be part of it!
5-8 October 2011
ExCeL London
 Register online now for complimentary tickets worldskillslondon2011.com

Find out about the wealth of inspiring career and job opportunities
 Meet 100s of top employers including Siemens, BAE Systems, Honda, Mitutoyo, Festo and many others
 Have a Go at 100s of interactive activities
 Watch 1,000 young people from across the globe compete to be the best in their chosen skill
 Have you registered yet?

worldskills London 2011
 Showcasing skills that shape our world

**I AM...
A SMALL
A5 AD**

Premier Sponsors City & Guilds SAMSUNG ukskills

a) A5

5mm 2mm 2mm 2mm 2mm 2mm 5mm

The greatest skills Competition, careers and jobs event on the planet, WorldSkills London 2011. Be part of it!
5-8 October 2011, ExCeL London
 Register online now for complimentary tickets worldskillslondon2011.com

Find out about the wealth of inspiring career and job opportunities
 Meet 100s of top employers including Siemens, BAE Systems, Honda and many others
 Have a Go at 100s of interactive activities
 Watch 1,000 young people from across the globe compete to be the best in their chosen skill
 Have you registered?

worldskills London 2011
 Showcasing skills that shape our world

**I AM...
A SMALL
A6 AD**

Premier Sponsors City & Guilds SAMSUNG ukskills

b) A6

Welding is just one of the many skills on show at the greatest skills Competition, careers and jobs event on the planet, WorldSkills London 2011

5-8 October 2011, ExCeL London

Register online now for complimentary tickets
worldskillslondon2011.com/visit

A wealth of inspiring career and job opportunities

Meet 100s of top employers including Siemens, Honda, Festo and many others

Have a Go at 100s of interactive activities

Watch 1,000 young people from across the globe compete to be the best in their chosen skill

**I AM...
A BRIGHT SPARK**

WorldSkills London 2011
Showcasing skills that shape our world

Premier Sponsors
City & Guilds SAMSUNG ukskills

Confectionery and pastry are just two of the many skills on show at the greatest skills Competition, careers and jobs event on the planet. WorldSkills London 2011 Be part of it!

**5-8 October 2011
ExCeL London**

Register online now for complimentary tickets
worldskillslondon2011.com/visit

Find out about the wealth of inspiring career and job opportunities

Meet 100s of top employers such as BT, Cisco, Honda, L'Oréal and others

Have a Go and try your hand at 100s of skills

Watch 1,000 young people from across the globe compete to be the best in their chosen skill

Have you signed up yet?

**I AM...
THE
ICING
ON THE
CAKE**

WorldSkills London 2011
Showcasing skills that shape our world

Premier Sponsors
City & Guilds SAMSUNG ukskills

The greatest skills Competition, careers and jobs event on the planet. WorldSkills London 2011 Be part of it!

**5-8 October 2011
ExCeL London**

Register online now for complimentary tickets
worldskillslondon2011.com/visit

Find out about the wealth of inspiring career and job opportunities

Meet 100s of top employers such as BT, Cisco, Honda, L'Oréal and others

Have a Go and try your hand at 100s of skills

Watch 1,000 young people from across the globe compete to be the best in their chosen skill

Come and support Team UK

Has your school signed up yet?

**I AM...
ON THE
ROAD TO
SUCCESS**

WorldSkills London 2011
Showcasing skills that shape our world

Premier Sponsors
City & Guilds SAMSUNG ukskills

Example templates and newsletters

4.4

WorldSkills London 2011
Visual identity guidelines

Time is running out to register for your complimentary tickets and preferred time slots at WorldSkills London 2011. With thousands of visitors already confirmed, don't miss out.

Register before 15 July to guarantee your place (best days to visit: Weds/Fri/Saturday for free coach parking) Travel bursary now available for schools. Call 0845 463 2011 or book online at worldskillslondon2011.com/visit



world skills London 2011
Showcasing skills that shape our world

5-8 October 2011

I AM... THE MAIN EVENT

Don't let your students miss this once in a generation opportunity. WorldSkills London 2011 (5-8 October, ExCeL London) will inspire and ignite the passions of young people to learn from the world's best.

