



# WorldSkills Shanghai 2022 **Brand Book**

上海第46届世界技能大赛品牌手册

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### 品牌语言 Brand language

### 技能改变命运 Skills change lives

我们激励年轻人掌握技能。 我们希望每个与我们品牌互动的人都能意识到技能可以改变 命运。

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.

### 合力打造全球品牌 Creating the global brand together

作为大赛主办方,我们与世界技能组织及其成员国/地区一起,通过使用统一的技能品牌,汇聚合力提升世界技能的品牌影响力。

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

### 品牌有丰富的内涵 The brand is more than a look

世界技能品牌包含我们的自身定位和首要关切,以及我们如何讲述自己的技能故事,从而向世界展示我们优秀的技能。

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

### 关于上海第46届世界技能大赛 About WorldSkills Shanghai 2022

中国积极推动《联合国2030年可持续发展计划》,将与其他国家和地区一起推动建立了一个无贫困、无饥饿、安全、动态和可持续的世界。中国政府高度重视职业教育和培训,并一直致力于建立和完善工人终身教育和培训体系,重点发展高级技能培训,支持现代学徒计划和农民工技能增强项目,通过提高技能来实现经济增长和消除贫困。

这是中国大陆首次举办世界技能大赛。新一代中国年轻人渴望与来自世界各地的人才进行技能交流,体验最先进的技术和标准。这将扩大世界技能大赛在中国的影响力,推广世界技能大赛的理念、规则和标准。

通过在上海举办的2022年世界技能大赛,我们相信将会有更多的年轻人被技能所吸引,投身技能世界。上海也将向世界展示一届"富有新意、影响广泛"的世界技能大赛。

China, actively promoting the UN 2030 Agenda for Sustainable Development, is dedicated to building together with other countries a safe, dynamic, and sustainable world free of poverty and hunger. The Chinese government attaches great importance to vocational education and training, and has been making efforts to establish and improve a sound system of lifelong education and training for workers, with focus given to advanced skills training, modern apprenticeship program, and skill enhancement for rural migrant workers, thus realizing economic growth and poverty eradication through skill improvement.

The Chinese mainland will host the WorldSkills Competition for the first time. The young generation of China are eager to carry out skill exchanges with talent from around the world and experience state-of-art technologies and standards. This will give WorldSkills an opportunity to gain more influence and promote its philosophy, rules, and standards in China.

We believe that more young people will be inspired by WorldSkills Shanghai 2022 and devote themselves to skills, and that Shanghai will present to the world an innovative and widely influential WorldSkills Competition.

### 立方体理念 Building blocks concept

世界技能大赛围绕六大战略聚焦领域来开展。 我们将通过立方体理念的三个组成部分来描述这一目标, 每个组成部分包含两个重点领域。

WorldSkills organizes its work around six focus areas. Externally we describe our ambitions through three building blocks, which each capture two focus areas.

### 启发

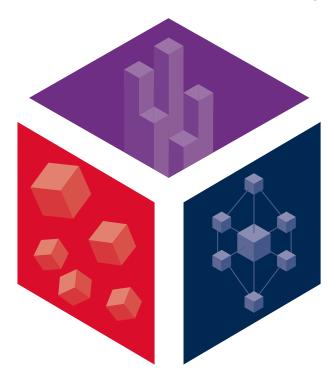
- 技能竞赛
- •技能推广

### **Inspire**

- Skills Competitions
- Promoting Skills

### 探索

- Develop
- 职业建设
- Career Building
- 教育培训
- Education and Training



### 影响

- •国际合作
- •研究

### Influence

- International Cooperation
- Research

### 启发

我们鼓励年轻人参与各类培训、交流和竞赛,激发他们对 技能的热情,引导他们在技能领域追求卓越,实现技能水 平的提升。

我们通过全球统一的培训模式、优秀的管理系统、精彩的 比赛项目,吸引各行业的人才来参与技能创新发展,这都 将为世界技能发展和变革提供原动力。

### 影响

我们通过合作和研究来影响各方参与者及关注者,为所有 人搭建一个广阔的全球技能平台。

### **Inspire**

By encouraging young people to attend various kinds of trainings, exchanges and competitions, we inspire young people to develop a passion for skills and pursue excellence in the field of skills.

### Develop

The WorldSkills Competition boasts a globally unified training mode, a benchmarking management system and a list of outstanding events, attracting talent from all walks of life in pursuit of innovation and development of skills, and bringing impetus to the development and change of skills worldwide.

### Influence

We influence all the participating parties and those showing great interest through cooperation and research—building a global platform of skills for all.

### 品牌原则 Brand principles

### 个人和社会的改变是我们行动的中心

世界技能大赛是一项技能推广活动。我们这些个人和组织齐心协力,发展我们共同的目标,即扩大技能的影响领域。目前,我们的成员组织已涵盖了世界超过三分之二的人口。

技能改变了全世界年轻人的生活。他们建立自信并释放潜力。技能 大赛给年轻人创造了交流的机会。这些都是社会、经济进步的基础,也是世界技能的基本构成要素。

世界技能大赛帮助年轻人改变他们的生活。

世界技能大赛发掘优秀的技能人才,利用世界技能展示的舞台来赞美冠军,并鼓励成百上千的年轻人投身到技能事业中。

我们的使命与全球相关——无论你来自G20成员国还是一个发展中经济体。

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

WorldSkills is a movement. We are a group of people and organizations that together advance the shared social objective of increasing the provision of skills. Our Member organizations cover more than two-thirds of the world's population.

Skills change the lives of young people around the globe. 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 world.

WorldSkills and its Members help young people who want to change their lives.

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

Our mission is relevant everywhere—whether you are from a G20 country, or a developing economy.

### 年轻人是我们所做一切的核心

年轻人是我们工作的受益者,我们杰出技能故事里的英雄,也是我 们默认的观众。

所有参加世界技能大赛的选手都是冠军。为了参赛,他们从在工作 或者学校发现一项技能进行学习开始,选择了一条艰苦的旅程。然 后他们一点点进步,通过层层选拔,从各级技能比赛中脱颖而出, 最后来赢取世界性的荣耀。

在这场技能辩论之中,这些大赛冠军们也代表了年轻人的真实心 声。他们的经历为各种关于全球挑战的讨论提供了信息。他们定期 在我们的大会以及其他全国或国际性活动中发言,他们的听众包括 全世界的决策者们。

在他们的技能成长的道路上,他们得到了很多志愿者和专业人士的指导和帮助。

### 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 Competitors at a WorldSkills Competition are Champions. 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. Their experiences inform discussions on a range of global challenges. They regularly address audiences that include decision makers around the world, whether it is at our Conference or other international and national events.

