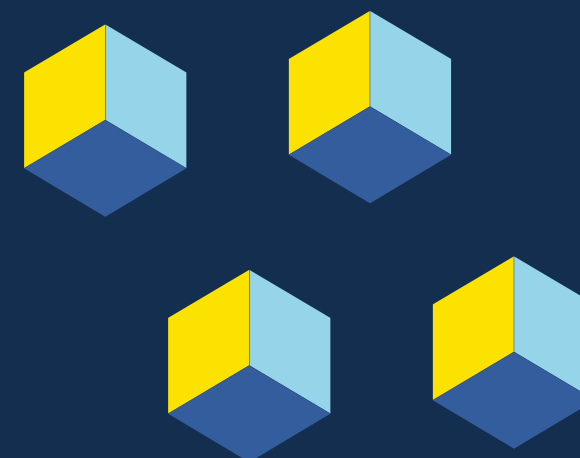


# BRAND GUIDELINES



  
worldskills  
Asia Abu Dhabi 2023



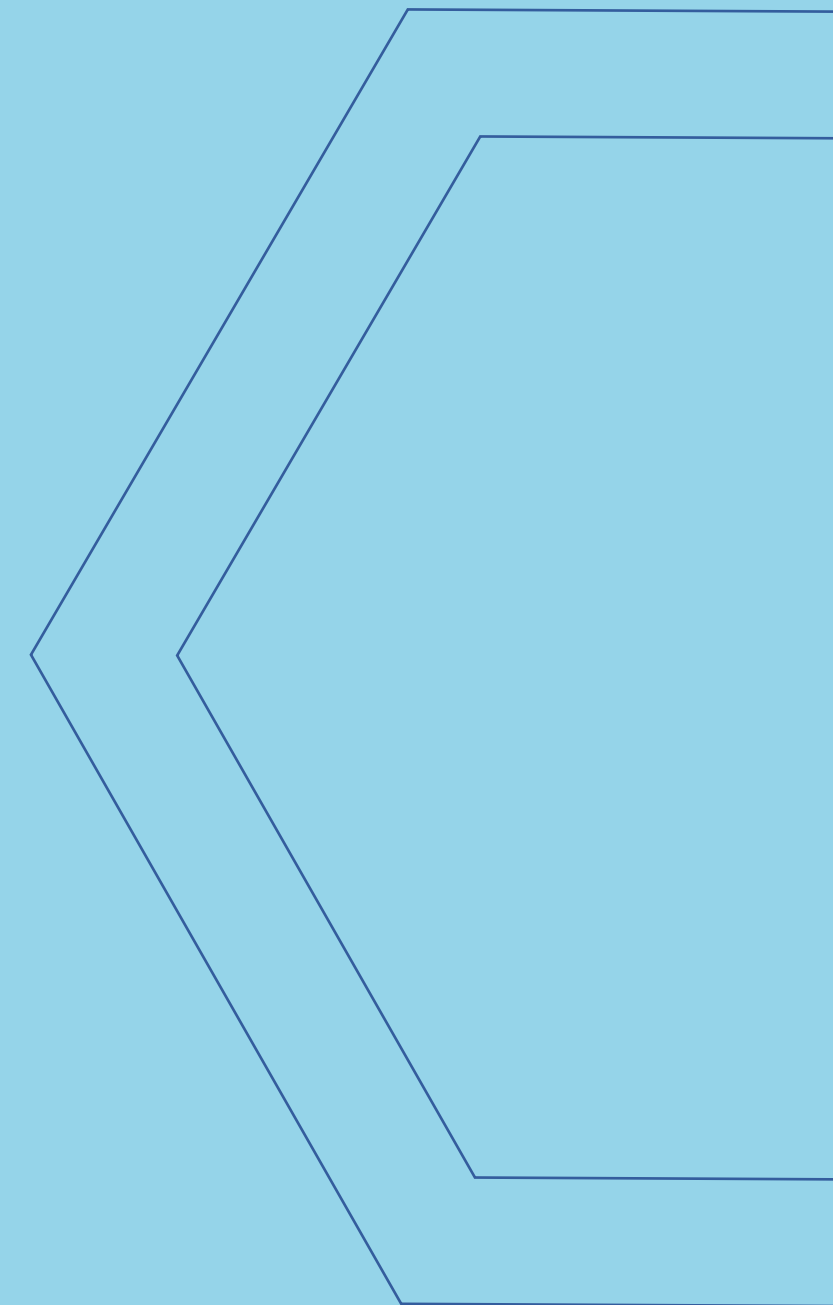
## **WORLDSKILLS ASIA ABU DHABI 2023: DRIVING THE SKILLS DEVELOPMENT MOVEMENT**

We motivate the youth to embrace skills development to help build sustainable economies across Asia.

Our aspiration is for every individual engaging with our brand to recognize the transformative potential of skills in shaping lives.

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## INTRODUCTION

This document provides an overview of the look and feel of **WorldSkills Asia Abu Dhabi 2023** focusing on the logo usage in specific scenarios, the brand asset association with other brand and social media icon usage.



## **WORLDSKILLS ASIA ABU DHABI 2023**

Witness an extraordinary showcase of talent and innovation at the WorldSkills Asia Abu Dhabi 2023 Competition, organized by Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET), that will take place from 27<sup>th</sup> to 29<sup>th</sup> November at the Abu Dhabi National Exhibition Centre (ADNEC), with a participation of over 500 skilled competitors and experts from 30+ countries across Asia in 27 technical and vocational skills.

### **Activities and workshops**

Learn new skills and insights from industry and education partners through interactive activities and workshops.

## OUR LOGO



The WorldSkills Abu Dhabi 2023 logo consists of two components:  
the **icon** and the **wordmark**.

The five sweeping lines of the icon are aligned with WorldSkills, a global hub for skill development, representing the hands of youth - reaching out for new skills.



The wordmark is based on Frutiger, and can be separated from the icon — only when the full logo does not fit the design restrictions. When used together the icon is always positioned above the wordmark in this way.

## Clear space

The clear space is equal to the x-height (the height of the lower case letters).  
To ensure the logo is easy to read, keep the background behind the logo solid, without a busy pattern



## BRANDING PRINCIPLES & ICONS

Our visual identity consists of key characteristics that work together to reflect our bold and youthful approach

