

BRAND GUIDELINES





WORLDSKILLS ASIA TAIPEI 2025

DRIVING THE SKILLS DEVELOPMENT MOVEMENT

We motivate the youth to embrace skills development to help build sustainable economies across Asia.

Our aspiration is for every individual engaging with our brand to recognize the transformative potential of skills in shaping lives.

TABLE OF CONTENTS

INTRODUCTION	04
WORLDSKILLS ASIA TAIPEI 2025	05
OUR LOGO	06
BRANDING PRINCIPLES & ICONS	08
COLORS	09
TYPOGRAPHY	10
LOGO USAGE	11
LOGO DISPLAY COLORS & LOCK-UP LOGO	13
LOGO USAGE ON A BACKGROUND	14
THINGS TO AVOID & INCORRECT USAGE	15
LAYOUTS	16





INTRODUCTION

This document provides an overview of the look and feel of **WorldSkills Asia Taipei 2025** focusing on the logo usage in specific scenarios, the brand asset association with other brand and social media icon usage.

WORLD SKILLS ASIA TAIPEI 2025

Witness an extraordinary showcase of talent and innovation at the WorldSkills Asia Taipei 2025, organized by Workforce Development Agency, that will take place from 27th to 29th November 2025 at the Taipei Nangang Exhibition Center, with a participation of over 500 skilled Competitors and Experts from 35+ countries and regions from across Asia in 48 technical and vocational skills.

Activities and workshops

Learn new skills and insights from industry and education partners through interactive activities and workshops.

OUR LOGO



The WorldSkills Asia Taipei 2025 logo consists of two components:
the **icon** and the **wordmark**.

The five sweeping lines of the icon are aligned with WorldSkills, a global hub for skill development, representing the hands of youth - reaching out for new skills.



The wordmark is based on Frutiger, and can be separated from the icon — only when the full logo does not fit the design restrictions. 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 solid, without a busy pattern



BRANDING PRINCIPLES & ICONS

Our visual identity is defined by key characteristics that work together to reflect our bold and youthful approach. The plum blossom, our national flower, is prominently displayed on our country's WorldSkills emblem. This flower symbolizes growth and beauty, much like the skills we celebrate. Our colors are vibrant and energetic, reflecting the engaging nature of skills. The edges of the flower are squared, symbolizing building blocks coming together, representing the unity of various elements—whether they be countries or skills.

CONNECT



DEVELOP



INSPIRE INFLUENCE



COLORS

Skills are engaging and energetic so are our colors

Primary Colors

#18475B	C	M	Y	K	R	G	B
	96	57	42	35	24	71	91
#C8E14B	C	M	Y	K	R	G	B
	33	00	93	00	200	225	75

Secondary Colors

#180161	C	M	Y	K	R	G	B
	100	99	30	24	97	1	24
#FF8100	C	M	Y	K	R	G	B
	85	100	0	0	79	23	135
#EB3678	C	M	Y	K	R	G	B
	0	93	16	0	235	54	120
#FB773C	C	M	Y	K	R	G	B
	0	69	83	0	251	119	60
#EBD63B	C	M	Y	K	R	G	B
	10	10	100	0	235	214	59
#0091E5	C	M	Y	K	R	G	B
	83	30	0	0	0	145	229

TYPOGRAPHY

Frutiger English

ABC123 <small>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</small>	Extra BOLD
ABC123 <small>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</small>	BOLD
ABC123 <small>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</small>	MEDIUM
ABC123 <small>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</small>	LIGHT

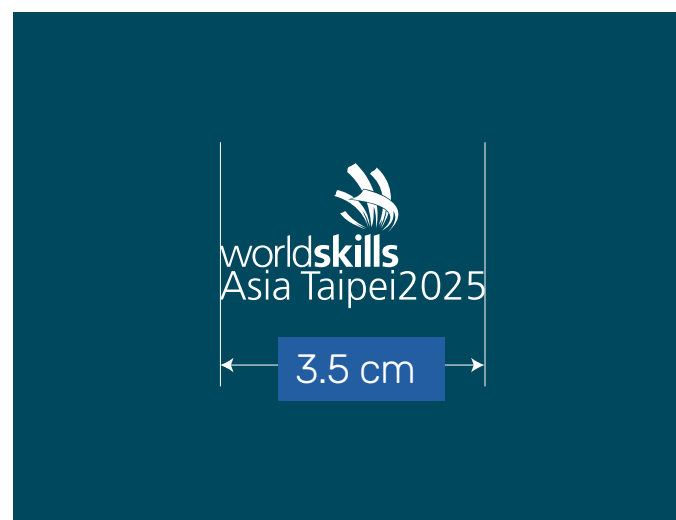
Frutiger Arabic

123ت أ ب BOLD <small>أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي 1234567890</small>	
123ت أ ب MEDIUM <small>أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي 1234567890</small>	
123ت أ ب LIGHT <small>أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي 1234567890</small>	

LOGO USAGE

Minimum Size

In order to maintain clarity, legibility and have a good brand presence, the logo should not be reproduced any smaller than the minimum sizes outlined here.