They are supported by dedicated volunteers who mentor and help them on their skills journey.

### 应对世界经济挑战

世界技能大赛起源于二战后的欧洲,那时整个欧洲大陆正在奋力应 对二战带来的大萧条。

当时,年轻人失业到处蔓延。为鼓励年轻人接受职业教育和培训, 技能竞赛发展起来了。

从1950年在西班牙举办的第一届赛事开始一直到现在,世界技能大 赛在快速地成长。

在过去的15年里,世界技能组织的成员呈指数增长——包括负责技 能推广的政府部门组织。

世界技能组织是非政治组织,但从不回避相关问题,我们用积极的态 度参与讨论世界各个国家和地区技能发展的问题。世界技能组织及其 成员们相信技能在应对经济和社会不平等时发挥着独特的作用。

我们会带头展示技能如何应对这些全球性的挑战。

### Tackling the economic challenges of the world

WorldSkills originated in post World War II Europe which was back then 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 in Spain in 1950, through to the most recent, WorldSkills has been on a rapid trajectory.

WorldSkills membership has grown exponentially in the past 15 years — it includes ministries and sector organizations that are responsible for skills promotion.

WorldSkills is apolitical, but we do not shy away from discussing the problems of the world. WorldSkills and its Members believe that skills are uniquely effective in tackling economic and social inequities.

We take a lead in demonstrating how skills can combat these challenges.

#### 大赛标志标志说明 Competition logo description





世界技能大赛徽标由两个部分组成:图标和文字标记

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

世界技能大赛图标的五条粗线代表了年轻人的 手——伸出手寻求新技能。

大赛徽标是由韩国Mokwon大学平面设计专业的 学生Teaho Yang于2000年设计的。

世界技能大赛徽标文字标记是对符号的补充,由 意大利的凯瑟琳·巴尔多 (Kathrin Baldo) 和安德 烈亚斯·阿尔伯 (Andreas Alber) 共同设计。

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

The 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.

#### 大赛标志规范 Competition logo standard





black and white document

大赛字标基于Frutiger字体设计而成。

当完整标志不符合设计要求时,字标可与图标分 开使用。

世界技能大赛的图标、字标和完整标志始终是单 色,例如:深蓝色、红色、白色、黑色或灰色。图标与 字标一起使用时,图标始终按如图方式置于字标 上方。

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, e.g., dark blue, red, white, black, or grey.

When used together, the icon is always positioned above the wordmark in this way.

#### 大赛标志空白空间 Competition logo clear space





标志空白空间等于x高度(小写字母的高度)。 为确保标志清晰易识别,标志背景应保持简洁,无 复杂图案。

标志不可缺损。

The clear space is equal to the x-height (the height of the lowercase letters).

To ensure the logo is easy to read, keep the background behind the logo simple, without a busy pattern.

The logo cannot be cut off.

### 中/英文标准字体 Chinese and English standard font

### 中文使用字体一

### 中文使用字体二

思源黑体 Source Han Sans-Heavy	11pt	思源宋体 Source Han Serif-Heavy	11pt
思源黑体 Source Han Sans-Bold	11pt	思源宋体 Source Han Serif-Bold	11pt
思源黑体 Source Han Sans-Medium	11pt	思源宋体 Source Han Serif-Medium	11pt
思源黑体 Source Han Sans-Regular	11pt	思源宋体 Source Han Serif-Regular	11pt
思源黑体 Source Han Sans-Light	11pt	思源宋体 Source Han Serif-Light	11pt

中文使用无衬线字体(思源黑体)是编写中文文本时 的主要字体。

中文使用衬线字体一(思源宋体)是编写中文文本时 的推荐字体之一,被用来在设计中增加变化和强调 文本。

Chinese font (Source Han Sans) is the recommended font when we write Chinese text.

Chinese font 2 (Source Han Serif) is also used to add variation and emphasis to text within designs.

When Frutiger is not available, we will use Arial.

### 中/英文标准字体 Chinese and English standard font

### 英文使用字体一

### 英文使用字体二

Frutiger - 45 Light	13pt	Inria Serif - Light	13pt
Frutiger - 46 Light Italic	13pt	Inria Serif - Light Italic	13pt
Frutiger - 55 Roman	13pt	Inria Serif - Regular	13pt
Frutiger - 56 Italic	13pt	Inria Serif - Bold	13pt
Frutiger - 65 Bold	13pt	Inria Serif - Black Italic	13pt
Frutiger - 75 Black	13pt		
Frutiger - 95 Ultra Black	13pt		

英文使用字体一(Frutiger)是编写英文文本时的主要字体。英文使用字体二(Inria Serif)被用来在设计中增加变化和强调文本。

当我们没有Frutiger时,可以使用默认字体Arial。

English font 1 (Frutiger) is the primary font for English text. English font 2 (Inria Serif) is also used to add variation and emphasis to text within designs.

When Frutiger is not available, we will use Arial.

