



Brand book



worldskills  
Portugal



Find our complete brand resources online at:  
<https://worldskillsportugal.iefp.pt/quem-somos/marca/>

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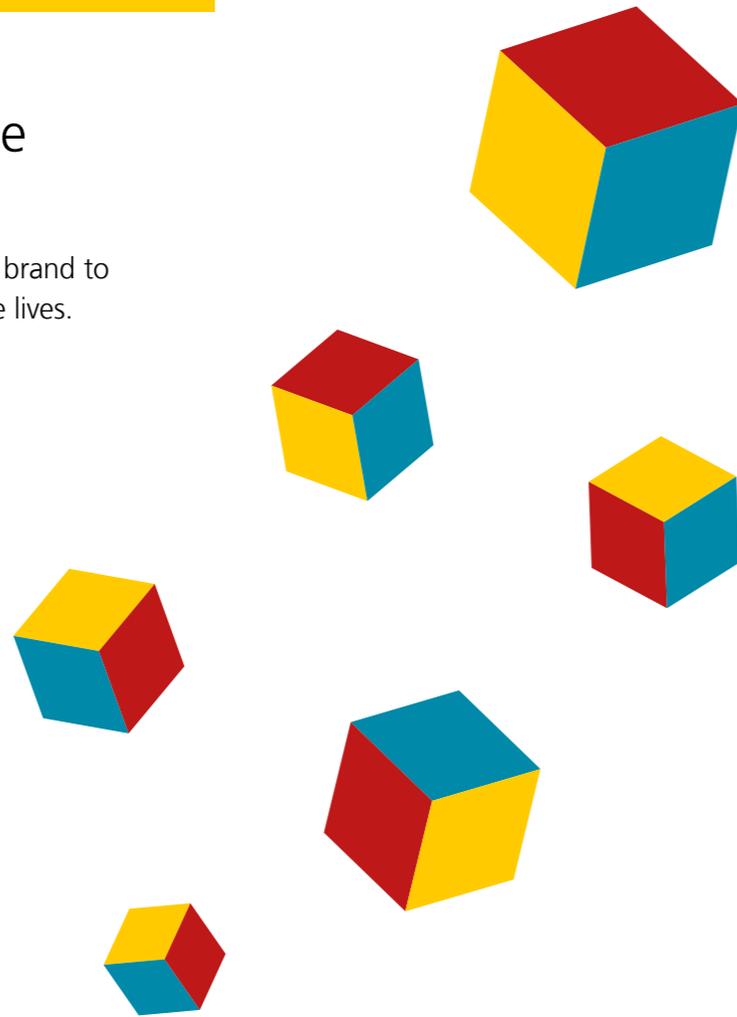
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# WorldSkills is a movement of change



We inspire young people to take up skills.

We want everyone who interacts with our brand to realize the power that skills have to change lives.



# Creating the global brand together



## The brand is more than a look



With our fellow WorldSkills Members, WorldSkills Regions, and Competition Organizers, WorldSkills Portugal aims to create impact through the use of a consistent and unified WorldSkills brand.

The WorldSkills Portugal brand includes our positioning and our priorities, how we talk about ourselves, and everything we do to present ourselves to the world.

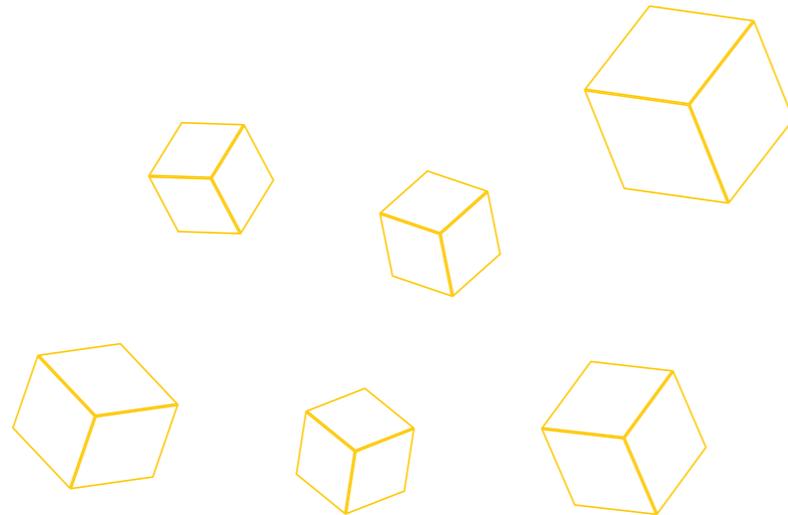


# About WorldSkills Portugal

WorldSkills Portugal, is a movement that aims to encourage and empower young people to reach their maximum potential and thrive in their fields.

