

WorldSkills London 2011 'Showcase' logo overview



world **skills**
London 2011
Showcase



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 a logo 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 at worldskillslondon2011.com/resources

WorldSkills London 2011 Showcase

WorldSkills London 2011 Showcase (WorldSkills Showcase) gives the chance for visitors to WorldSkills London 2011 to see some of the most talented young people at work in their chosen skill, trade or profession.

100 schools and colleges will be awarded the privilege to take part as an International Showcase College as part of our celebration of UK talent.

Showcase events and activities will take place in and around the event itself (at the Opening and Closing Ceremonies, inside and outside the event in its own dedicated areas) showcasing a broad range of skills to thousands of visitors.

There is a logo available for WorldSkills London 2011 Showcase



Mono version



Using the WorldSkills Showcase 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 Showcase 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?

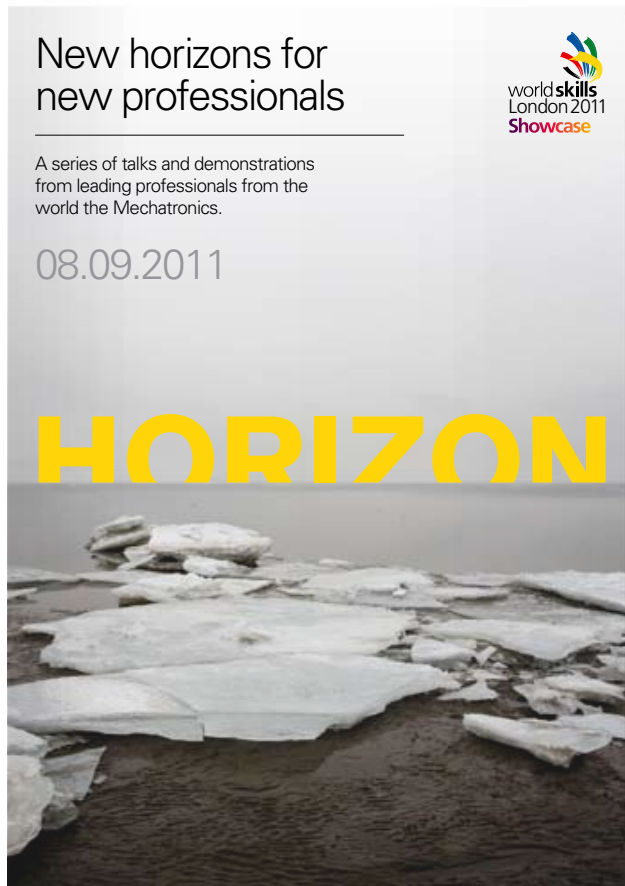
When it's not possible to position the logo on a white background, it should be positioned in a white tinted box (see full guidelines for more information).



