


A man with short brown hair and safety glasses is focused on his work. He is wearing a dark blue polo shirt with a small Australian flag patch on the sleeve. He is using a grey and red power drill to work on a white component of a machine. The background is a blurred industrial setting with various tools and equipment. The text 'OUR BRAND' is overlaid on the left side of the image.

OUR BRAND

The logo for World Skills São Paulo 2015 features a stylized graphic of colorful, overlapping curved lines in blue, green, yellow, and red, resembling a flame or a dynamic shape.

world **skills**
São Paulo 2015 

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OUR HERITAGE



WHERE DOES WORLDSKILLS COME FROM

Many countries and regions were severely affected by the Second World War. To rebuild Europe, there was a great need and demand for skilled labour. But it was also necessary to convince youth, as well as their parents, teachers and prospective employers, that the future depended on an effective vocational training and education system.

In Spain, the idea of a Competition for young soon-to-be professionals was born in 1946. The Competition's benefits would include stimulating youth's competitive spirit while developing their skills, the public could view and learn about the variety of skills in demand but most importantly vocational education would be in the spotlight.

The first international official Competition was held in Spain in 1950, with Spain and Portugal competing, but it soon grew to include many other European countries facing the same need for skilled labour. In 1953 teams from Germany, United Kingdom, France, Morocco, Portugal and Switzerland travelled to Spain to take part in the Competition for the first time. Right from the start, state agencies and vocational training schools were interested in the initiative. And as the number of skills and participating countries continued to grow, what began with a simple idea quickly became the major international skills and career event.

Since 1981, Brazil has been awarded 55 medals and 77 Medallions for Excellence at the WorldSkills Competitions.

Since then, WorldSkills has hosted international Competitions where tens of thousands of young students and Experts have participated, many of whom testify that it had and continues to have, a significant impact on their lives.

In 1981, Brazil joined WorldSkills with SENAI as the Member organization. They recognized the value of using skill competitions to increase the overall level of skills within their country.

WorldSkills is not just a Competition though, it is a movement. By working within the six focus areas of Research, Advocacy, Career, Education and Training, International Cooperation and Development, and Competitions and Projects, WorldSkills will be the global hub for skills excellence and development with ongoing activities nationally, regionally and globally. The WorldSkills Foundation contributes with projects and initiatives that demonstrate the capacity for innovation and collaboration with partners, in order to leverage and build self-sustaining activities.

As SENAI is the Brazilian Member organization of WorldSkills, they are ultimately responsible for hosting the 43rd WorldSkills Competition in São Paulo in August 2015.

SENAI is part of the Industrial System working together with the Brazilian National Confederation of Industry (CNI), the Social Service for Industry (SESI), and the Euvaldo Lodi Institute (IEL).

Since it was created in 1942, SENAI has trained 61 million professionals. Currently, there are 817 fixed and mobile SENAI institutions across the country which receive about 2.5 million enrollments in about 3,000 courses that prepare workers for 28 industrial areas. Courses range from apprenticeships, include technical schools and reach the top level training and graduate courses.

To take professional skills to the greatest number of people, in February 2014, SENAI released a boat school called Samaúma II, which has the capacity for 3,000 students per year. The boat will travel to several rivers of the Amazon and will teach classes in mechanical, manufacturing, electricity, electronics, among others.

The best young skilled professionals selected from WorldSkills Members will participate in the WorldSkills Competition.

Abroad, SENAI, together to SESI and IEL, has more than 75 international partnerships in 45 countries such as the United States of America, Canada, Sweden, Angola, Cape Verde and Guinea-Bissau. In 2013 ten vocational training centres led by SENAI were in operation in different countries of the world.

PROFESSIONAL EDUCATION IN BRAZIL

- ◆ Brazil has great growth potential, considering that only 6.6% of young Brazilians choose technical courses, compared with the average of the 34 most developed countries which is 35%.
- ◆ Analysis of data from the Annual Report of Social Information (RAIS) in 2012 indicates that the industrial sector of the Brazilian economy pays higher wages than other sectors.
- ◆ Each year, SENAI offers about 150,000 opportunities in technical courses, and 80,000 are offered for free through a partnership with the Brazilian government in the National Technical Access and Employment (Pronatec).
- ◆ One year after obtaining a technical level diploma professionals can increase their income by 24%*.
- ◆ 72% of former students of technical courses find employment in the first year after graduation*.
- ◆ According to projections of the Industrial Labor Map in Brazil, by 2015, 7,2 million people will be needed to fill the demands of industry.

**Study carried out in 2013 with professionals trained in the National Service for Industrial Training (SENAI).*

NUMBERS OF SÃO PAULO

- ◆ The biggest city in Brazil.
- ◆ Has more than 11.8 million inhabitants from all corners of Brazil and the world.
- ◆ Responsible for 12% of the Brazilian economy.
- ◆ The transportation system is comprised of buses, trains and metros and they transport almost 11 million people daily.
- ◆ In 2014, the city was acknowledged by the Travellers' Choice (TripAdvisor) as one of the best destinations in Brazil.
- ◆ More than 13.2 million tourists visit the city every year.

HOW TO DESCRIBE THE WORLDSKILLS COMPETITION

The WorldSkills Competition occurs every two years and is the biggest vocational education and skills excellence event in the world that truly reflects global industry. The Competitors represent the best of their peers and are selected from skills competitions in WorldSkills Member countries and regions. They demonstrate technical abilities both individually and collectively to execute specific tasks for which they study and/or perform in their workplace.

One of the main legacies of the WorldSkills Competitions is to give visibility and importance to professional education, as one of the true tools of socioeconomic transformation.

The Competition also provides leaders in industry, government and education with the opportunity to exchange information and best practices regarding industry and professional education. New ideas and processes inspire school-aged youth to dedicate themselves to technical and technological careers and towards to a better future.

In 2015, the WorldSkills Competition will take place for the first time in South America. The 43rd WorldSkills Competition will occur in São Paulo and it is expected to surpass the record numbers established in Leipzig, Germany in 2013 - which saw nearly 1,000 Competitors from 53 countries and regions compete in 46 skills.