WorldSkills Portugal is a founding member of WorldSkills. Together with Spain, we participated in the very first Skills Competition back in 1950. It focuses on the four

major pillars of programming: Promoting Skills, Education and Training, International Cooperation and Skills Competitions.



## our Vision

Improving the nation with the power and excellence of skills.

## our Mission

To promote skill excellence and encourage youth to continually development their profession skills to world class standards. Also, raise the profile and recognition of skilled people and foster cooperation in Vocational Education and Training between government, industries and and vocational education and training (VET) providers.

## our Position

The national hub for skills excellence and development

# Building Blocks

WorldSkills organizes its work around six focus areas.

Externally we describe our ambitions through three building blocks, which each capture two focus areas.

## Develop

- Career Building
- Education and Training



## Inspire

- Skills Competitions
- Promoting Skills

## Influence

- International Cooperation
- Research



## Inspire

We inspire young people to develop a passion for skills and pursuing excellence, through competitions and promotions.

## Develop

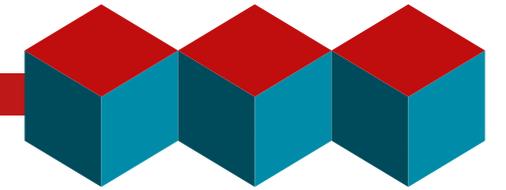
We develop skills through global training standards, benchmarking systems, and enhancing industry engagement — connecting organizations that deliver change.

## Influence

Being a structure within the Portuguese Public Employment and Vocational Training Institute, we aim to contribute to influence industry, government, and educators through cooperation and research — building a global platform of skills for all.



# Brand principles



## Individual and societal change is central to what we do

WorldSkills Portugal is part of the global WorldSkills movement. We are a group of people, institutions, VET providers, partners, that together pursue the shared social objective of promoting the importance of skills. Our skills competitions include the wide range variety of VET providers from our national systems.

Skills change the lives of people around Portugal. They build self-esteem and release potential. Skills create opportunities and connect communities. They are the foundation of economic progress and the building blocks of our country.

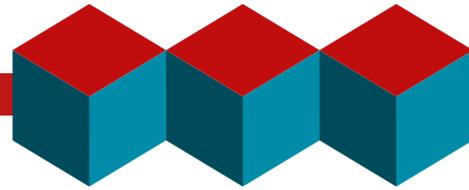
WorldSkills Portugal help young people who want to change

their lives, and the fortunes of their communities and societies.

Our skills competitions measure excellence, celebrate Champions, and encourage young people to turn their passions into a profession.

Our mission is relevant everywhere and in any sector of activity.

# Brand principles



## Young people are at the heart of everything we do

Young people are the beneficiaries of our work, the heroes of our stories of skills excellence, and our default audience.

All the Portuguese Competitors at an international EuroSkills/WorldSkills Competition are

Champions and Portuguese Skills Ambassadors.

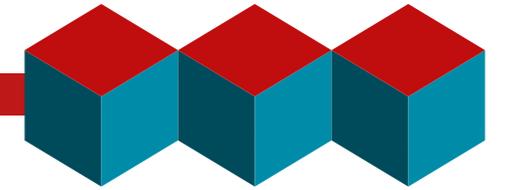
Just to reach this point they have pursued an arduous journey, from discovering a skill to learning that skill at work or at college. They then progress through local, regional, and

national skills competitions to compete for global glory.

These Champions are also the authentic voice of youth in the skills debate.



# Brand principles



## Tackling the economic challenges of the world

WorldSkills origins are in post-World War II Europe when the continent was struggling to tackle the devastation left by the conflict.