Key highlights include:

- 1,000 young people from across the globe competing to be world champions at one of 46 skills
- A wealth of inspiring career and job opportunities
- 100s of top employers such as BT, Cisco, Honda and L'Oréal
- Have a Go at 100s of interactive activities
- 100 winning Showcase schools and colleges

Plan your visit
We want young people to be inspired and come away from the event feeling enthusiastic and informed about their future careers. WorldSkills London 2011 will take visitors on a four-stage interactive journey.

- 1. Competition skill areas**
Visitors can watch the highly talented and passionate young International Competitors compete to be world champions in one of 46 skills over the four day period.
- 2. Have a Go**
Near each Competition area, visitors can Have a Go at interactive bite-size activities across a full range of industry sectors. These will be fun and engaging for visitors e.g. Have a Go at hairdressing, mobile robotics or landscape gardening! Four Showcase stages will also host a visual, stimulating and entertainment-led programme delivered by winning UK schools and colleges.
- 3. Free careers advice**
Impartial careers advice will be provided by partners offering help with visitors' questions about future job and career possibilities. Following this, visitors will be signposted and encouraged to visit the Make it Happen exhibition area or specific exhibitor stands.
- 4. Make it Happen exhibition area**
Set against the impressive backdrop of the main Showcase stage, the Make it Happen exhibition area will play host to colleges, training providers, employers and many more.

Register now at worldskillslondon2011.com/visit to guarantee your complimentary places. Travel bursaries for schools are now available.




Don't just take our word for it, take a look at the action and see WorldSkills London 2011 come to life here and visit the website for more information worldskillslondon.com/visit

Premier Sponsors
City & Guilds SAMSUNG ukskills

This event is coming to the UK for the first time in decades and thousands of schools and colleges will be attending. We would encourage all parents, young people and employers to visit, see the best talent in the world and Have a Go at the skills on offer. Be part of it!

Aidan Jones,
Chief Executive WorldSkills London 2011



world skills London 2011
Showcasing skills that shape our world

5-8 October 2011
Entry to the event is complimentary
worldskillslondon2011.com/visit

I AM... SPREADING THE WORD

To help make WorldSkills London 2011 the greatest skills and careers event in the world; inspiring and igniting the passions of young people to learn from the world's best.

What
For the first time in 22 years, London plays host to the greatest skills Competition, jobs and careers event on the planet. WorldSkills London 2011 from 5-8 October at ExCeL London.

How
As a supporter of the event you can help us to spread the word and achieve our target of 150,000 visitors over the four days. Hundreds of schools and colleges from across the UK have already booked to attend, but...

Here to help
To help you promote the event, there's a dedicated resource hub on the WorldSkills London 2011 website worldskillslondon2011.com/resources with posters, email copy, presentations, brochures and logos for you to use.

Travel bursaries are now available for schools and there is free coach parking (although limited slots available on Thursday).

To find out more about WorldSkills London 2011 view the video and visit the website worldskillslondon2011.com
See you at WorldSkills London 2011.

Do you have links in schools, colleges or community groups?
Is your local school or college booked to attend?
Have you, your friends and family registered to attend?
Make sure you tell your contacts that spaces are running out fast - register before 15 July to ensure complimentary places and preferred slots. (Thursday is almost full).
Groups, families and individuals can register now at worldskillslondon2011.com/visit




If you require further information, please feel free to call 01823 362800 or email mark.mitchell@prospects.co.uk who will be happy to assist.

Premier Sponsors
City & Guilds SAMSUNG ukskills

To view this email online, follow the link



world skills London 2011
Showcasing skills that shape our world

City & Guilds SAMSUNG ukskills

WorldSkills London 2011 / e-newsletter / 00.00.2011

I AM... ON THE BUTTON

Put any large longer headlines here and in 26pt Lucida Sans Demi bold, 60% black

Sub-header introductory copy to be inserted here in 14pt Lucida Sans regular. As this is the first WorldSkills Competition to take place in the UK for 20 years we want to seize this opportunity to spark the career and education ambitions not just of competitors but of young people across the country.