WorldSkills São Paulo 2015: Competitors from more than 60 countries and regions will compete in real life challenges in more than 45 different skills.

The organization of the Competition in Brazil will be under the responsibility of the National Service for Industrial Training (SENAI), one of the top five professional education organizations in the world.



'CHAM-PI-ON'

PRONUNCIATION:/'ΤΣΑΜΠΙΘΝ/

(noun)

Any Competitor who has competed in a global WorldSkills Competition is a WorldSkills Champion.

WHY ARE SKILL COMPETITIONS SO IMPORTANT?

- ◆ Training, qualifying and competing in the WorldSkills Competition equals 4-5 years of professional training.
- ◆ Builds character, confidence, commitment, and self-esteem.
- ◆ Helps align and increase the quality of the required standards in vocational and education training systems.
- ◆ Helps benchmark the educational training system against industry, public demand and across borders.
- ◆ The challenge of a competition brings fun and exciting elements into teaching and training.
- ◆ Provides the validation that mastery of a skill requires practical learning and training over time.

Only
6.6% of young
Brazilians choose
vocational
courses.

WorldSkills offers the infrastructure and competition experience to engage with a number of target groups, from students in grade school and secondary school to youth, governments and educators.

- ◆ No. of skills represented: more than 45.
- ◆ No. of Member countries/regions: 72. (representing more than 70% of the world's population).
- ◆ 32 New Member countries and regions since 2005.

Since the 2003 WorldSkills Competition we have had:

- ◆ A combined 992,000 people visit the Competitions.
- ◆ A combined 4,931 Competitors at the global level.

"It's like the ultimate exam!"
WorldSkills Champion



OUR IDENTITY

THE RATIONALE

WorldSkills represents a variety of sectors, skills, expertise, countries and regions from all around the world. This diverse mix has been symbolized by the classic WorldSkills logotype and “the hand symbol” with its signature colours red, green, blue, yellow and black.

Building on this legacy, we are introducing new colours to further enhance the full colour logo.

Two new shades of each signature colour opens up a new range of colour combinations that allows the brand to naturally evolve into a strong brand identity with a distinct, yet playful look and feel. This, together with a new set of graphic elements, lets Members express and apply the brand in a number of ways for different uses, audiences and purposes.

The graphical elements are diamonds inspired by the Brazilian Flag, repeated to form a dynamic composition.

Together the contents of this brand identity will send a clear “WorldSkills São Paulo 2015” signal to anyone who comes in contact with our brand.

OUR LOGO

The WorldSkills São Paulo 2015 (WSSP2015) logo must be used in the full colour version. This event logo should be primarily placed on a white background. However, in certain conditions it is acceptable to have it on other coloured plain backgrounds as long as the proper version of the logo is used. If it is absolutely necessary to print in black and white, the Brazilian flag must be removed. The Brazilian flag must never be printed or shown in black and white.

The graphical elements, colour schemes, logotype, typeface and look and feel guidelines all work together to create a brand identity that is recognizable as distinctly WorldSkills, making the brand less dependent on a logotype alone.

A brand identity is more than a logo, the adoption of the **LOOK AND FEEL** will serve as the key to the broader re-branding.

LOGO USAGE AND COLORS

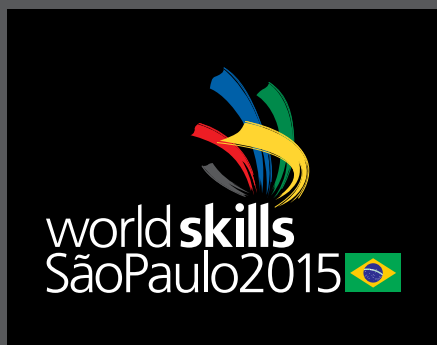
COLORFUL - PRIMARY RECOMMENDATION



ALTERNATIVE VERSIONS

When you can't use the primary version, use one of the versions bellow.

DARK BACKGROUND — COLORFUL



DARK BACKGROUND — BW AND FLAG



LIGHT BACKGROUND — BW AND FLAG



LIGHT BACKGROUND BW, WITHOUT FLAG



DARK BACKGROUND BW, WITHOUT FLAG



LOGO USAGE AND COLORS — CONTINUED

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.



LOGO RULES

SAFE AREA

Our logo should never be placed closer to any object than the width of "w" in the logo being used.



MINIMUM SIZE (WHEN APPLIED ALONE)

In order to protect our logo's value and ensure readability a minimum size of 16 mm in width is needed when it is applied without WorldSkills and SENAI logo.

MINIMUM SIZE (WHEN APPLIED WITH PARTNER LOGOS)

When applied with SENAI and WorldSkills logos, the minimum size for our logo is 83 mm, as described below.

For every marketing material that is larger than an A4 surface area, the logo has to be used at least once in conjunction with the following logos in monochrome (these logos will appear 60% of the WSSP2015 logo). This would apply for items such as posters, signage, billboards, etc. The partner logos should not appear directly next to or underneath the event logo. The event logo should stand alone as the primary logo on the page.



Brought to you by WorldSkills and SENAI.



For every marketing item that is the size of an A4 surface area or smaller, the partner logos are not mandatory. They will be used if it is possible visually without compromising the WSSP2015 brand. The preferred alternate is to use the word mark: "Brought to you by WorldSkills and SENAI". This word

mark must appear at least once on every marketing item A4 or smaller. The font of the word mark will be 60% of the height of the font of the WSSP2015 logo and will be written in Fruitiger bold. It will appear in monochrome to match the design of the particular item.

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.



DO NOT CHANGE ORIENTATION



DO NOT RECREATE OR REPLACE ELEMENTS



DO NOT OUTLINE



DO NOT USE A GRADIENT



DO NOT ADD A DROP SHADOW



DO NOT RESIZE ELEMENTS



DO NOT ROTATE ELEMENTS



DO NOT ADD ELEMENTS OR ALLOW ELEMENTS WITHIN THE LOGO SPACE



DO NOT STRETCH OR CONDENSE



DO NOT ADD A GLOW



DO NOT USE ON A BUSY BACKGROUND



DO NOT REARRANGE ELEMENTS

ALTERATIONS

The logo should not be altered in any way. For example we do not allow removal of the symbol or adding colours. If a specific

logo needs to be produced, all modifications needs to be approved by the WorldSkills secretariat.