Youth unemployment was rampant. Skills competitions were developed to encourage young people to take up vocational education and training.

From the first competition, held between Portugal and Spain in 1950, through to the most recent, WorldSkills has been on a rapid trajectory.

WorldSkills membership has grown exponentially over the past two decades. This growth includes ministries and sector organizations that are responsible for skills promotion.

WorldSkills is apolitical but does not shy away from discussing the problems and challenges the world faces. WorldSkills and its Members believe that skills are uniquely effective in tackling economic and social inequities.

WorldSkills Portugal, together with the other WorldSkills members take a lead in demonstrating how skills can combat these challenges.





# Visual identity

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



Logo \_\_\_\_\_

Colours \_\_\_\_\_

Building blocks \_\_\_\_\_

Fonts \_\_\_\_\_

Imagery \_\_\_\_\_

# Our logo

The WorldSkills Portugal logo consists of two components: the *icon* and the *wordmark*



The five sweeping lines of the WorldSkills icon represent the hands of youth — reaching out for new skills.

Our logo was designed by Teaho Yang, a graphic design student at Mokwon University in Korea in 2000, following a global design competition for students.

The logotype has been designed to complement the symbol and is based on the competition finalist design from Kathrin Baldo and Andreas Alber of Italy.

# Our logo

The wordmark is based on Frutiger, and can be separated from the icon — only when the full logo does not fit the design restrictions.

The WorldSkills icon, wordmark, and logo are always monochrome in blue, red, yellow, black or white.

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 simple, without a busy pattern.