Grey Scale Identity

Grayscale/black and white logo are appropriate for special production techniques such as etching on wood and metal.



OUR MONOCHROME LOGO

A monochrome logo type is easy to recognize and simple to use. With a look and feel to match, this one color theme adds a lot of flexibility as it opens up the WorldSkills Asia Taipei 2025 brand identity for many different uses and creative expressions.



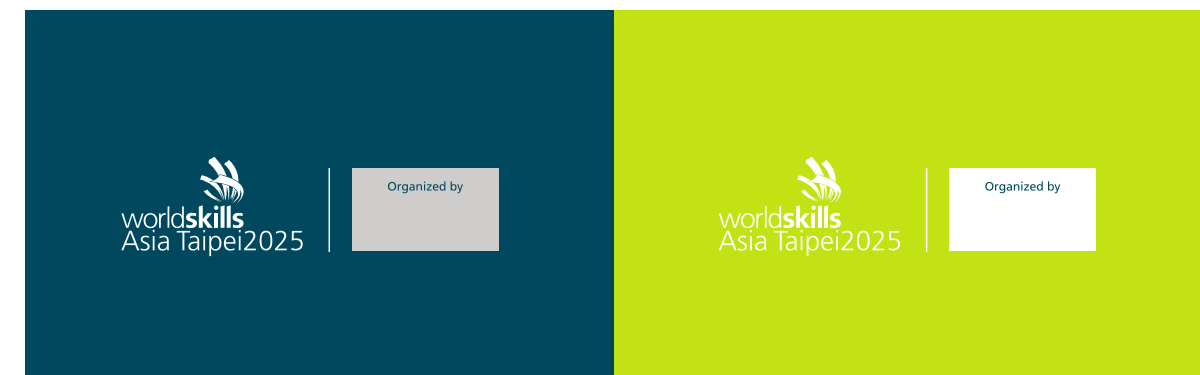
LOGO DISPLAY COLORS & LOCK-UP LOGO

WorldSkills Asia Taipei 2025 Logo should be displayed on the left side. When displaying the logo on a photographic image or colored background, always use the vacant space. Should the media or printing constraints make it difficult to display the lock-up logo in full color, it can be displayed in monochrome.

Lock-up logo



Monochrome versions



The lock-up logo should be displayed in full color on a white background. When displaying the lock-up logo on a photographic image or coloured background, the white, Dark Blue (primary Color) or the boxed lock-up logo should be used.

LOGO - USAGE ON A BACKGROUND



Logo can be displayed on a colored background



White logo can be displayed on a colored background



Do not display the colored logo on a colored background



White logo can be displayed on a colored background



White logo can be displayed on a colored background



White logo can be displayed on a colored background



Do not use the logo on dark background, as it may not be visible.



Pictures can be displayed on the shapes



Pictures can be displayed inside the shapes



Pictures can be displayed above the shapes



Do not use a border around the logo

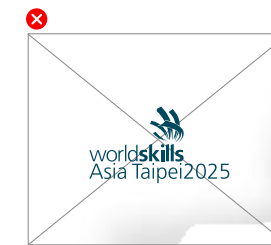


Do not display monochromatic logo on a complex / busy background

THINGS TO AVOID AND INCORRECT USAGE

Our logo stands for who we are. To protect the integrity of our organization and to ensure WorldSkills Asia Taipei 2025 communicates consistently, it is important that logos are used exactly as supplied and not reproduced or altered in any way.

Always use the logo in its original color to maintain consistent brand identity and recognition. In situations where the original color clashes or hinders visibility, the white version of the logo should be utilized to ensure it remains visible, legible, and impactful.



DON'T add any effects or drop shadows to the logo



DON'T not add a glow



DON'T rotate or use the logo at an angle



DON'T outline the logotype



DON'T rotate or use the logo at an angle



DON'T alter the relationship (spacing, size) between the elements



DON'T recreate or replace elements



DON'T use a gradient



DON'T stretch or condense



DON'T crop the logo under any circumstances



DON'T add or create any straplines with the logo




DON'T use on a busy background



DON'T alter or replace the logotype


LAYOUT 01



Title Artwork


Sub Title Fruitiger 75 Black


Our logo stands for who we are. To protect the integrity of our organization and to ensure WorldSkills Asia Taipei 2025 communicates consistently, it is important that logos are used exactly as supplied and not reproduced or altered in any way.



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Title; Artwork

Sub Title Fruitiger 75 Black Sub Title
Fruitiger 75 Black Sub Title
Fruitiger 75 Black Sub Title
Fruitiger 75 Black

Fruitiger Lt Com, 55 Roman 100pt/125;

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Title;
Artwork

Sub Title
Fruitiger 75 Black
205pt/225;

- Fruitiger Lt Com, 55 Roman 100pt/125;
- Fruitiger Lt Com, 55 Roman
Fruitiger Lt Com, 55 Roman 100pt/125;
- Fruitiger Lt Com, 55 Roman 100pt/125;
- Fruitiger Lt Com, 55 Roman 100pt/125;

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LAYOUT 02