WORLDSKILLS LOGO USAGE

LIGHT BACKGROUND, COLOUR LOGO



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.

NEUTRAL LOGOS



Use in B&W, standard white documents or when associated with other brands. When using the grey logo, the preferred colour tone is Grey 2.

See colour chart on the following page for more information.

WORLDSKILLS LOGO RULES

SAFE AREA

Our logo should never be placed closer to any object than the width of "w" in the logo being used.

ALTERATIONS

The logo should not be altered in any way. For example we do not allow removal of the symbol or adding colours. If a specific logo needs to be produced, all modifications needs to be approved by the WorldSkills secretariat.

MINIMUM SIZE

In order to protect our logo's value and ensure readability a minimum size of 16 mm in width is needed.



SPONSOR LOGOS

When using multiple sponsor logos in the same production, they must be in full colour and on a white background.

Example



SENAI LOGO

SENAI logo has two versions: one for Brazilian public materials and another for non-Brazilian public.

ENGLISH VERSION



PORTUGUESE VERSION



OUR COLOURS

HEX #003B5C R0 G59 B92 C100 M35 Y0 K60	HEX #62B5E5 R98 G181 B229 C57 M0 Y0 K7
PMS 302C	PMS 2915

BLACK HEX #000000 R00 G00 B00	GREY 1 HEX #585858 R88 G88 B88
100% K	80% K

HEX #00594F R0 G89 B79 C100 M0 Y41 K48	HEX #97D700 R151 G215 B0 C 35 M0 Y100 K0
PMS 3292C	PMS 375C

GREY 2 HEX #838383 R131 G131 B131	GREY 3 HEX #A8A8A8 R168 G168 B168
60% K	40% K

HEX #F2A900 R242 G169 B0 C0 M36 Y100 K0	HEX #FBDD40 R 251 G221 B64 C0 M7 Y84 K0
PMS 130C	PMS 114C

SCREEN USE (RGB AND HEX)

Use this colour-system when producing visuals to be viewed on screens such as computers, smartphones and tablets.

PRINT USE

When producing print material use the PMS-model to ensure the quality throughout the network. If needed, you can use the CMYK colour model.

Note: We are NOT using WorldSkills red and light red in WSSP2015 materials. This is because we are using only colours that are used in Brazilian flag.

OUR GRAPHICAL ELEMENTS AND LOOK AND FEEL

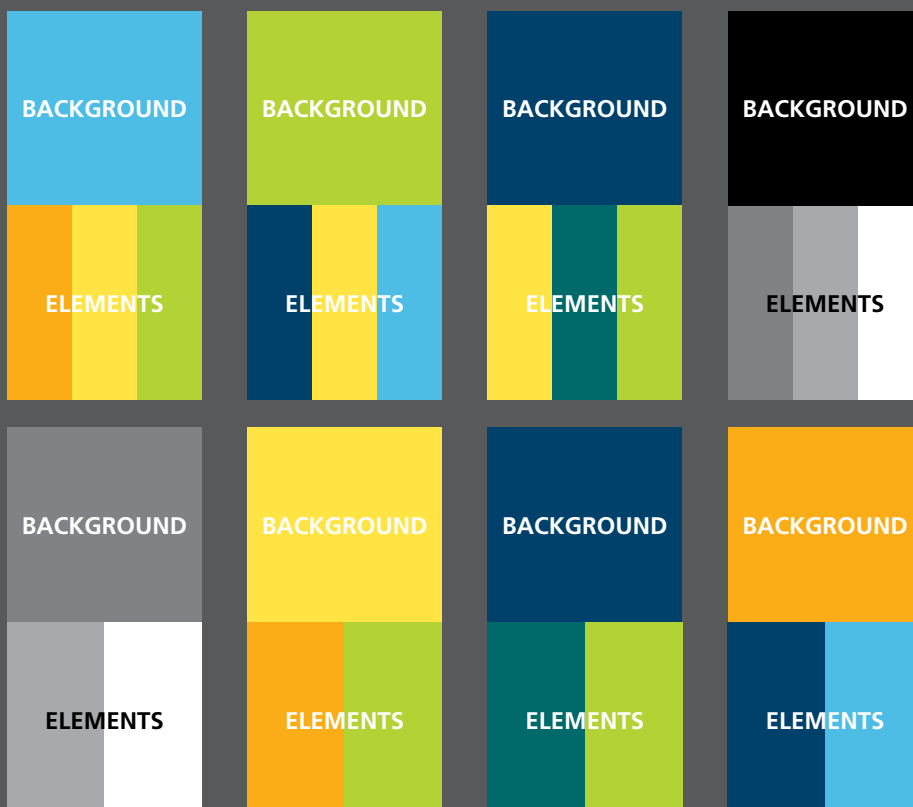
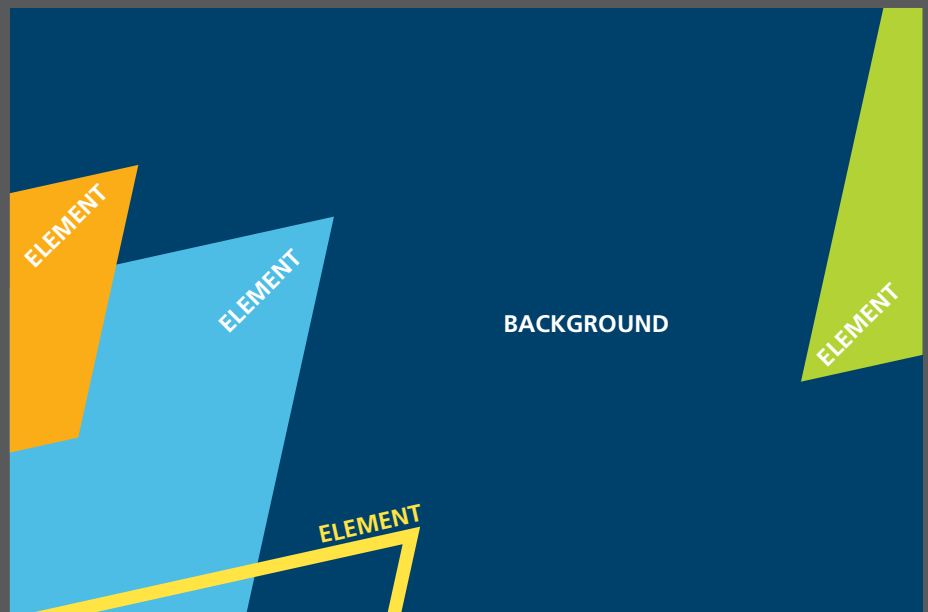