# Our colours

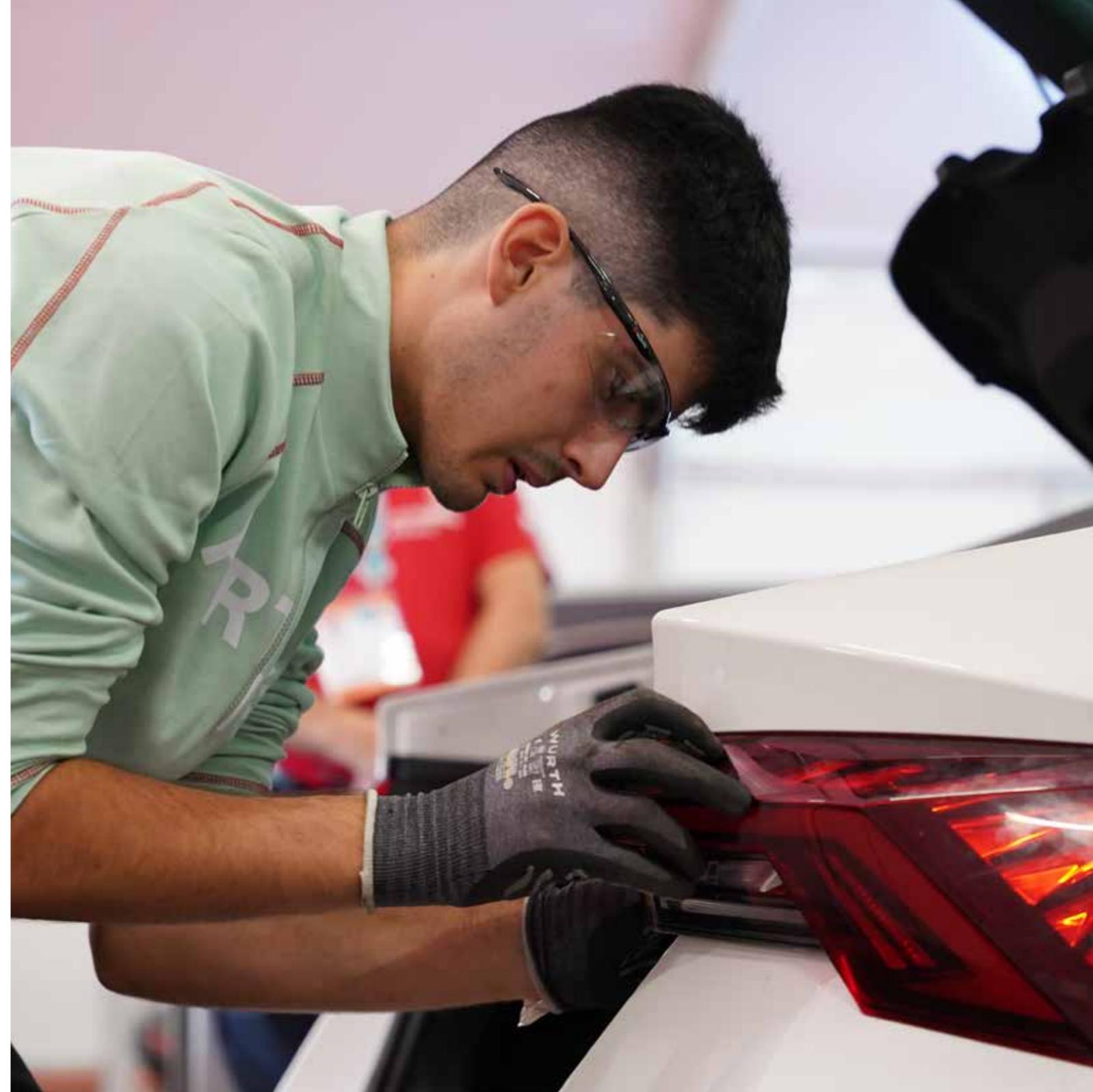
## Tint Palette

A defined set of tints are useful — particularly in digital applications, when the full saturation colour may be too intense or additional options are required to create dimension to the building block.

#038CA8	#047288	#035E6F	#064B5A	#C02328	#FFC90D

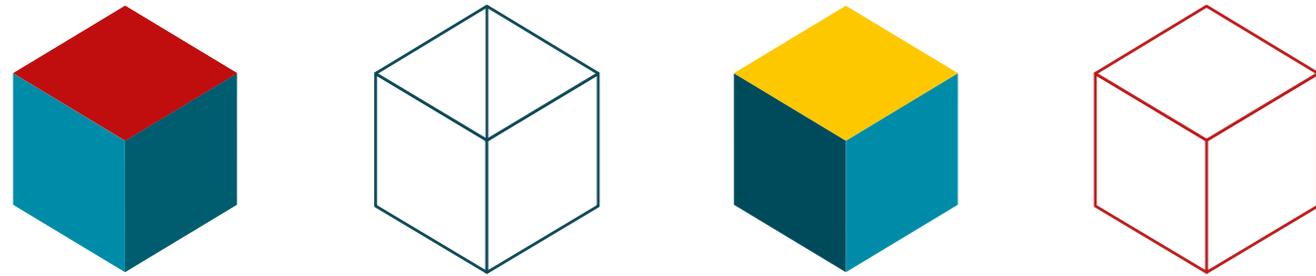
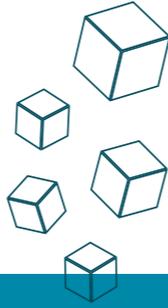
# Our colours