### **Standard Identity** 正稿规范



### **Black Reverse** 反白稿

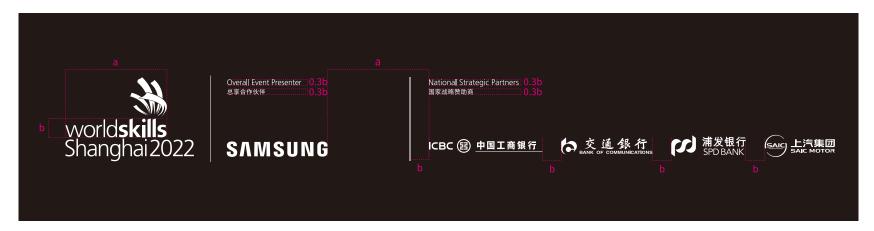


锁定标志——立式结构 Lock-up and National Strategic Partner logos — Vertical structure

### **Standard Identity** 正稿规范

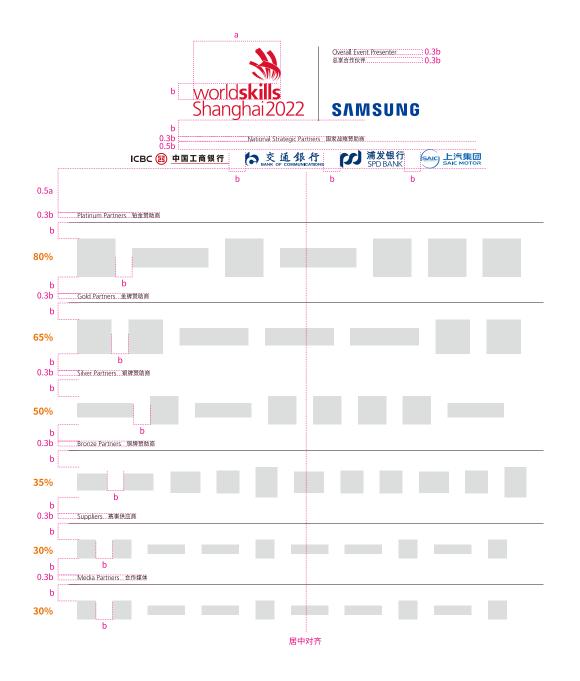


### **Black Reverse** 反白稿



锁定标志——水平结构 Lock-up and National Strategic Partner logos — Horizontal structure

### 全体赞助logo的整合规则 Sponsor grid



#### 大赛口号 Competition slogan

主题口号为"一技之长,能动天下",这一充满青春气息和力量感的主题口号寓意着:技能是推动人类文明发展的原动力,是全球共同的财富;掌握技能,改变世界、引领未来、造福人类。

大赛口号为标题性文字,字体样式可遵循规范,中文使用思源黑体,英文使用Frutiger-55 Roman和Frutiger-75 Black。颜色使用品牌标准色,用在深色背景上时,可作反白处理。根据版面需求,中英文可以独立一行或所有文字独排一行。

The slogan of WorldSkills Shanghai 2022 is "Master Skills, Change the World". Brimming with the enthusiasm and power of youth, this slogan conveys the message that skills are the driving force behind the development of human civilization and are the common wealth of the world. It calls on people to master skills, change the world, lead the

future and bring benefits to humankind.

The Competition slogan, as a title, will follow a standard style. Source Han Sans-Regular is used for Chinese while Frutiger-55 Roman and Frutiger-75 Black are used for English. The slogan will use the standard colours of the brand. A text will be highlighted against a dark background. Chinese and English texts can either be on the same line or on separate lines, depending on the layout.

### 一技之长 能动天下

### Master **Skills**Change **the World**

一技之长 能动天下

Master **Skills**Change **the World** 

一技之长 能动天下

Master **Skills**Change **the World** 

一技之长 能动天下

Master **Skills**Change **the World** 

墨稿 反白稿 灰度稿

black and white document

#### 大赛口号空白空间 Competition slogan clear space

## 一技之长 能动天下

# Master Skills Change the World

大赛口号四周的最小留白空间与标志四周的空白空间遵循同一规则,与小写字母x等高。 必须始终遵循留白规范,且留白空间内不得出现 其它元素。

The minimum clear space around the slogan "Master Skills, Change the World" follows the same rule as that around the logo, and is equal to the x-height (the height of the lower case letters).

This rule has to be followed, and no other elements can appear within the white space.

PANTONE 185 C	PANTONE 1235 C	PANTONE 2144 C	PANTONE 540 CP	PANTONE 319 C
中国红 Chinese Red	活力橙 Vigorous Orange	上海蓝 Shanghai Blue	技能蓝 Skill Blue	青春绿 Youthful Green
C8 M99 Y84 K0	C0 M38 Y86 K0	C88 M58 Y0 K0	C100 M57 Y12 K66	C68 M0 Y26 K0
R 234 G 0 B 41	R 255 G 183 B 27	R 0 G 103 B 190	R 0 G 40 B 82	R 29 G 202 B 211
HEX EA0029	HEX FFB71B	HEX 0067BE	HEX 002852	HEX 1DCAD3

#### 标准颜色 Standard colours

色彩是品牌识别系统中的重要组成部分。根据品牌特点、品牌精神及品牌文化,指定某一特定的色彩系统,应用于所有的视觉传达设计当中,利用色彩所造成的视觉刺激及心理反应,体现品牌的本质特点。

中国红及活力橙组合适用于庆典等较欢快的场合或活动 宣传物料。上海蓝、技能蓝、青春绿等冷色调,较适用于竞技场馆、发布会等场景,以及各类办公物料、证件等。

Colours are an important part of brand recognition system. The characteristics, spirit and culture of the brand is incorporated into all the designs of visual identity through a unique colour palette. The essential characteristics of the brand are reflected through visual stimulation and psychological reaction caused by colours.

The combination of Chinese Red and Vigorous Orange is suitable for the promotional materials designed for cheerful occasions or activities such as celebrations. The cool colours of Shanghai Blue, Skill Blue and Youthful Green are more suitable for competitive venues, press conferences and other scenarios, as well as various office materials and certificates.

我们的颜色与技能一样,不断发展,充满活力。

Skills are constantly developing and becoming ever more vigorous
—so are our colours

#### 辅助颜色 Corporate colours

PANTONE 188 CP	PANTONE 526 C	PANTONE 1915 C	PANTONE 158 C	PANTONE 7716 C	PANTONE 2985 C	PANTONE 7758 C
C5 M96 Y56 K54	C69 M93 Y12 K0	C3 M83 Y27 K0	C7 M67 Y89 K0	C84 M26 Y49 K0	C62 M9 Y9 K0	C9 M6 Y96 K7
R 133 G 0 B 37	R 115 G 48 B 138	R 244 G 76 B 127	R 238 G 118 B 35	R 0 G 148 B 144	R 84 G 192 B 232	R 230 G 216 B 0
HEX 850025	HEX 73308A	HEX F44C7F	HEX EE7623	HEX 009490	HEX 54C0E8	HEX E6D800