OUR GRAPHICAL ELEMENTS AND LOOK AND FEEL

To create an exciting visual platform there are multiple variations of colour combinations that can be used when implementing this brand. The best way to use our colours is using one for the background and other combinations for the other elements. But remember to ensure readability when placing text on a coloured background.

EXAMPLE OF USING THE DIAMONDS

To the right you can see an example of how the diamond colours can be used. In the background we are using a colour from our palette and the diamonds have different colours and sizes. For a deeper understanding of where our elements came from, see the section "The diamonds" on the following page.



USE OF LESS COLOURS

Still with the focus of creating an interesting and exciting visual, we encourage you to use a mix of colours to complement the background colour.

If needed, less elements can be used to create a visual. This however means that the element that stands out should use a colour that complements the design and makes it exciting.

If needed, a two colour combination can be created if the content created is targeted to a more corporate or business type of audience. See examples of our visual combinations on the following page.

THE DIAMONDS



WHAT ARE THE DIAMONDS?

The graphic elements are based on a set of inclined diamonds; shapes that symbolize the essence of Brazil - representing the diamond on the Brazilian flag.

We recommend using just one or two of the outlined diamonds in the layouts.

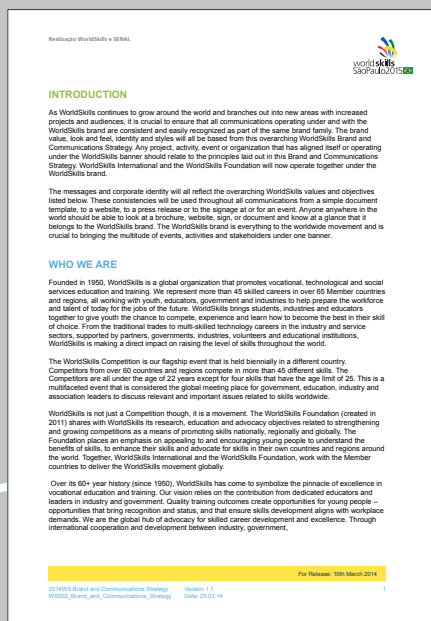
For examples on how this is done and which elements we recommend see the following section.





EXAMPLE FOR WORD TEMPLATES

Below you can see an example of the layout we created for our Word templates. In order to make the templates more suitable for content-heavy Word documents, we decided to only use the elements on the front page of the template as seen in the pictures below. For the press release we chose to show our elements on every page of the document, but making room for a lot of content. The designer has the freedom to choose which elements to include in order to make the design as visually compelling and effective as possible.



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MOBILE: +51 11 99999-9999
SKYPE: abernades14

EXAMPLE FOR BUSINESS CARDS

In this page you can see an example of the layout we created for our business cards. The designer has the freedom to choose which elements to include in order to make the design as visually compelling as possible.

The only exception to the minimum size of the SENAI logo is on business cards where the minimum size can be 6mm wide.

WORLDSKILLS SÃO PAULO 2015

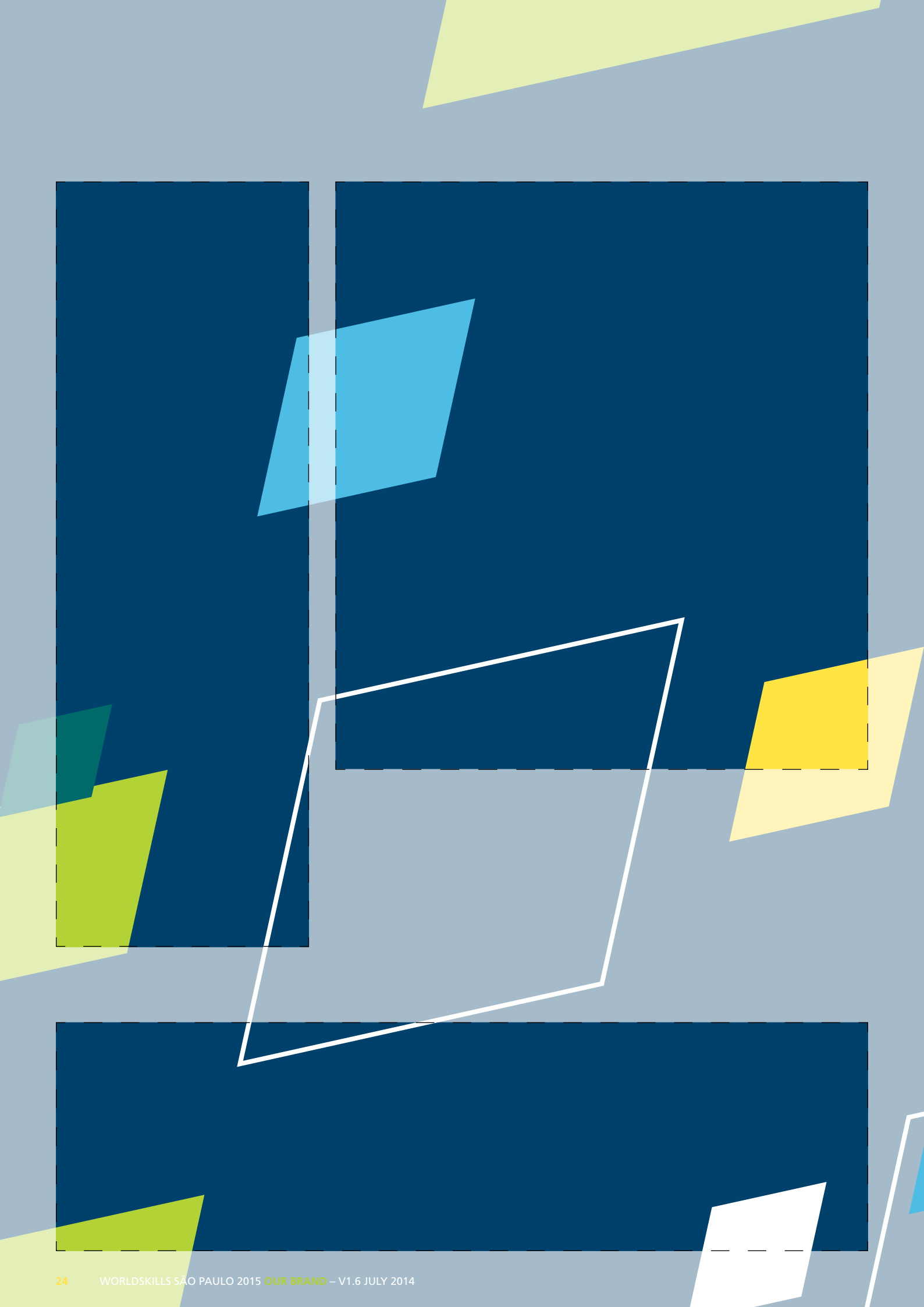
ADDRESS:
Rua Surubim, 504 – 2o andar – Brooklin Novo
São Paulo/SP – CEP 04571-050