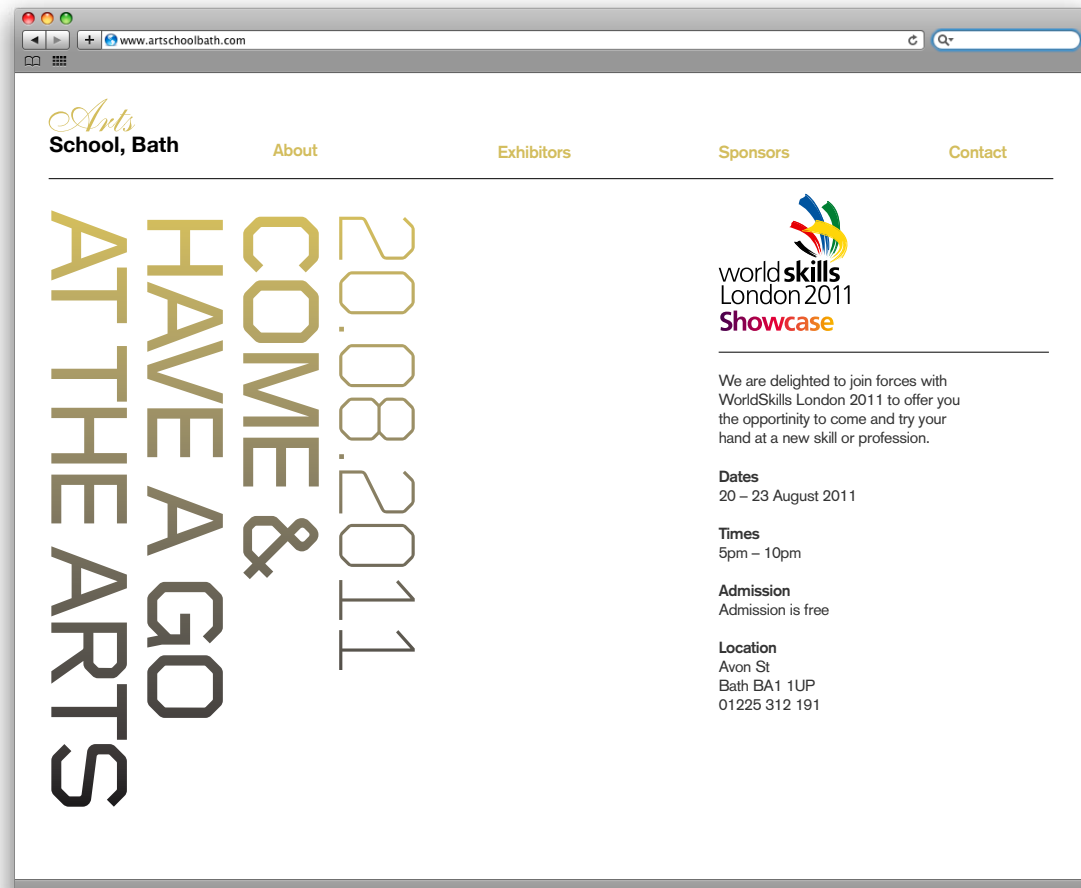
Applying your WorldSkills Showcase logo

Shown here are some examples of how the logo can be applied to business, college or school communications.

How it would look on a poster



How it would look on a website



Dual branding – the WorldSkills Showcase lock-up logo

The WorldSkills London 2011 Showcase logo can also be used as a lock-up with your own logo which allows for dual branding on third party communications.



A proud supporter of WorldSkills London 2011

How to add your logo to the WorldSkills Showcase lock-up logo

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).



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Scale it

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



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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.



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

How the WorldSkills Showcase lock-up logo looks with college/school and business logos added

It is possible to add both a business logo and a college/school logo to the lock-up at the same time, shown far right. However you should not include more than two logos in the lock-up.

Business and College lock-ups



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Lock-up with both Business and College logo



Proud supporters of WorldSkills London 2011

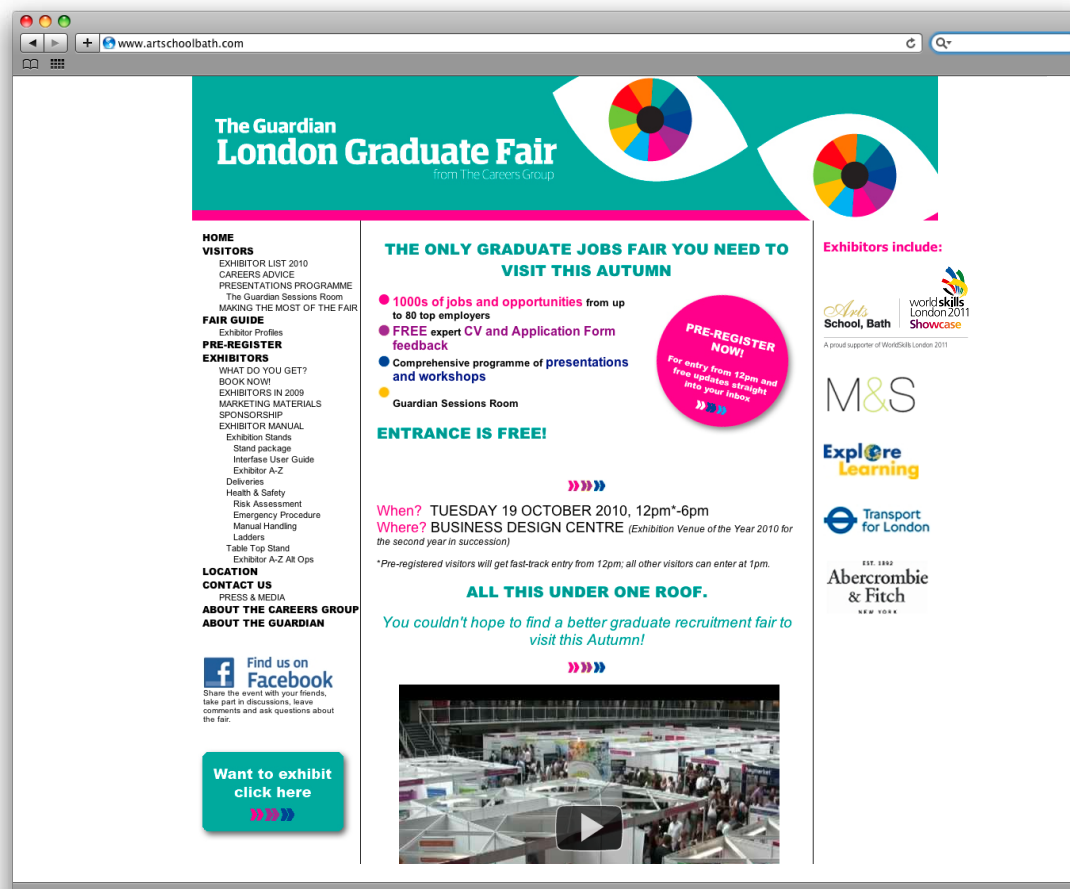
Applying your WorldSkills Showcase lock-up logo

Shown here are some examples of how the lock-up can be applied to third party communications.

How it could look on a third party poster



How it could look on a third party website



WorldSkills London 2011 International Showcase College and School Showcase logos

When an International Showcase College/School puts on a 'Showcase' event, to avoid having two logos the following logo or lock-up should be used. The College/School's Showcase involvement is detailed in the descriptor.

**International
Showcase School**



Arts
School, Bath



Proud to be a WorldSkills London 2011
International Showcase College

Contact

If you need to get in touch

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Key contact