除标准色外,我们还指定一种或几种色彩来配合 标准色使用,使品牌等色彩形象更加丰富并具有 独特性。

暖色调组合适用于庆典等较欢快的场合或活动宣 传物料。冷色调较适用于竞技场馆、发布会等场 景,以及各类办公物料、证件等。

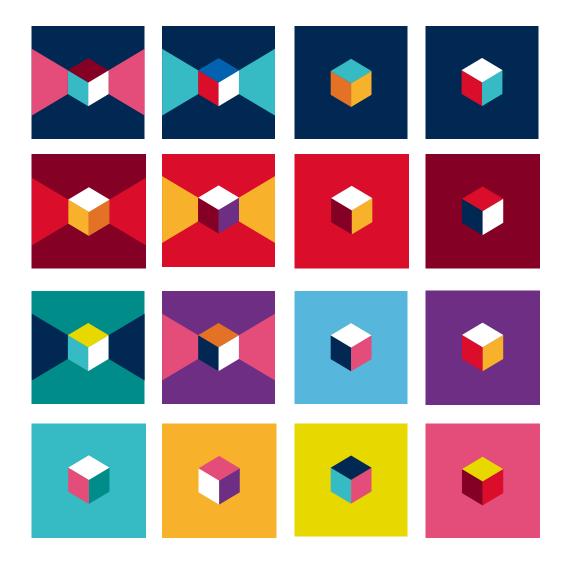
We also specify one or several colours to match the standard colours, which makes the brand imagery more colourful and unique.

Warm colour combinations are suitable for promotional materials for cheerful occasions or activities such as celebrations. Cool colours are more suitable for competitive venues, press conferences and other scenarios, as well as various office materials and certificates.

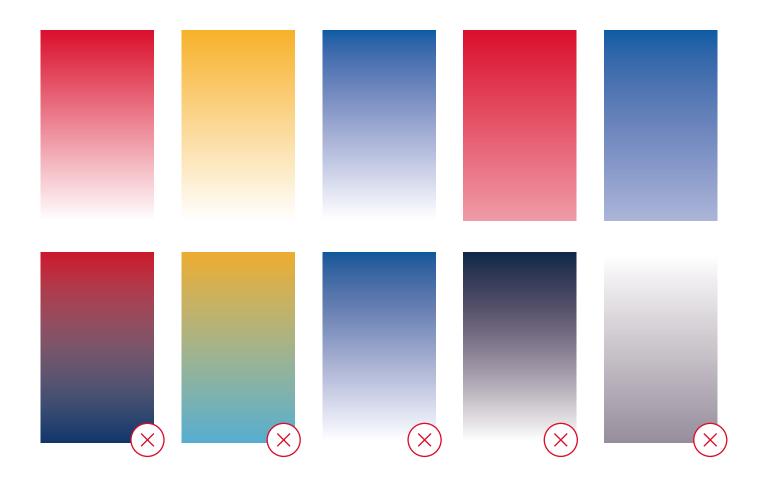
我们的颜色与技能一样,不断发展,充满活力。

Skills are constantly developing and becoming ever more vigorous —so are our colours

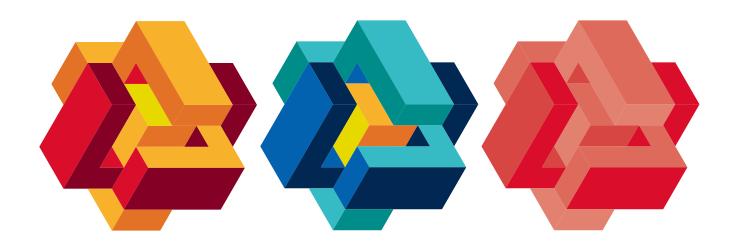
### 建议色彩组合 Colour combination



### 标准色及辅助色的延伸应用



在画面的设计应用中,颜色的使用建议只用标准色和辅助色的纯色,如一定要使用渐变色, 只允许标准色及辅助色的单色渐变,不建议不同颜色之间的相互渐变。



第46届世界技能大赛视觉标识——榫卯。被誉为"笼中取宝"的榫卯结构是中 国古代建筑精华之所在,我们常见的鲁班锁是其经典展示形式之一。

The visual identity of WorldSkills Shanghai 2022 includes a mortise-tenon element. The "treasure in the cage" tenon-and-mortar structure is the soul of ancient Chinese architecture. The widely-known Luban lock is a typical tenon-and-mortar structure.



A-10 辅助图形 Corporate patterns

#### 榫卯

### The mortise-tenon graphic

榫卯结构起源于鲁班锁,是一种中国传统的建筑元素。 在进行了提取并简化后,此图形的结构包含了立体几何 的空间感,而平面的图形看起来却是中心对称的。 榫卯结构象征着不断追求精湛的技艺和未来发展的无 限可能。

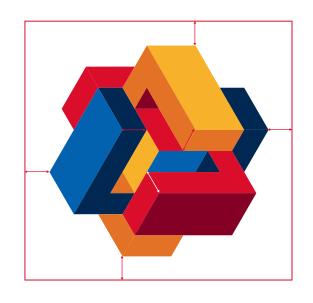
榫卯结构必须与世界技能立方体结合使用。

Originating from Luban lock, the mortise-tenon structure is an element of traditional Chinese architecture.

After abstraction and simplification, the tenon-and mortar graphic retains a sense of three-dimensional space, while its plan view looks symmetrical.

The mortise-tenon graphic symbolizes constant pursuit of exquisite craftsmanship and infinite possibilities for future development.

The mortise-tenon graphic must be used in combination with the WorldSkills building blocks.





### 榫卯图形应用 Application of the mortise-tenon graphic

使用单个榫卯图形 Using a single mortise-tenon graphic

榫卯可作为独立元素使用。

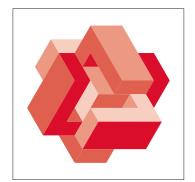
四周的最小留白空间高度等于榫卯相接处的"厚度"。 必须始终保持榫卯四周的最小留白空间。留白处不能 添加其他元素。

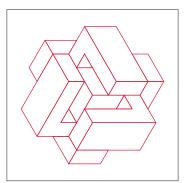
The mortise-tenon connection can be used as a stand-alone element.

The minimum white space is equal to the "thickness" of the parts of the mortise-tenon connection. This minimum space around the mortise-tenon has to be kept throughout. No other elements can be within that white space.

C8 M99 Y84 K0

C6 M75 Y63 K0















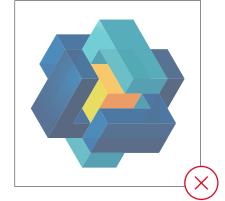


### 辅助图形应用规范 Application standard for corporate patterns

榫卯图形应用 Application of the mortise-tenon graphic

在设计中,辅助图形如需使用不透明度,建议 统一使用30%。





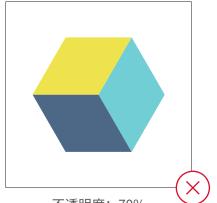
不透明度: 100%

不透明度: 30%

不透明度: 70%







不透明度: 100%

不透明度: 30%

不透明度: 70%

榫卯图形应用 Application of the mortise-tenon graphic

不能一半用实心一半用轮廓;轮廓不能用多色。

The mortise-tenon cannot be used half solid, half outline. The outline cannot be multi-colored.