Skills are *engaging* and *energetic*  
— so are our colours

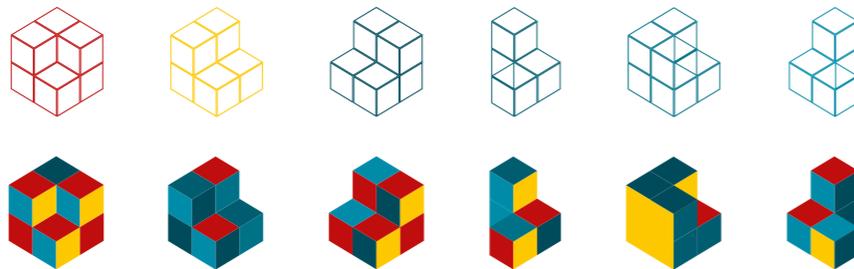


# Our building blocks

Skills are the *building blocks* of *life*



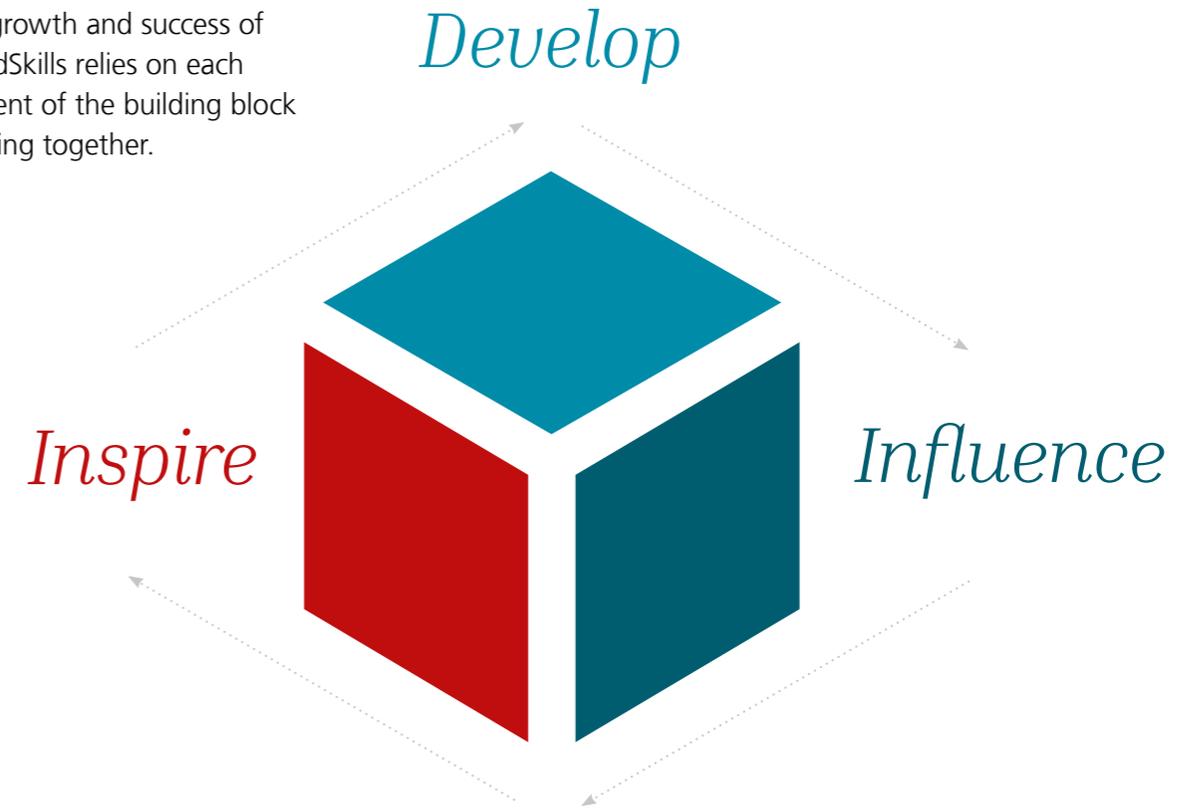
Our building blocks represent a multitude of skills and people, uniting and working together to bring change to our world.



# Our building blocks

The *building blocks* work *together*

The growth and success of WorldSkills relies on each element of the building block working together.