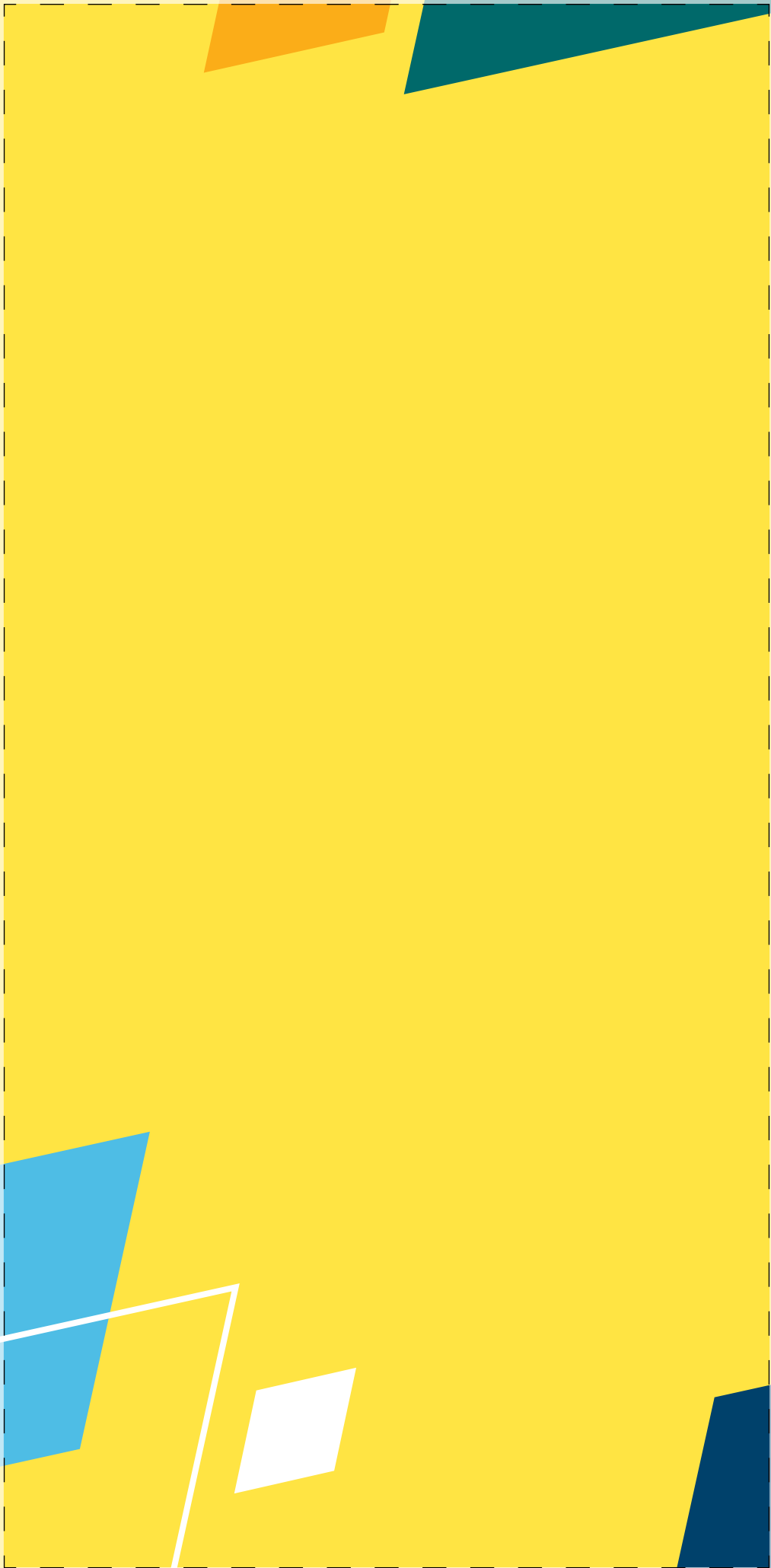
SBN Quadra 01 – Bloco C – ED. Roberto
Simonsen – 8o andar – CEP 70040-903
Brasília/DF – Tel: +55 61 9999-9999

WEB:
www.worldskillssaopaulo2015.com

Brought to you by







VISUAL COMBINATIONS AND PATTERNS

BASIC CONFIGURATION

Found below are examples of the layouts with our colour principles applied. These are examples of how to use the colours and the diamonds. We do however encourage you to mix the colours using our colour guide in this document.