### 榫卯图形应用 Application of the mortise-tenon graphic

使用单个榫卯图形 Using a single mortise-tenon graphic

如需截掉一部分,必须确保证榫卯仍清晰可见,即 该元素仍可被识别为榫卯。

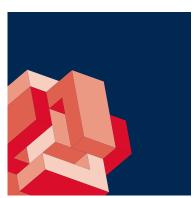
为了保留榫卯的三维效果,请勿移除任何结构。榫卯将始终以阴影或轮廓的完整结构出现。 椎卯不能用作图像、图案或文本的边框。不能使用

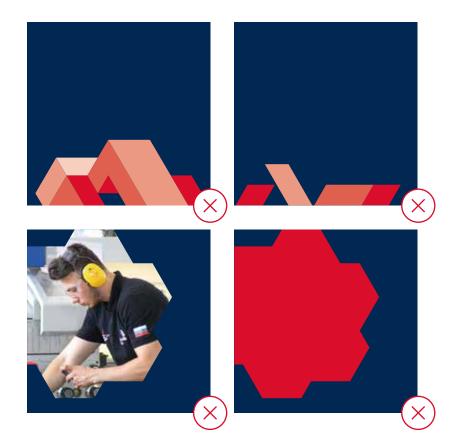
If the mortise-tenon is cut off, enough of it has to stay visible, to ensure the element remains recognizable as the mortise-tenon.

To preserve the three dimensional effect of the mortise-tenon, it must not have any portions removed. It always appears in its full structure either shaded or just the outlines.

The mortise-tenon cannot accommodate imagery, patterns or text. It cannot be used as shape only, but must remain recognizable as the mortise-tenon.







### 榫卯图形应用 Application of the mortise-tenon

搭配立方体 In combination with building block

立方体元素和榫卯图形可用于同一设计中。 同时使用两个元素时,立方体必须旋转到和榫卯保 持同一角度(60°)。

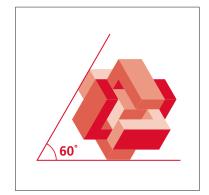
必须始终保持榫卯和立方体四周的最小留白空间。 当设计以一个元素主导时,不应使用另一元素。当 使用两个元素时,需要为每个元素保留足够空间, 它们应该相辅相成而不是相互竞争。

The building block element and the mortise-tenon connection can be used on the same design piece.

When using both elements, the cube must be rotated to the same angle as the mortise-tenon connection (60 degree).

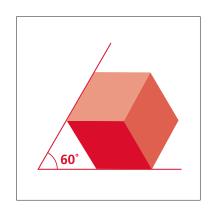
A minimum space around both elements has to be kept throughout.

When one element dominates the design, the other one should not be used. When using both elements, each one needs enough space and they should compliment each other rather than compete with each other.

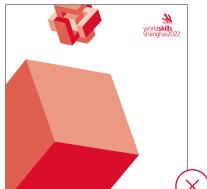


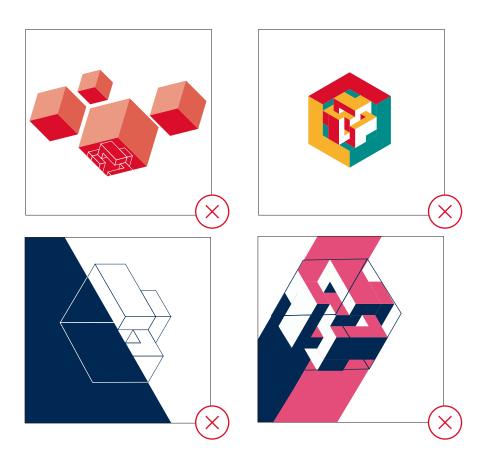












### 榫卯图形应用 Application of the mortise-tenon graphic

搭配立方体 In combination with the building block

不能将榫卯放在立方体元素中使用。 两个元素不能合并在一起使用。

The mortise-tenon cannot be used within the building block.

The two elements cannot be combined into one (no mortise-tenon- building block -hybrid).

### 榫卯图形应用 Application of the mortise-tenon graphic

作为图案 As a pattern

可以使用带阴影效果的榫卯图形或轮廓。当背景 为纯色时, 榫卯最好使用同色系的不同色调, 避免 杂乱。

同时使用立方体和榫卯时,只能重复排列一种元 素,即重复排列立方体或榫卯图形。建议未重复排 列的的元素仅出现一次。

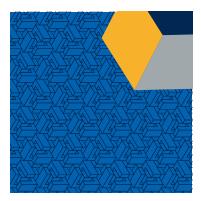
可以将立方体叠加在重复排列的榫卯图案上,反 之亦可。

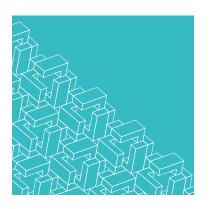
It can be used either shaded or just the outline version. When using solid colours, those should preferably be different tints of the same colour, to avoid distraction.

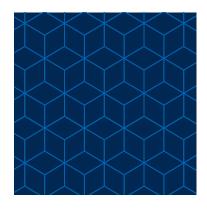
When combining the use of the building block and mortise-tenon only one element can be repeated. That is either the building block is a pattern or the mortise-tenon is repeated. It is recommended the element not repeated only appear once.

The building block can be used on a mortise-tenon pattern, as well as the other way around.

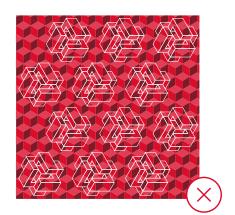












### 样式

#### **Patterns**

我们采用大胆的几何图形,这些图形是立方体的 动态表现形式。

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

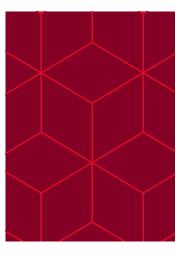
### 图例

### **Callouts**

我们的图例可以用来强调一种说法,也可以在使 用大图时辅助排版设计。

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

# 46th WorldSkills Competition Master Skills Change the World



46th WorldSkills Competition

Master Skills
Change the World



#### 辅助图形应用规范 Application standard for corporate patterns

### 立方体应用 Application of building block

作为背景元素 As a background element

立方体可以线条或色块的形式作为背景元素:使用一致的角度,不要与其他图案结合。 色块形式与线条形式不可组合。 元素色是指品牌的主色调,以红、蓝为主色。

The cube can be used as a background element, in line or color block form.

