

# LOGO GUIDELINES

## WorldSkills USA



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# 1 WORLDSKILLS USA LOGO

The WorldSkills USA logo has been created by following the guidelines for adapting the WorldSkills logo for a skills organization. The logo should be used in conjunction with the WorldSkills Brand Book.



## 1.1 SAFE AREA

The logo should never be placed closer to any object than the x-height (height of the lower case letters) in the logo being used. The upper left square of the logo must be kept clear of elements that may detract from the logo itself.



## 1.2 MINIMUM SIZE

In order to protect the logo's value and ensure readability a minimum size of 15 mm in width is needed



## 1.3 LOGO VARIATIONS

### 1.3.1 COLOUR BACKGROUND, WHITE LOGO



### 1.3.2 WHITE BACKGROUND, COLOUR LOGO



### 1.3.3 FULL COLOUR LOGO



The full colour logo can only appear on a white or black background as above.

### 1.3.4 BLACK AND WHITE LOGOS



Use in black and white, standard white documents or when associated with other brands.

### 1.3.5 SIMPLIFIED LOGOS



To be used when the final output result cannot achieve the detail of the original logo. Examples include embroidered clothing and screen printed materials.

## 1.4 LOGO MISUSE

Incorrect use of the logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses.

To ensure accurate, consistent reproduction of the logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork available from the Secretariat.



## 2 ACCESSING LOGO RESOURCES

WorldSkills USA logo files have been supplied.

WorldSkills brand resources are available from [www.worldskills.org/brand](http://www.worldskills.org/brand).

WorldSkills Member brand resources are available from [www.worldskills.org/toolkit](http://www.worldskills.org/toolkit).

Contact the Secretariat to obtain additional formats if required or for logo adaptations for other WorldSkills Russia activities.

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