In order to achieve this we have developed a range of education resources designed to complement and support national and vocational curricula.

WorldSkills London 2011 awarded Silver gilt at RHS Chelsea

RHS Chelsea Flower Show Judges have awarded WorldSkills London 2011 a Silver gilt medal. This is for their "hands on" educational exhibit "Showcasing Skills that Shape Our World".

Previous WorldSkills Team UK competitor, Joe Massie, won Young Florist of the Year for the third time and current WorldSkills London 2011 Squad UK member Jessica Andrews won Bronze medal.



[Twitter](#) [Like](#)

Teaching Resource Packs for schools

The WorldSkills London 2011 Teaching Resource Packs for schools provide a series of three or four one-hour sessions that facilitate students' future learning and career planning. They are freely available to download from the [WorldSkills London 2011 education portal](http://WorldSkillsLondon2011.educationportal).

The sessions help students to identify the work skills they need to help achieve their career ambitions - encouraging them to set targeted goals for improving these skills and to consider the qualities needed to run a business.

Each session stimulates discussion, raises students' awareness of the range of careers available, and consolidates their understanding of how to work towards their chosen career.

Know a colleague that might be interested? - why not Forward to a Friend



[Twitter](#) [Like](#)

Register today Watch event video Visit website

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[f](#) [t](#) [You Tube](#)

General principles

Eye catching use of type

Rita is bold and full of impact so use it big for attention grabbing headlines.

Grid structure

Brochures should be set up to the six column grid opposite, try to keep all text and imagery on the grid

Space

Try to leave space on the spreads so the reader isn't overwhelmed by things to look at and take it. Use size and scale to get a good hierarchy of information.

Imagery and colour

Use imagery and colour to bring pages to life.