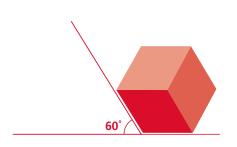
Use a consistent angle and do not combine with other patterns.

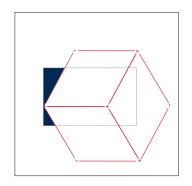
Color block form and line form cannot be combined.

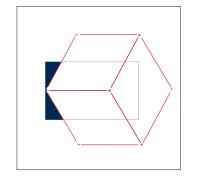
The element color refers to the main tone of the brand, with red and blue as the main color.

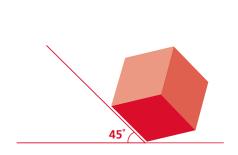
### 立方体应用 **Application of building block**

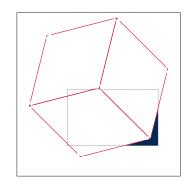
作为"切割"元素 As a "cut-out" element

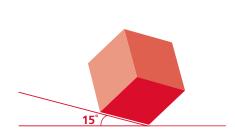


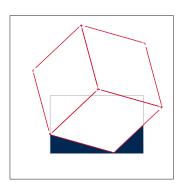












#### 文字排版规范 Text layout standard













文字不可与其他元素交叠。避免文字横跨纯色区 域与图片区域,或者横跨两个色块区域。 标志使用方式同理。

Text cannot stretch across different elements. Avoid text going from a solid area into a photograph, or from one coloured area into another coloured area.

The same applies to the logo.

### 吉祥物 The mascots



### The mascots

男孩叫"能能",女孩叫"巧巧",寓意"能工巧匠"。 吉祥物整体造型是上海地标建筑——东方明珠,他 们身着工装服,戴着防护镜和工作手套,手上托着 代表传统工匠精神的鲁班锁,竖起大拇指,敞开双 臂,欢迎全球技能健儿来到上海同台竞技,合作交

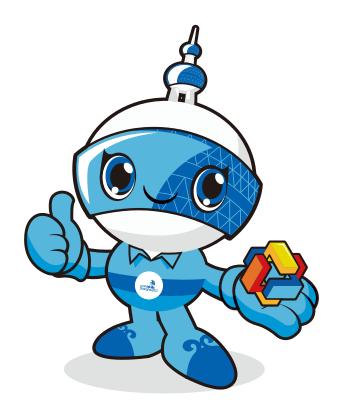
吉祥物应用场景:

网站首页、海报、胸章、抱枕、钥匙扣、T恤等

The two mascots-a boy named Neng Neng and a girl named Qiao Qiao-represent skillful craftsmen and women. Modeled on Shanghai's landmark Oriental Pearl TV Tower, Qiao Qiao and Neng Neng wear overalls, eye shields and gloves. In their hands are Lu Ban locks, a symbol of traditional craftmanship. The mascot stands with their thumbs up and arms open, welcoming skilled professionals from all over the world to show off their excellent skills and exchange with each other at the 46th WorldSkills Competition.

Application scenarios for the mascots

Web homepage, poster, badge, cushion, key chain, T-shirt and so on



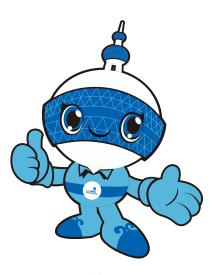


PANTONE PROCESS BLACK C	PANTONE COOL GRAY 3 C	PANTONE 2144 C	PANTONE 2985 C	PANTONE 185 C	PANTONE 1235 C	PANTONE 158 C	PANTONE 7758 C
C0 M0 Y0 K100	C0 M0 Y0 K18	C88 M58 Y0 K0	C62 M9 Y9 K0	C8 M99 Y84 K0	C0 M38 Y86 K0	C7 M67 Y89 K0	C9 M6 Y96 K7

标准版 Standard Version



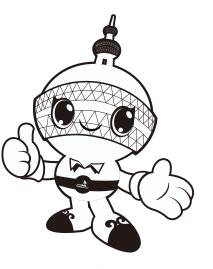
标准版 Standard Version



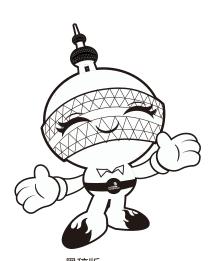
单色版 Monochromatic Version



单色版 Monochromatic Version



墨稿版 Ink Draft Version



墨稿版 Ink Draft Version

## 吉祥物应用规范 Application standard for the mascots

## 吉祥物应用

## **Application of the mascots**

使用吉祥物形象应确保其比例及色彩不变,不能随意压缩变形、改变规范色彩,后期延展设计色彩方面可以再开发。

吉祥物手中榫卯不能随意缩放,可去掉榫卯单独 使用吉祥物。

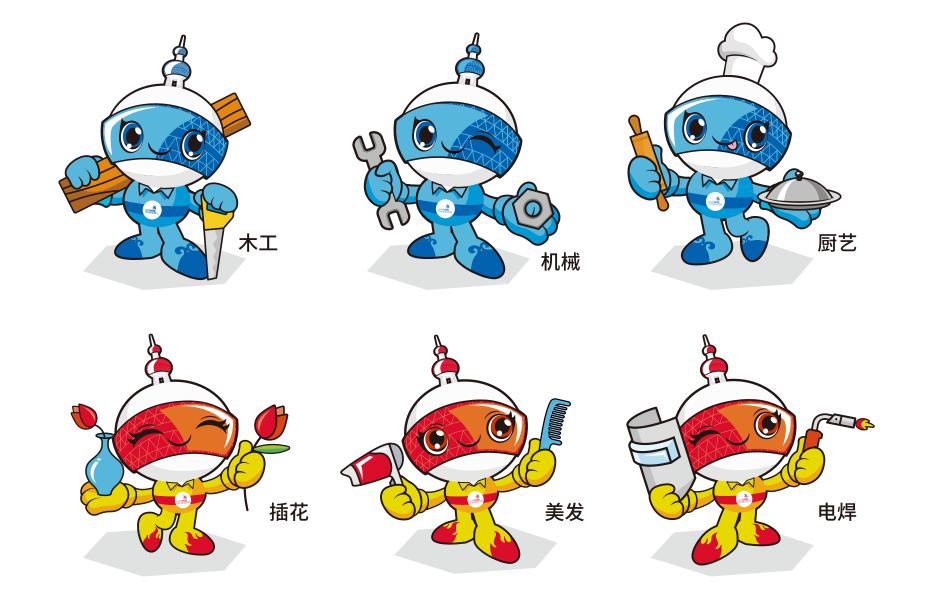
具体使用见图例。

The proportions and colours of the mascots shall remain unchanged. Do not randomly compress and deform the mascots, or change their standard colours. Colours will be redeveloped for later extended designs.

