

# WorldSkills London 2011

## Sponsor and partner logo overview



world **skills**  
London 2011

Showcasing skills  
that shape our world



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Thank you for choosing to be involved with **WorldSkills London 2011**. We want you to get the most out of your involvement so we have produced two logos for you to use on your communications.

This document is a brief introduction to the logos available and some guidance on how best to use them. For full technical details please see the WorldSkills London 2011 Logo Application guidelines.

## There are two logos available for you to use

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A sponsors and partners logo

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Premier Sponsor



Showcasing skills  
that shape our world

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A sponsors and partners lock-up



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Premier sponsor of WorldSkills London 2011

# Sponsors and partners logo

There is a logo available for every tier of sponsorship and partnership which can be applied to your communications.

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Premier Sponsor



world **skills**  
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Gold Sponsor



world **skills**  
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Silver Sponsor



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Bronze Sponsor



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Presenting Sponsor



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Official Supplier



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Official Transport  
Provider



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Legacy Partner



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Sector Partner



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Supporting Partner



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Supporter



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# Using your sponsors and partners use logo

Below are a few pointers on how to best use the WorldSkills London 2011 logo.

## How much space?

Always surround the logo with clear space equal to the width of the 'w' in the WorldSkills London 2011 logo.



## How small?

To ensure the logo is legible try not to reproduce under the recommended minimum size of 20mm wide.



## What if it's not on white?

When it's not possible to position the logo on a white background, it should be positioned in a white tinted box (see full guidelines for more information).



# Using a quote with your sponsors and partners use logo

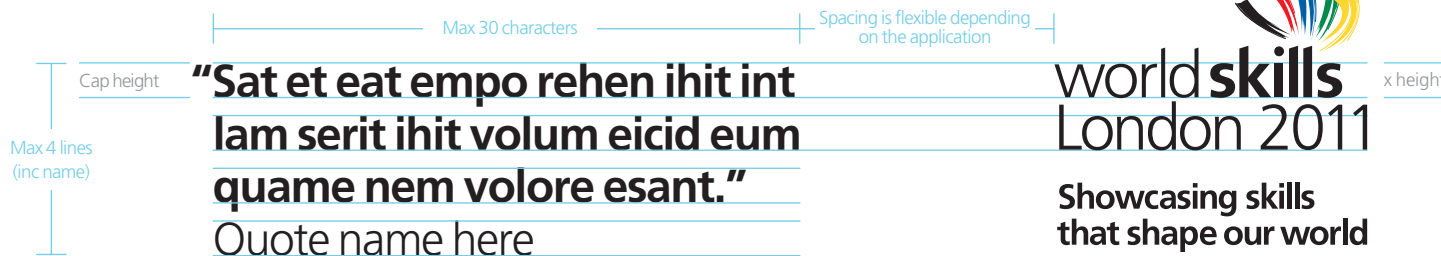
Where appropriate and space permits a quote can also be used to supplement the WorldSkills London 2011 sponsors and partners use logo. Below is some guidance on how the quote is constructed and applied to the logo.