Please note that you can create a great variety of combinations and we encourage you to use a lot of colours, but you can also create layouts using only one colour as well.

HORIZONTAL COMBINATIONS



VERTICAL COMBINATIONS



OUR TYPEFACES

Frutiger Light
Frutiger Light Italic
Frutiger Roman
Frutiger Italic
Frutiger Bold

Where Frutiger is not available or not the suitable option, the font Arial is to be used.

HOW WE USE OUR TYPEFACE

Our typeface has not changed, but we are on the other hand using it differently than before. In headlines, we are mixing sizes and colours on the words we want to highlight.

The same colour principle as seen on the previous page applies also to typography in context with the chosen background. The complement colour should however be kept to the visual elements in order to keep the typography clear. Below examples are shown with just the typography in focus.

HEADLINES

To differentiate certain words we use different sizes when writing headlines. This rule is suitable to apply when writing one-liners such as the back of the business card or a billboard. The major capitals are 1.5 times the small capitals, and the smaller capitals are 0.67 of the larger capitals.

A NEW **LOOK** AT **SKILLS**

A NEW **LOOK** AT **SKILLS**

A NEW **LOOK** AT **SKILLS**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

WXYZ (.,:;?!&@) 0123456789

abcdefghijklmnopqrstuvwxyz

USING OUR FONT IN TEXT

General body text should consist of either black or grey colours. Highlighting links or specific words is allowed if following the colour guide. We encourage you to mix bright and dark colours in harmony with any background elements.

SPEECH BALLOONS

The speech balloons can be used to emphasize and highlight specific points in a document or web page. The colour can be determined from the WorldSkills colour scheme as outlined on page 30 and must be at 100% of the colour.

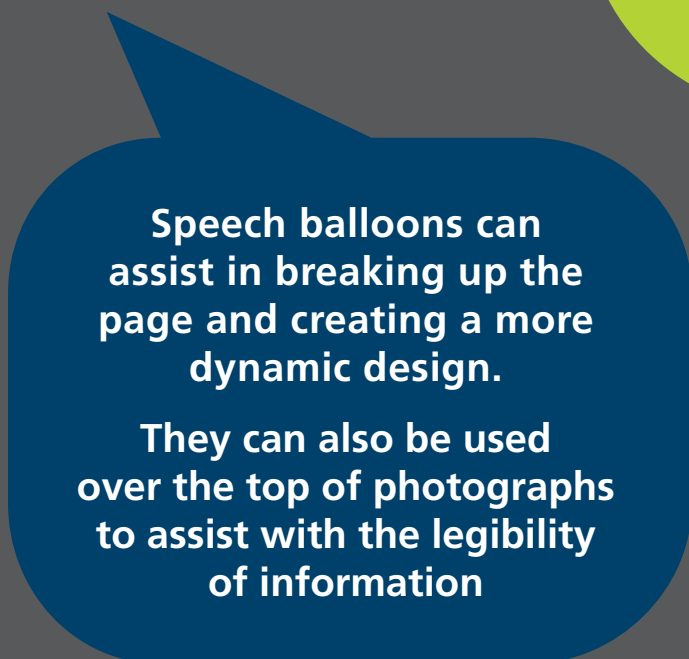
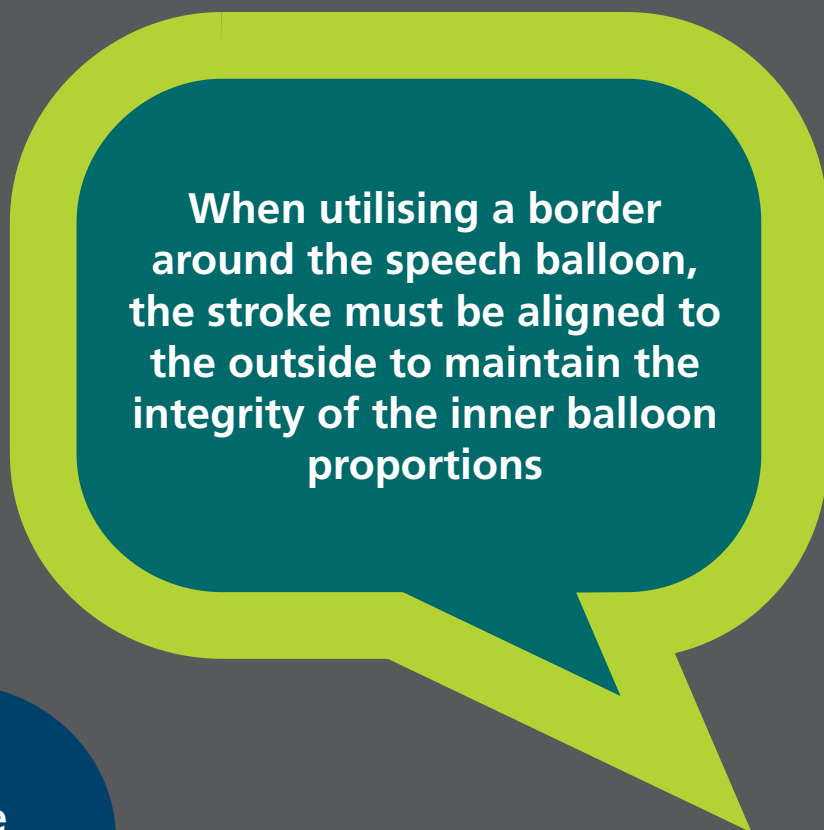
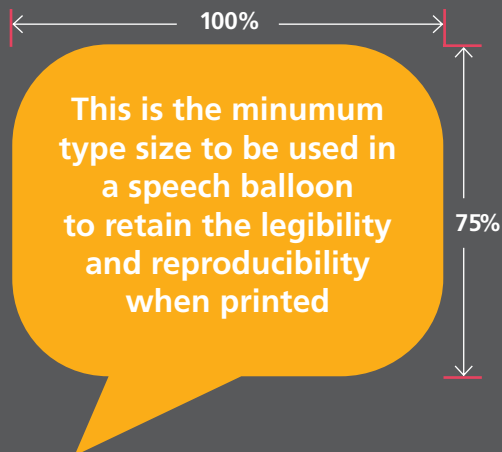
The balloons must be kept in proportion with the corner radius and shape as shown in the examples below. The height of the balloon should be 75% (3/4) of the width.