### DEVELOP

- Education and Training



### INSPIRE

- Skills Competitions
- Promoting Skills



### INFLUENCE

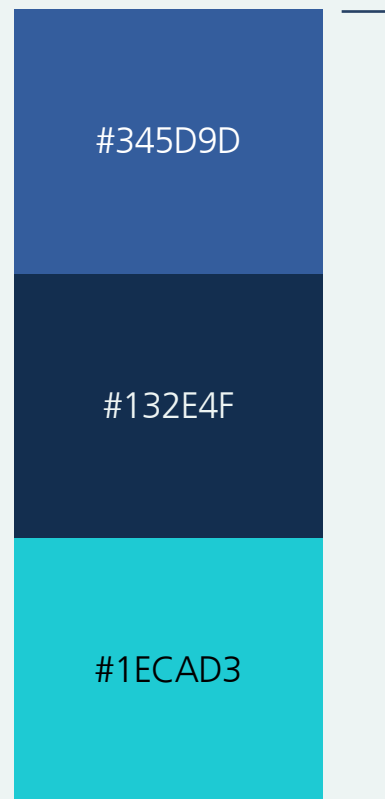
- International Cooperation



# COLORS

Skills are engaging and energetic so are our colors

## Primary Colors

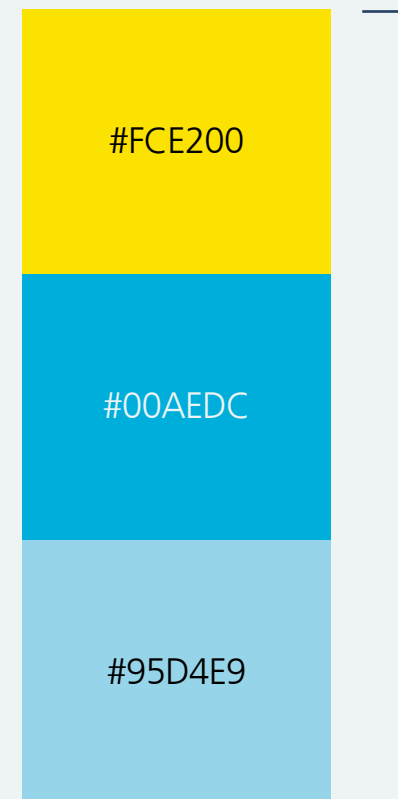


C	M	Y	K	PANTONE	R	G	B
88	68	10	01	PANTONE 7684 C	52	93	157

C	M	Y	K	PANTONE	R	G	B
99	83	42	39	PANTONE 2767C	19	46	79

C	M	Y	K	PANTONE	R	G	B
66	00	22	00	PANTONE 1246C	30	202	211

## Secondary Colors



C	M	Y	K	PANTONE	R	G	B
03	05	100	00	PANTONE 102C	252	226	0

C	M	Y	K	PANTONE	R	G	B
73	11	5	0		0	174	220

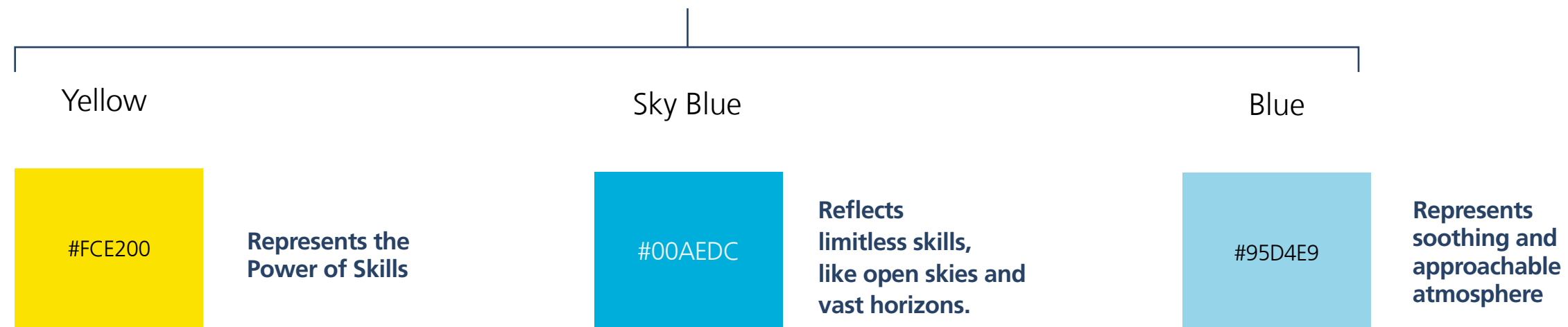
C	M	Y	K	PANTONE	R	G	B
39	02	05	00	PANTONE 2975C	149	212	233

The shades of blue represent youth from across Asia with different backgrounds and skills, the palette stands out with yellow to highlight their Creativity and Energy and the Power of Skills

### Primary Colors



### Secondary Colors



# TYPOGRAPHY

## Frutiger English

**ABC123**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Extra**

**BOLD**

**ABC123**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**BOLD**

**ABC123**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**MEDIUM**

**ABC123**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**LIGHT**

**Arial English**

**ABC123/ABC123**

**REGULAR/BOLD**

## Frutiger Arabic

**123 أ ب ت BOLD**

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع  
غ ف ق ك ل م ن ه و ي  
1234567890

**123 أ ب ت MEDIUM**

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع  
غ ف ق ك ل م ن ه و ي  
1234567890

**123 أ ب ت LIGHT**

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع  
غ ف ق ك ل م ن ه و ي  
1234567890

