

# SPONSOR LOGO GUIDELINES

WorldSkills USA

LAST UPDATED 6/14/18



PROUD SPONSOR

# CONTENTS

**LOGO DESIGN ..... 3**

Logo variations ..... 3

Color variations ..... 3

**LOGO ELEMENTS ..... 4**

Color values ..... 4

Typeface ..... 5

**LOGO RULES ..... 6**

Safe area ..... 6

Minimum size ..... 6

Co-sponsor logo lockup ..... 6

**LOGO MISUSE ..... 7**

Sponsor logo misuse ..... 7

Co-sponsor logo misuse ..... 7

## LOGO DESIGN

The following WorldSkills USA Sponsor logo has been created by using the following guidelines. This logo should be used any time a company is sponsoring WorldSkills USA. There are only three versions that may be used depending on type of sponsorship: "Lead Sponsor," "Proud Sponsor" and "Proud Partner."

The full-color logo displayed here is the preferred version. However, if this version cannot be used, other acceptable versions can be found on the following pages. Any logo creation should also be done in conjunction with the WorldSkills Brand Book.



## LOGO VARIATIONS



## COLOR VARIATIONS



# LOGO ELEMENTS

To maintain consistency with the WorldSkills Brand, use only the following colors. RGB and HEX values are listed for digital assets, PMS (preferred) and CMYK for print materials.

## COLOR VALUES

<b>RED</b>  PMS 187C HEX #A6192E R166 G25 B46 C0 M100 Y59 K26	<b>LIGHT RED</b>  PMS 198C HEX #DF4661 R223 G70 B97 C0 M90 Y46 K0	<b>GREEN</b>  PMS 3292C HEX #00594F R0 G89 B79 C100 M0 Y41 K48	<b>LIGHT GREEN</b>  PMS 375C HEX #99CC00 R153 G204 B0 C35 M0 Y100 K0
<b>BLUE</b>  PMS 302C HEX #003B5C R0 G59 B92 C100 M35 Y0 K60	<b>LIGHT BLUE</b>  PMS 2915 HEX #62B5E5 R98 G181 B229 C57 M0 Y0 K7	<b>YELLOW</b>  PMS 130C HEX #F2A900 R242 G169 B0 C0 M36 Y100 K0	<b>LIGHT YELLOW</b>  PMS 114C HEX #FFCC33 R255 G204 B51 C0 M7 Y84 K0
<b>BLACK</b>  100% K HEX #000000 R00 G00 B00	<b>GREY 1</b>  80% K HEX #585858 R88 G88 B88	<b>GREY 2</b>  60% K HEX #838383 R131 G131 B131	<b>GREY 3</b>  40% K HEX #A8A8A8 R168 G168 B168

# LOGO ELEMENTS

Frutiger is the official WorldSkills font and must be used whenever possible. If it cannot be used, Arial may be used instead. The large variety of weights allows for a range of typographic opportunities.

## TYPEFACE

### FRUTIGER LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&

### FRUTIGER LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%&*

### FRUTIGER ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&

### FRUTIGER ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%&*

### FRUTIGER BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%&**

### FRUTIGER BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***  
***1234567890!@#\$%&***

### FRUTIGER BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%&**

### FRUTIGER BLACK ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***  
***1234567890!@#\$%&***

### FRUTIGER ULTRA BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%&**

# LOGO RULES

## SAFE AREA

The upper left square of the WorldSkills USA Sponsor logo must be kept clear of elements that may detract from the logo itself. The logo should never be placed closer to any object than the height of the lowercase letters in the logo being used. The sponsor text below the WorldSkills logo should always be 1.5 X height of the lower-cased letters in the logo.



## MINIMUM SIZE

In order to protect the logo's integrity and ensure readability, a minimum width of 15 mm and height of 16.5 mm is needed.



## CO-SPONSOR LOGO LOCKUP

The logo lockup should never be placed closer to any object than the height of the lowercase letters in the logo being used. A stroke should always be drawn separating the WorldSkills USA Sponsor logo from another company logo per the specifications shown here. The accompanying company logo should never exceed the height of the logo lockup. Company logos should appear on the left-hand side of the logo lockup, if possible. The distance between the stroke to the logo on the right or left of it should always equal 1.5 X the width of the "w" in the WorldSkills logo.



# LOGO MISUSE

Incorrect use of the WorldSkills USA Sponsor logo compromises its integrity and effectiveness. Below are a small number of logo misuse examples; please note what is shown here is not comprehensive. To ensure accuracy and consistency, always use—and do not attempt to alter, add to, or recreate—the approved digital artwork available from Secretariat.

## SPONSOR LOGO MISUSE



DO NOT ADD A DROP  
SHADOW OR GLOW



DO NOT RESIZE OR  
REARRANGE ELEMENTS



DO NOT ROTATE OR ADD/  
REMOVE ELEMENTS



DO NOT CHANGE  
ORIENTATION



DO NOT STRETCH  
OR CONDENSE



DO NOT USE ON A  
BUSY BACKGROUND



DO NOT OUTLINE



DO NOT USE A  
GRADIENT

## CO-SPONSOR LOGO MISUSE



DO NOT ADD A DROP  
SHADOW OR GLOW



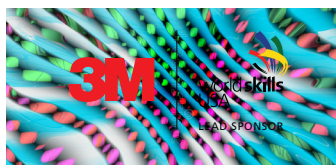
DO NOT ROTATE OR ADD/  
REMOVE ELEMENTS



DO NOT RESIZE OR  
REARRANGE ELEMENTS



DO NOT STRETCH  
OR CONDENSE



DO NOT USE ON A  
BUSY BACKGROUND



DO NOT USE A  
GRADIENT