The weight of the type must be bold. The type size can be altered depending on the amount of information required, but must still be legible and no smaller than 12pt in size.

An adequate amount of space must be applied (at least the width of one lower case x) between the text and the edge of the balloon.

The direction of the speech balloon can be reversed (flipped horizontally) if it is more suitable for the design.

It is preferred that the speech balloon is kept with the talking arrow to the bottom of the balloon, however, it may be flipped vertically (reversed) if it is more suitable for the design — see example below.



Example of a vertically flipped balloon



BUSINESS CARD TEMPLATES

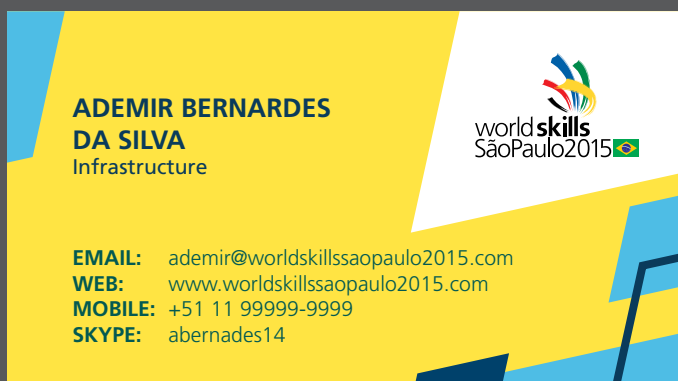
GENERAL INFORMATION FOR PRODUCING PRINT MATERIAL

In order for our printed material to look and feel similar across the world, we need to print everything with a couple things in mind. Firstly, we should only use the PMS-colour and CMYK-colour systems found in the colour-section of this document. Secondly, we need to print our material on coated paper to ensure the correct tone of colour.

Any combination with regards to the colour guide in this document can be used. If needed, only 2 colours can be used for the background and elements. Actually a variety is encouraged. On the business cards, it is acceptable to only have the 'brought to you by' with the SENAI logo, the WorldSkills logo does not have to appear.

The minimum size of the SENAI logo for business cards is 6mm wide.

MULTI COLOUR VERSION FRONT



MULTI COLOUR VERSION BACK



ECONOMY VERSION FRONT — ONE PMS



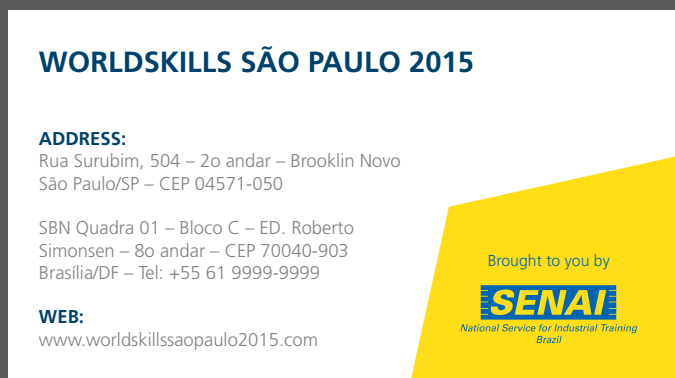
ECONOMY VERSION BACK — ONE PMS



CORPORATE VERSION FRONT



CORPORATE VERSION BACK



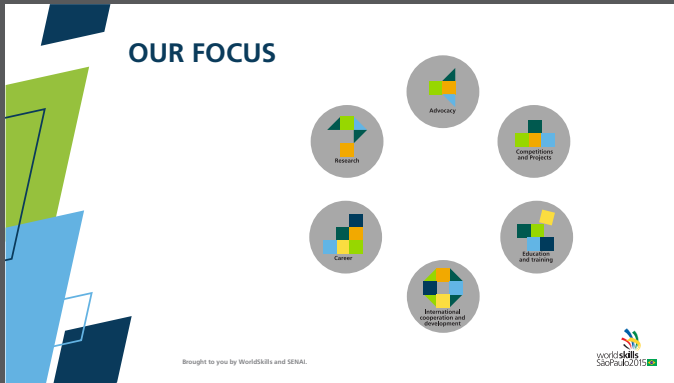
POWERPOINT TEMPLATES

GENERAL INFORMATION FOR USING AND ALTERING THE POWERPOINT TEMPLATE

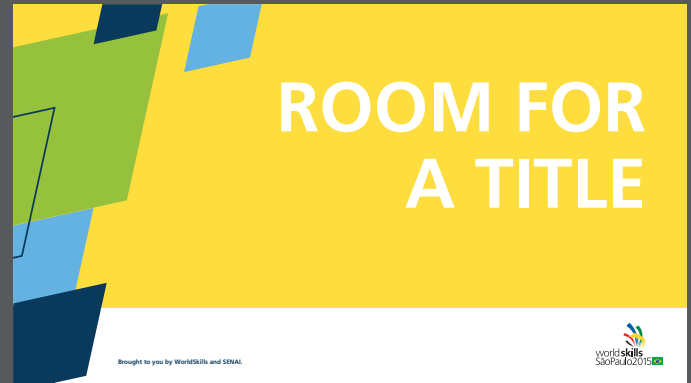
Depending on for what purpose we use PowerPoint presentations or handouts — we can alter and use different styles within the template. The identity elements are created within PowerPoint itself, so the user can change colour to suit their theme of the presentation.

WorldSkills colours are defined within the template.