## Arial Arabic

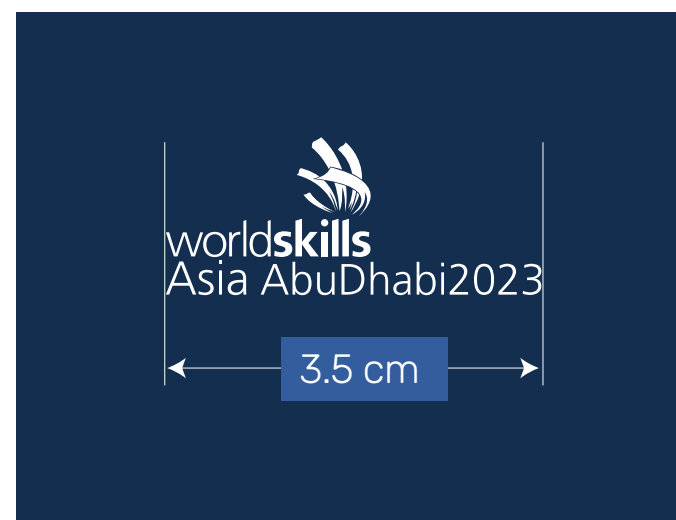
**123 أ ب ت REGULAR/BOLD**

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع  
غ ف ق ك ل م ن ه و ي  
1234567890

# LOGO USAGE

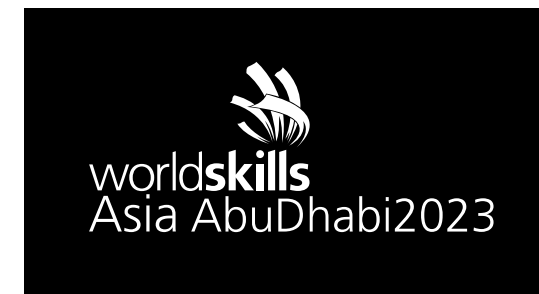
## Minimum Size

In order to maintain clarity, legibility and have a good brand presence, the logo should not be reproduced any smaller than the minimum sizes outlined here.



## Grey Scale Identity

Grayscale/black and white logo are appropriate for special production techniques such as etching on wood and metal.



## Our monochrome logo

A monochrome logo type is easy to recognize and simple to use. With a look and feel to match, this one color theme adds a lot of flexibility as it opens up the WorldSkills Asia Abu Dhabi 2023 brand identity for many different uses and creative expressions.



# LOGO DISPLAY COLORS & LOCK-UP LOGO

WorldSkills Asia Abu Dhabi 2023 Logo should be displayed on the left side. When displaying the logo on a photographic image or colored background, always use the vacant space. Should the media or printing constraints make it difficult to display the lock-up logo in full color, it can be displayed in monochrome.







**Title;  
Artwork**

**Sub Title  
Fruitiger 75 Black**

Sub Title  
Fruitiger 45 Light

 @worldskillsasia

## Lock-up logo



## Monochrome versions



The lock-up logo should be displayed in full color on a white background. When displaying the lock-up logo on a photographic image or coloured background, the white, Dark Blue (primary Color) or the boxed lock-up logo should be used.

# LOCK-UP LOGO - USAGE ON A BACKGROUND



Lock-up logo can be displayed on a colored background



White lock-up logo can be displayed on a colored background



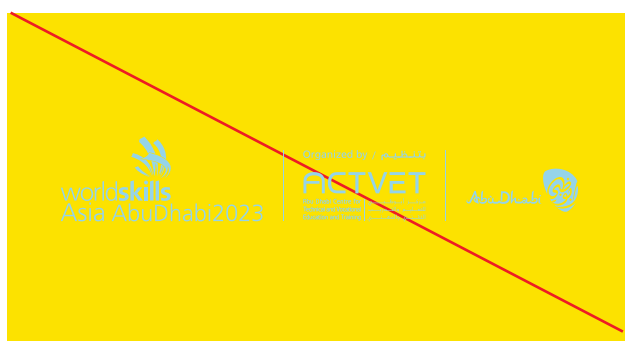
White lock-up logo can be displayed on a colored background