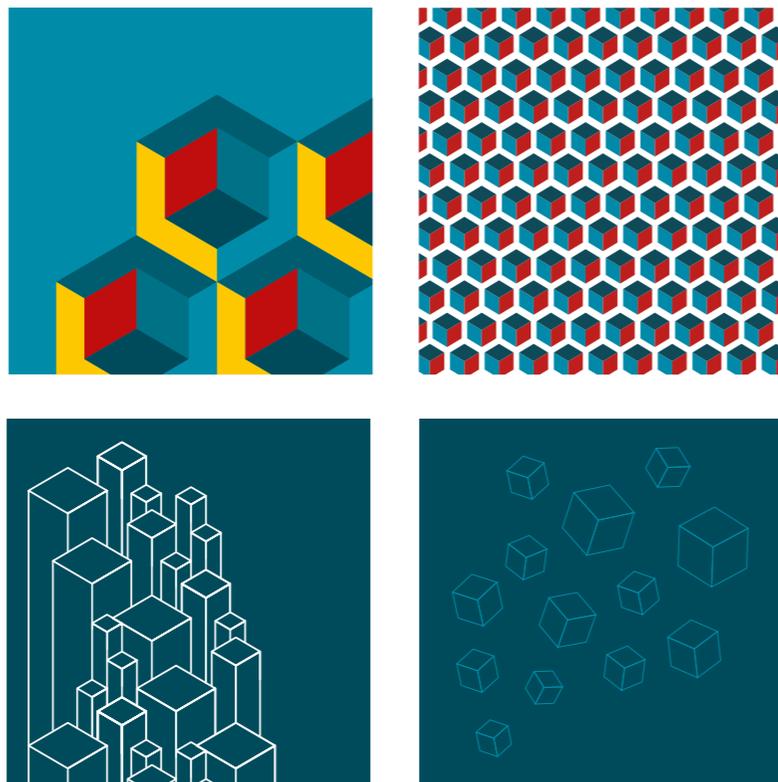
# Our building blocks

The *building blocks* are *versatile*

The blocks may be open or closed, solid or empty — depending on the message we are communicating.

They can be stacked, rotated, and resized.

You may choose to use a single block or many on a page. However, they must be clearly definable as blocks.



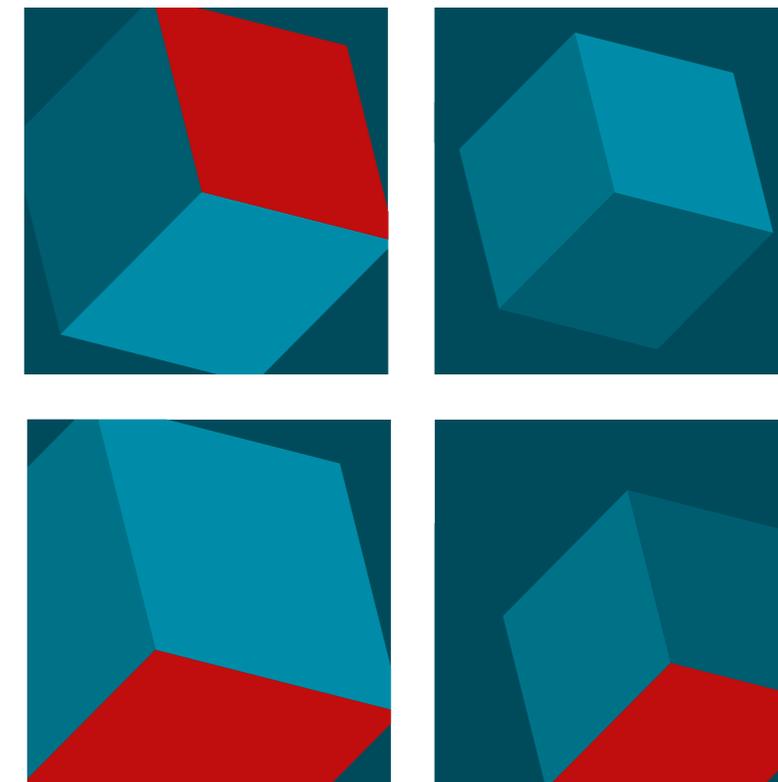
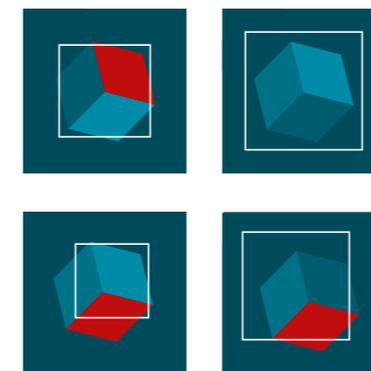
# Our building blocks

Using a single *building block*



In addition to using multiple building blocks, a traditional enlarged WorldSkills building block can be used.

Elements are removable to accommodate imagery and text.