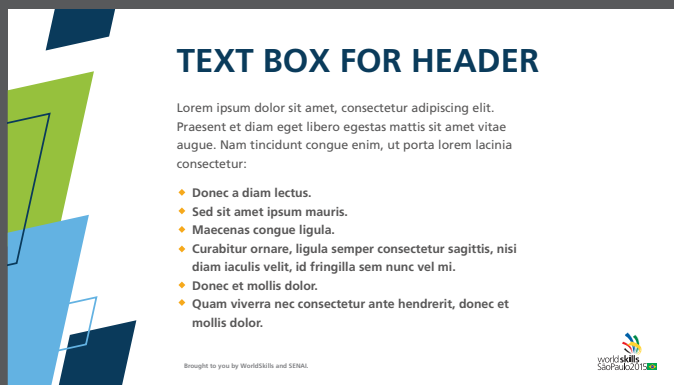
MODEL OR ILLUSTRATION



CHAPTER VISUAL



MAIN SLIDE



CHAPTER IMAGE



TABLE OF CONTENTS

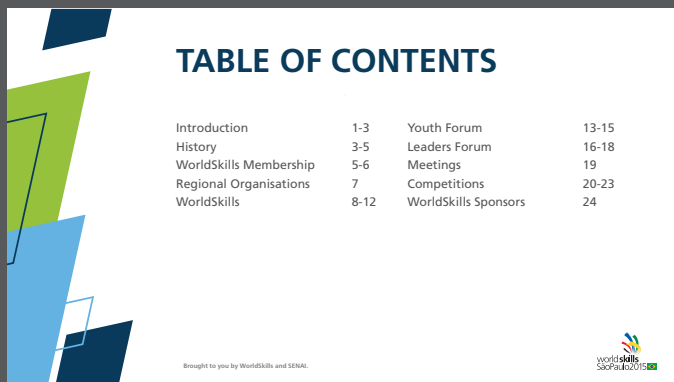
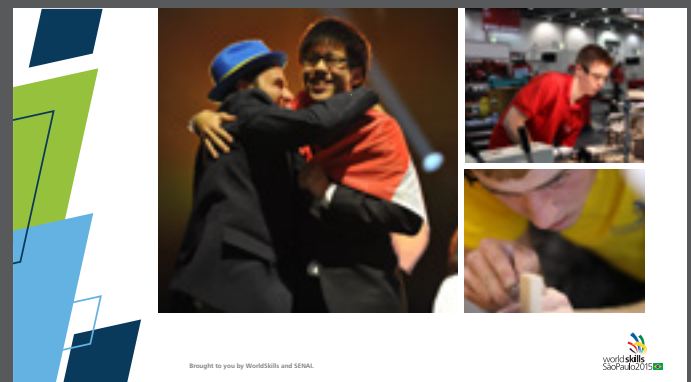
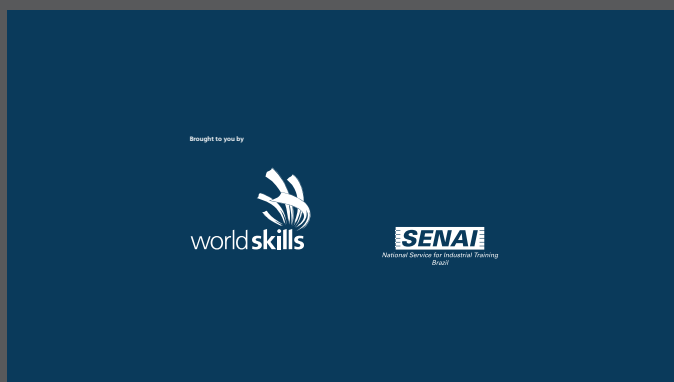


IMAGE OR VISUAL



PARTNER SLIDE

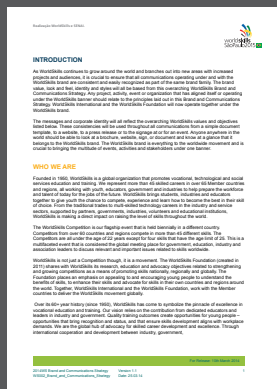


WORD TEMPLATES

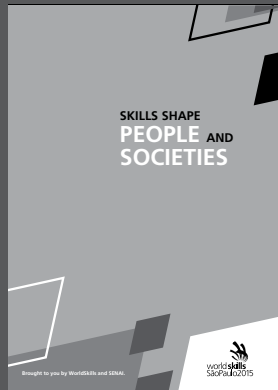
COLOUR DOCUMENT



IMAGE DOCUMENT



BLACK AND WHITE DOCUMENT



PRESS RELEASE AND LETTER



ABOUT WORD TEMPLATES

These are a few of examples on how a Word template should look and examples of colour combinations. It is possible for the different Members and offices to choose their own colours.

Note: These images are examples of the actual template file design.

SKILLS EXPLAINED

In English we talk about “skills” – a word which may be difficult to translate or may be ambiguous across in other languages and cultures. Here are some other words we associate with skills.

Ability

Action

Excellence

To master something

Craftsmanship

Workmanship

Know-how

Competence

Self-esteem

Profession

Line of work

Occupation

Career

Calling

Making things work

Problemsolving

Creativity

Service

Quality

Professionalism

Vocational

Applied Science Hands-on Attractive

Modern

Always in demand

COMPETENCE

CRAFTSMANSHIP

ABILITY KNOW-HOW

PROFESSION QUALITY PROBLEMSOLVING

ACTION

ATTRACTIVE MODERN SELF-ESTEEM

EXCELLENCE

WORKMANSHIP LINE OF WORK

OCCUPATION MAKING THINGS WORK

CAREER VOCATIONAL

APPLIED SCIENCE HANDS-ON SERVICE

CALLING

PROFESSIONALISM

ALWAYS IN DEMAND

TO MASTER SOMETHING

CREATIVITY



CONTACT

Do you have questions or require more information about the WorldSkills São Paulo 2015 brand or the brand book? Please contact the WorldSkills Secretariat.

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world **skills**
São Paulo 2015 

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world **skills**

SENAI

National Service for Industrial Training
Brazil