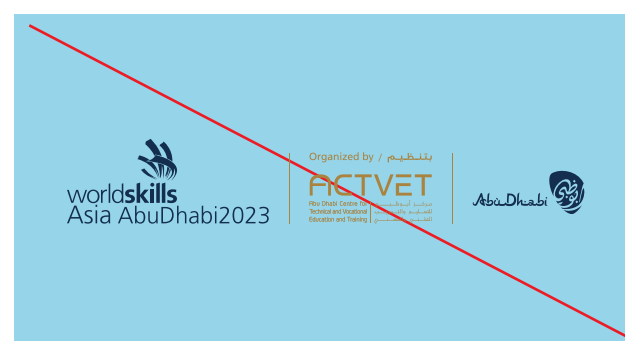
White lock-up logo can be displayed on a colored background



White lock-up logo can be displayed on a colored background



Do not display the colored lock-up logo on a colored background



Do not change colour of the lock-up logo



Do not use a border around the lock-up logo



Do not display monochromatic lock-up logo on a complex / busy background

# THINGS TO AVOID AND INCORRECT USAGE

Our logo stands for who we are. To protect the integrity of our organization and to ensure WorldSkills Asia Abu Dhabi 2023 communicates consistently, it is important that logos are used exactly as supplied and not reproduced or altered in any way.

Always use the logo in its original color to maintain consistent brand identity and recognition. In situations where the original color clashes or hinders visibility, the white version of the logo should be utilized to ensure it remains visible, legible, and impactful.






# LAYOUT 01



worldskills Asia AbuDhabi2023 | Organized by / بتنظيم | ACTVET | Abu Dhabi



**Title; Artwork**


**Sub Title**  
Fruitiger 75 Black

Fruitiger Lt Com, 55 Roman 100pt/125;

Customer : Emirates Skills  
Industry : Skill Development  
Location : MBZ, Abu Dhabi

Results  
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy

worldskills Asia AbuDhabi2023 | Organized by / بتنظيم | ACTVET | Abu Dhabi



**Title; Artwork**

**Sub Title**  
Fruitiger 75 Black

Fruitiger Lt Com, 55 Roman 100pt/125;

worldskillsasiaabudhabi2023.com | x | f | @ | WorldSkillsasia

worldskills Asia AbuDhabi2023 | COUNTRY LOGO

**Title; Artwork**

**Sub Title**  
Fruitiger 75 Black  
205pt/225;

- Fruitiger Lt Com, 55 Roman 100pt/125;
- Fruitiger Lt Com, 55 Roman 100pt/125;
- Fruitiger Lt Com, 55 Roman 100pt/125;
- Fruitiger Lt Com, 55 Roman 100pt/125;

www.worldskillsasiaabudhabi2023.com | @worldskillsasia



# LAYOUT 02




worldskills  
Asia AbuDhabi2023

**Title; Artwork**

**Sub Title**  
**Fruitiger 75 Black**

Fruitiger Lt Com, 55 Roman  
100pt/125;

www.worldskillsasiaabudhabi2023.com



worldskills  
Asia AbuDhabi2023

**Title; Artwork**

**Sub Title**  
**Fruitiger 75 Black**

Fruitiger Lt Com,  
55 Roman 100pt/125;

www.worldskillsasiaabudhabi2023.com



worldskills  
Asia AbuDhabi2023

**Title; Artwork**

**Sub Title**  
**Fruitiger 75 Black**

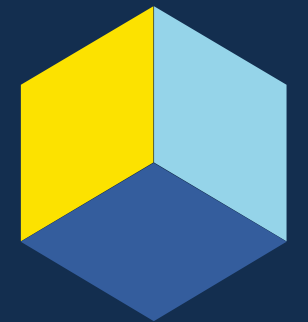
Fruitiger Lt Com, 55 Roman  
100pt/125;

www.worldskillsasiaabudhabi2023.com





worldskills  
Asia AbuDhabi2023



   @worldskillsasia | [www.worldskillsasiaabudhabi2023.com](http://www.worldskillsasiaabudhabi2023.com)