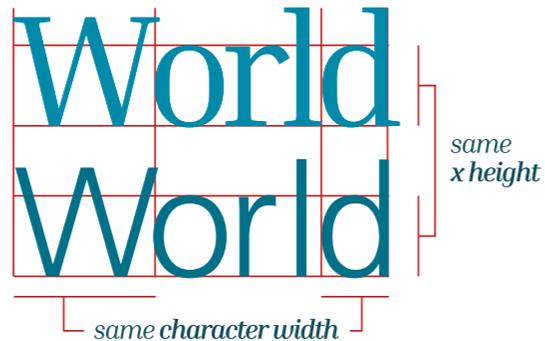
# Our fonts

Frutiger is our primary font

# Frutiger & Inria Serif

Inria Serif is also used to add variation and emphasis to text within designs.

When Frutiger is not available we use Arial.



# Our fonts

We use seven weights of the Frutiger family

frutiger 45 light  
abcdefghijklmnopqrstuvwxy1234567  
ABCDEFGHJKLMNOPQRSTUVWXYZ

frutiger 46 light italic  
*abcdefghijklmnopqrstuvwxy12345*  
*ABCDEFGHJKLMNOPQRSTUVWXYZ*

frutiger 55 roman  
abcdefghijklmnopqrstuvwxy12345  
ABCDEFGHJKLMNOPQRSTUVWXYZ

frutiger 56 italic  
*abcdefghijklmnopqrstuvwxy12345*  
*ABCDEFGHJKLMNOPQRSTUVWXYZ*

frutiger 65 bold  
**abcdefghijklmnopqrstuvwxy12345**  
**ABCDEFGHJKLMNOPQRSTUVWXYZ**

frutiger 75 black  
**abcdefghijklmnopqrstuvwxy12345**  
**ABCDEFGHJKLMNOPQRSTUVWXYZ**

frutiger 95 ultra black  
**abcdefghijklmnopqrstuvwxy12345**  
**ABCDEFGHJKLMNOPQRSTUVWXYZ**

We use the complete Inria Serif family

inria serif light  
abcdefghijklmnopqrstuvwxy1234567  
ABCDEFGHJKLMNOPQRSTUVWXYZ

inria serif light italic  
*abcdefghijklmnopqrstuvwxy12345*  
*ABCDEFGHJKLMNOPQRSTUVWXYZ*

inria serif regular  
abcdefghijklmnopqrstuvwxy12345  
ABCDEFGHJKLMNOPQRSTUVWXYZ

inria serif italic  
*abcdefghijklmnopqrstuvwxy12345*  
*ABCDEFGHJKLMNOPQRSTUVWXYZ*

inria serif bold  
**abcdefghijklmnopqrstuvwxy12345**  
**ABCDEFGHJKLMNOPQRSTUVWXYZ**

inria serif bold italic  
***abcdefghijklmnopqrstuvwxy12345***  
***ABCDEFGHJKLMNOPQRSTUVWXYZ***

# Our imagery

Our imagery is youthful, energetic, and inspiring

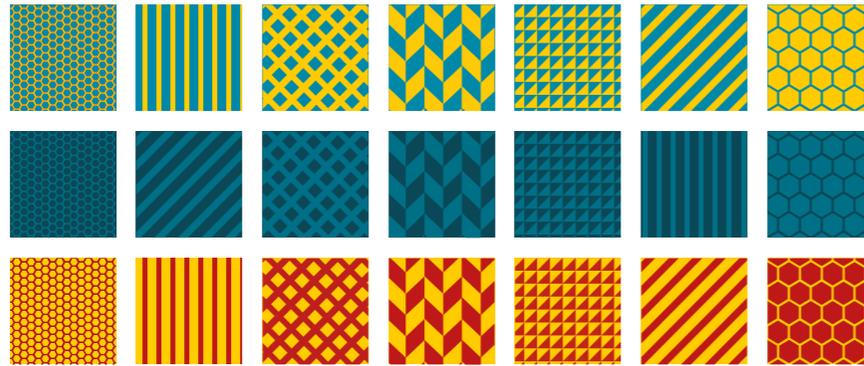
Everything we do is to inspire young people to pursue skills. Our imagery reflects young people, skills development, and building a prosperous future.



# Additional elements

## Patterns

We use bold, geometric patterns that are dynamic representations of our building blocks.



## Callouts

Our callouts can be used to emphasize a statement. They will also assist with layout design when using large images.