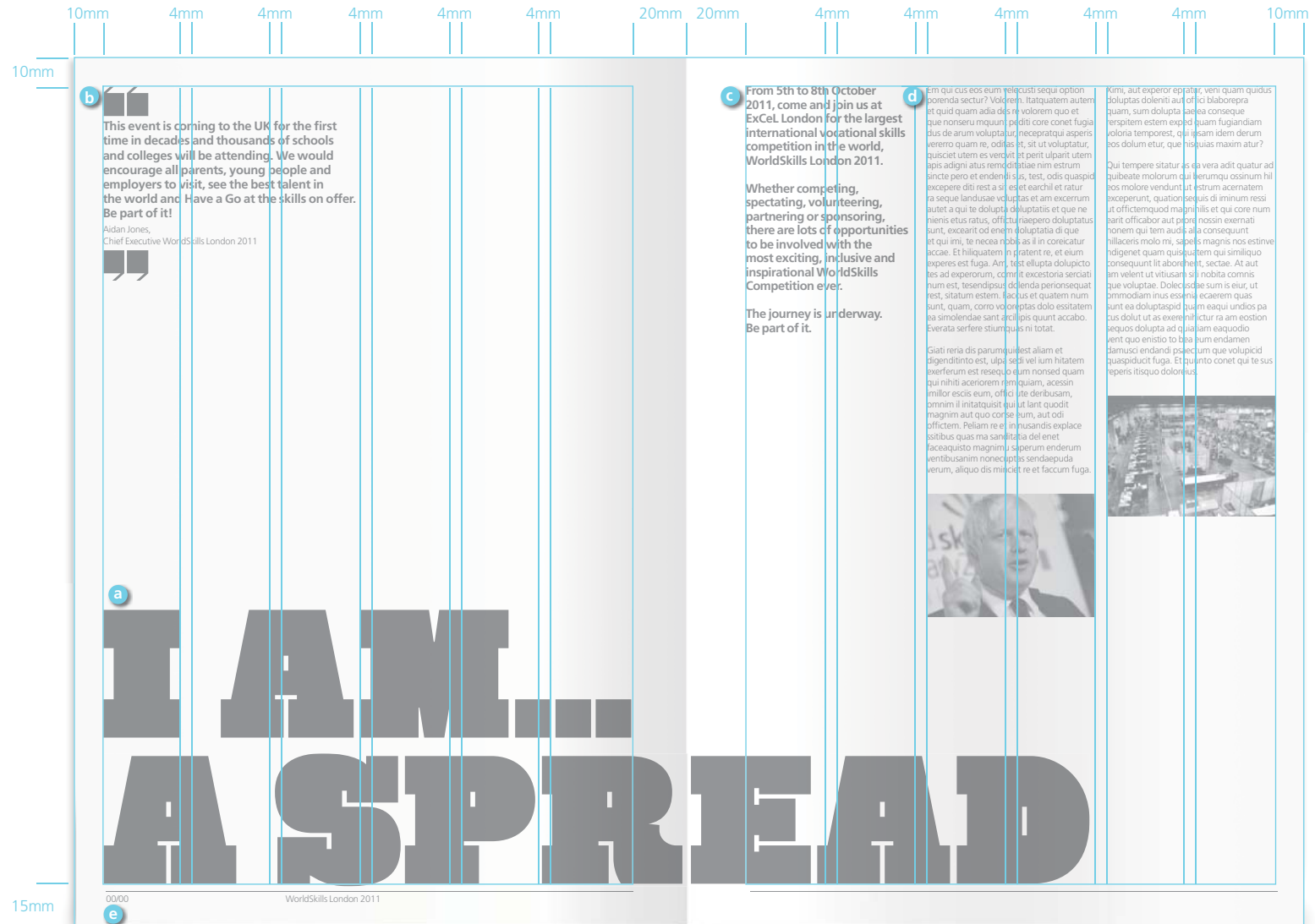
a Large headline

b Quotes should be set in Frutiger and framed by Rita quote marks

c Subheaders should be set in Frutiger 65 Bold

d Body copy should be set in Frutiger 45 Light

e Page numbers and footer information



Using the I Am... campaign on sponsors communications

4.7

WorldSkills London 2011
Visual identity guidelines

Sponsors can include some of the I Am... branding within their own communications, see below. There are a suite of sponsorship logos and square flashes that can be applied.

WorldSkills London 2011
I AM ON A TALENT HUNT

SAMSUNG

The New F400 WITH KNOCK OUT POWER SPEAKERS

WorldSkills London 2011
I AM INVESTING IN THE FUTURE

IT'S TIME FOR THAT CHAT

It's time for that chat. No, not that one – the other one about what they're going to do with their life. We offer over 500 qualifications in 28 industry areas, at levels from entry to postgraduate – and we're well-known and respected by well known employers worldwide. So help them make the right choice.

www.cityandguilds.com

City & Guilds

WorldSkills London 2011
I AM NURTURING YOUNG TALENTS

GO LIGHTER. BE COOLER.

NEW COLOR FUSION EXTRA LIFT

Achieve high-end blondes with up to 5 levels of lift and optimized neutralizing power. Color Fusion introduces NEW Extra Lift, a calibrated shades that provide a range of beautiful results on all starting levels, from the highest, coolest blondes to sophisticated honey blondes. New thick, creamy formula with exclusive Uplift Colorbond Technology means greater application and predictable lift, leaving hair looking stunningly shiny and conditioned.

COLOR FUSION EXTRA LIFT contains:

- UPLIFT COLORBOND TECHNOLOGY
- LIFT BOOSTERS
- SALICIC ACID TONES
- ESSENTIAL CONDITIONERS

“New Color Fusion Extra Lift gives me predictability, shine and above all – up to five levels of stunning lift. Neutralize, tone, lift – I can make any client at any starting level a beautiful looking blonde in just one step!”

Billie Crogo The Chapel

REDKEN color fusion extralift

NEW FORMULA

GET INSPIRED. BE PART OF IT.
WWW.REDKEN.COM (FREE HOT LINE 08 00 632 4121)

Facebook Twitter

REDKEN
5TH AVENUE NYC



Tshirt



Pen



Water bottle



Button badges



Stickers

Get in touch



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E jrenwick@worldskillslondon2011.com

Or your account manager at WorldSkills London 2011

E sponsor@worldskillslondon2011.com