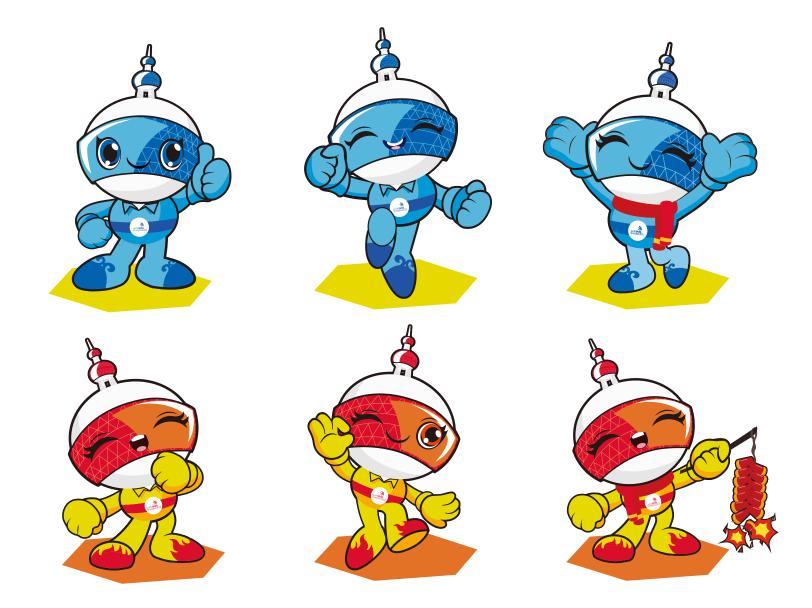
The mortise-tenon graphics in the hands of the two mascots cannot be scaled randomly. However, the two mascots can be used separately after the mortise-tenon graphics are removed.

Refer to the image samples for specific use.

## 吉祥物变形系列 **Mascot Transformation Series**



吉祥物变形系列 **Mascot Transformation Series** 





229mm

品牌专用信封依照国家邮政管理部门规定,在标准允许的范围内进行设计,邮政编码贴邮票处、邮政编码均依照标准统一放置。

材质:120g胶版纸

尺寸:229mm x 162mm

色彩:按规定标准色、辅助色应用

印刷:胶版印刷

The special brand envelopes shall be designed in accordance with the regulations of the state administrative department of postal services and within the scope permitted by the standards. The postal code stamp office and postal code shall be placed in accordance with the standards.

Material: 120g offset paper size: 229mm x 162mm

Color: according to the standard color,

auxiliary color application Printing: Offset printing



发展的世界先进水平。一个国家在世界技能大赛中的成绩,在一定程度上可以反映这个国家技术技能发展水平。[1] 世界技能组织成立于1950年、是主政府国际组织、现在77个国家和地区成员(截至2017年10月13日)、其完旨是

通过各成员之间的合作,促进职业技能水平的提高,在世界范围推动职业技能事业发展。主要活动为每年举办一次世界技 能组织大会和每两年举办一次世界技能大赛。

世界技能大衡显量高层级的世界性职业技能赛事,被普为"世界技能澳林匹克",其竞技水平代表了各领域职业技能 发展的世界先进水平。一个国家在世界技能大赛中的成绩,在一定程度上可以反映这个国家技术技能发展水平。[1] 世界技能组织成立于1956年,是丰政周阳知识,现有了个国家和世区成员(截至2017年10月13日),其影旨是通过各成员(同的合作,促进职业技能水平的损害,在世界范围推动职业技能率业发展。主要活动为每年举办一次世界技能

组织大会和振两年举办一次世界技能大赛。

297mm

世界技能大赛是最高层级的世界性职业技能赛事,被誉为"世界技能奥林匹克",其竞技水平代表了各领域职业技能 发展的世界中讲水平 一个国家在世界技能士器中的成绩 在一定程度上可以反转这个国家技术技能发展水平 [1]

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#### INTRODUCTION

The WorldSkills Competition is the highest level of professional vocational skills competition in the world. The performance of a country in the WorldSkills Competition can, to a certain extent\_reflect the level of technological technological skills development in that country. [1] The WorldSkills Organization was established in 1950 and is a non-governmental international organization.lt

currently has members from 77 countries and regions (as of October 13,2017). Its purpose is to promote the improvement of vocational skills through cooperation between members Promote the development of vocational skills worldwide. The main activities are the WorldSkills Organization Conference and the WorldSkills Competition every two

wordstakes. The main adviseds are the Wordstake Organization Conference and the Wordstake Competition report properties of the Wordstake Competition is the highest used of productional static competition in the world. The performance of a country in the Wordstake Competition can be a certain extent reflect the level of technological technological static evelopment in that country. [1]

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### 上海第46届世界技能大赛 WorldSkills Shanghai 2022

世界扶助于家是县宫网络的世界胜到心扶的家家 鸽等为"世界扶的南林兀古" 甘充技术工作来了各领领的心扶的 发展的世界先进水平。一个国家在世界技能大赛中的成绩,在一定程度上可以反映这个国家技术技能发展水平。[1] 世界技能组织成立于1950年,是非政府国际组织、现在77个国家和地区成员(截至2017年10月13日),其实旨是 通过各成员之间的合作,促进职业技能水平的提高,在世界范围推动职业技能事业发展。主要活动为每年举办一次世界技