## Typical quotes

**“The competition that transformed my life”**  
Harry Smith

**“See the solution to today’s problems”**  
Charles Dunstone

## Configuration



Premier Sponsor

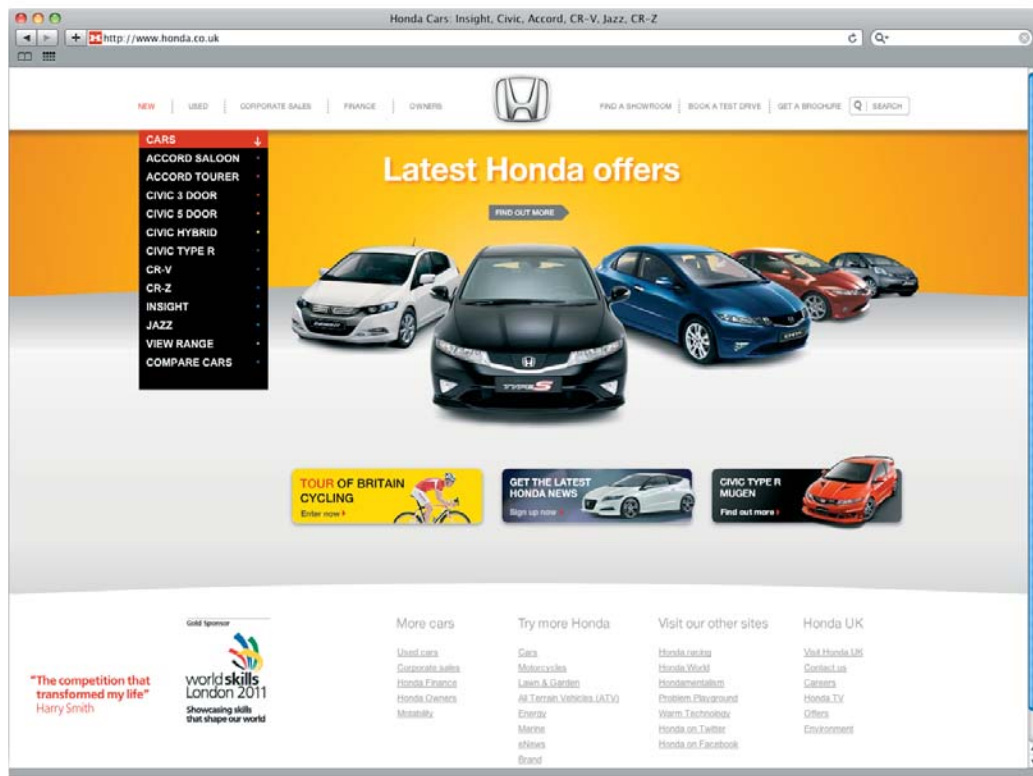


x height

# Applying your sponsors and partners use logo

Shown here are some examples of how the logo can be applied to sponsors or partners communications. Where appropriate and space permits a quote can also be used to supplement the WorldSkills London 2011 sponsors and partners use logo.

How it could look on the Honda website



How it could look on City & Guilds printed material



## Sponsors and partners lock-up

The sponsors and partners lock-up logo is primarily for use on third party communications. This lock-up allows you to show your own logo whilst also demonstrating your involvement with WorldSkills London 2011.

Sponsor's logo box



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Gold sponsor of WorldSkills London 2011



# How to add your logo to the sponsors and partners lock-up

## Add your logo

Drop your logo into the logo box and align to the bottom right of the box (See full guidelines for more information).



Premier sponsor of WorldSkills London 2011

## Scale it

Scale your logo until it hits either the top or left edge of the logo box.



Premier sponsor of WorldSkills London 2011

## Adjust the rule and descriptor

If your logo hits the top of the logo box you may need to adjust the alignment of the rule and descriptor accordingly.



Premier sponsor of WorldSkills London

Align rule and descriptor to the left edge of sponsor's logo

# How the lock-up looks with sponsors and partners logos added



Premier sponsor of WorldSkills London 2011



Gold sponsor of WorldSkills London 2011



Official supplier of WorldSkills London 2011



Official supplier of  
WorldSkills London 2011



Silver sponsor of WorldSkills London 2011



Official supplier of WorldSkills London 2011

# Applying your sponsors and partners use logo

Shown here are some examples of how the lock-up can be applied to third party communications. Where possible the lock-up should be applied to a white background, when this is not possible, it should be applied in a white box as shown opposite, see full guidelines for technical information.

An advertisement for Bridgestone tires. The background is dark with blue and green light streaks. The Bridgestone logo is at the top left. The text describes the range of tires available. The website address is at the bottom left. A small Honda and WorldSkills London 2011 logo is at the bottom right.

**BRIDGESTONE**  
PASSION FOR EXCELLENCE

Bridgestone offers a wide range of car and 4x4 tyre choices for sport, touring, 4x4 and winter driving. Whatever your driving style and whether you're looking for comfort, performance or durability, Bridgestone has a tyre to suit your driving needs.

[www.bridgestone.co.uk](http://www.bridgestone.co.uk)

**HONDA** | worldskills  
The Power of Dreams | London 2011  
Gold sponsor of WorldSkills London 2011

A screenshot of the Formula 1 website showing the 'TEAMS & DRIVERS' section. The page features a grid of team and driver information for Red Bull, McLaren, and Ferrari. The Honda and WorldSkills London 2011 logo lock-up is visible in the bottom right corner of the page content.

Formula 1™ - The Official F1™ Website

[http://www.formula1.com/teams\\_and\\_drivers/](http://www.formula1.com/teams_and_drivers/)

NEWS RACES RESULTS GALLERY TEAMS & DRIVERS INSIDE F1 LIVE TIMING VIDEO TICKETS & TRAVEL F1 STORE MOBILE

TEAMS DRIVERS HALL OF FAME

ALL TEAMS ▾

Red Bull

McLaren

Ferrari

VIDEOS  
RACE EDITS & ONBOARD LAPS

F1 STORE

TICKETS & TRAVEL

MOBILE SERVICES

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Open "http://www.formula1.com/teams\_and\_drivers/teams/182/" in a new tab

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## Contact

If you need to get in touch

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Key contacts