能组织大会和每两年举办一次世界技能大赛。 世界技能大赛显最高层级的世界性职业技能赛事,被誉为"世界技能集林匹克",其竞技水平代表了各领域职业技能 发展的世界先进水平。一个国家在世界技能大赛中的成绩,在一定程度上可以反映这个国家技术技能发展水平。[1] 世界技能组织成立于1955年,是丰政周阳宏绍、现有了不图案和地区成员(截至2017年10月13日),其宗旨是通过合成员(周阳6年,促进职业技能水平的损害,在世界范围推动职业技能事业发展,主要活动为每年举办一次世界技能

世界技能大赛是最高层级的世界性职业技能赛事,被誉为"世界技能奥林匹克",其竞技水平代表了各领域职业技能 发展的世界先进水平。一个国家在世界技能大赛中的成绩,在一定程度上可以反映这个国家技术技能发展水平。[1] 世界技能组织成立于1950年,是非政府国际组织,现有77个国家和地区成员(截至2017年10月13日),其宗旨是 通过各成员之间的合作、促进职业技能水平的提高、在世界范围推动职业技能事业发展。主要活动为每年举办一次世界科

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世界技能大寨是最高层级的世界性职业技能赛事,被誉为"世界技能继林匹克",其豪技水平代表了各领域职业技能 发展的世界先进水平。一个国家在世界技能大赛中的成绩,在一定程度上可以反映这个国家技术技能发展水平。[1] 世界技能组织成立于1950年,是非政府国际组织、服有77个国家和地区成员(截至2017年10月13日),其宗旨是 通过各成员之间的合作,促进职业技能水平的提高,在世界范围推动职业技能事业发展。主要活动为每年举办一次世界技 能组织大会和每两年举办一次世界技能大赛。

世界技能大震早是高层级的世界性职业技能震事。被誉为"世界技能虽林匹吉" 亘音技术至代表了各领领职业技能 发展的世界先进水平。一个国家在世界技能大赛中的成绩,在一定程度上可以反映这个国家技术技能发展水平。[1] 世界技能组织成立于1950年,是非政府国际组织、现有77个国家和地区成员(截至2017年10月13日),其宗旨是通 过各成员之间的合作,促进职业技能水平的提高,在世界范围推动职业技能事业发展。主要活动为每年举办一次世界技能 组织大会和每两年举办一次世界技能大赛。



组织大会和每两年举办一次世界技能大赛。

组织大会和每两年举办一次世界技能大赛。

书信及函件是对公往来的常用手段。信纸展现了 企业的品位和内涵。

材质:120g胶版纸

尺寸:210mm x 297mm

色彩:按规定标准色、辅助色应用

印刷:胶版印刷

Letters & mails are a common means of business communication. Letter writing paper is a testament to an enterprise's cultural taste.

Material: 120g offset paper Size: 210mm x 297mm Colour: according to the application

standards of standard colours and corporate

colours

Printing: offset printing

210mm



一技之长 能动天下 Master **Skills** Change **the World** 

## WorldSkills Shanghai 2022 上海第46届世界技能大赛

2022年10月12日-17日





- 世界技能组织
- 🍑 世界技能组织大家庭
- 🎁 世界技能大赛
- 世赛发展史
- 🏲 世赛规则



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## **THANKS**





#### **INTRODUCTION** 世界技能大赛介绍

世界技能大赛是最高层级的世界性职业技能赛事,被誉为"世界技能 奥林匹克",其竞技水平代表了各领域职业技能发展的世界先进水平。一 个国家在世界技能大赛中的成绩,在一定程度上可以反映这个国家技术

The WorldSkills Competition is the highest level of professional vocational skills competition in the world. The performance of a country in the World Skills Competition can, to a certain extent, reflect the level of technological skills development in that country





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幻灯片是对内、对外交换信息的重要工具之一, 它同时也代表了品牌的精神风貌,展现了品牌的 形象。

规格:根据幻灯片现实尺寸调整 色彩:按规定标准色、辅助色应用

PPT is one of the important tools for exchanging information internally and externally. It also represents the spirit and image of the brand.

Specification: Adjust according to the actual slide size

Colour: according to the application standards of standard colours and corporate colours

席卡 Seat card

100mm

一技之长 能动天下 Master Skills Change the World

# 推广宣传部

**Marketing and Communication Department** 

WorldSkills Shanghai 2022 Executive Bureau

上海2022年第46届世界技能大赛事务执行局

一技之长 能动天下 Master **Skills** Change **the World** 

## 推广宣传部

Marketing and Communication **Department** 

上海2022年第46届世界技能大赛事务执行局 WorldSkills Shanghai 2022 Executive Bureau

席卡应用于会议及其他活动中,标示在座位前,便 于出席者寻找自己的座位。

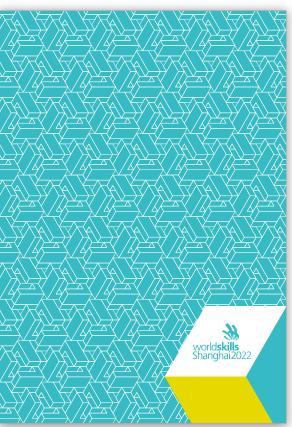
尺寸:200mm x 100mm

At meetings and other occasions, seat cards will be put in front of the seats so that the attendees can find their seats.

Size: 200mm x 100mm

## 笔记本 Notebook





工作人员可在日常工作中使用统一格式笔记本。

尺寸:125mm x 180mm

纸张:封面封底250g铜版纸覆亚、光膜,内页100g

双胶纸张

印刷:封面封底四色印刷,内页双面单色印刷

The staff will use uniform notebooks for daily work.

Size: 125mm x 180mm

Paper: 250g art paper with matt or gloss lamination for the front cover and back cover; 100g offset paper for inside sheets Printing: four-colour printing on the front cover and back cover, double-sided mono-chrome printing on the inside sheets

## 道旗 Road flag









道旗用于在重要节庆时装点城市道路,推广品牌 活动,展示品牌形象。

规格:50cm x 150cm、60cm x 190cm、 80cm x 240cm, 120cm x 350cm

Road flags are used to decorate urban roads, promote brand activities and display brand image during important festivals.

Specifications:50cm x 150cm, 60cm x 190cm, 80cm x 240cm, 120cm x 350cm











主视觉竖版用于在各类品牌活动,展示品牌形象, 是品牌呈现的重要形式。

规格:9:16

The main visual portrait is used in all kinds of brand activities to show the brand image, is an important form of brand presentation.

Specification: 9 to 16



































