



Brand book

# Visual identity

Our visual identity consists of key characteristics that work together to reflect our bold and youthful approach.

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# Event logo

The EuroSkills Gdańsk 2023 logo consists of two components: the icon and the wordmark

The wordmark is based on Frutiger, and can't be separated from the icon.

The EuroSkills icon, wordmark, and logo are always monochrome blue, white or black.

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 simple, without a busy pattern.



**CMYK** 100 / 40 / 0 / 0

**RGB** 0 / 117 / 201

**HEX** #0075c9



**CMYK** 60 / 60 / 60 / 100

**RGB** 0 / 0 / 0

**HEX** #000000



**CMYK** 0 / 0 / 0 / 0

























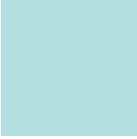















**RGB** 222 / 222 / 222

**HEX** #ffffff



# Event colours

Skills are engaging and energetic - so are our colours!

								
	34 / 0 / 15 / 0	71 / 0 / 26 / 0	71 / 0 / 26 / 22	85 / 38 / 40 / 20	0 / 23 / 83 / 0	0 / 52 / 84 / 0	11 / 92 / 65 / 0	94 / 61 / 14 / 31
CMYK								
	180 / 222 / 223	36 / 183 / 195	34 / 154 / 164	21 / 109 / 123	253 / 201 / 58	243 / 144 / 53	214 / 48 / 70	4 / 72 / 120
RGB								
	#b4dedf	#24b7c3	# 229aa4	# 156d7b	# fdc93a	# f39035	# d63046	# 044878
HEX								
	Pantone 628 C	Pantone 631 C	Pantone 7473 C	Pantone 322 C	Pantone 1225 C	Pantone 715 C	Pantone 1797 C	Pantone 7693 C
PANTONE								

# Fonts

Frutiger is our primary font. Inria Serif is used to add variation and emphasis to text within designs. When Frutiger is not available we use Arial. We use seven weights of the Frutiger family. We use the complete Inria Serif family.

## Frutiger & Inria Serif

frutiger 45 light

abcdefghijklmnopqrstuvwxyz1234567  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 46 light italic

*abcdefghijklmnopqrstuvwxyz12345*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

frutiger 55 roman

abcdefghijklmnopqrstuvwxyz12345  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

frutiger 56 italic

*abcdefghijklmnopqrstuvwxyz12345*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

frutiger 65 bold

**abcdefghijklmnopqrstuvwxyz12345**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

frutiger 75 black

**abcdefghijklmnopqrstuvwxyz12345**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

frutiger 95 ultra black

**abcdefghijklmnopqrstuvwxyz12345**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

inria serif light

abcdefghijklmnopqrstuvwxyz1234567  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

inria serif light italic

*abcdefghijklmnopqrstuvwxyz12345*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

inria serif regular

abcdefghijklmnopqrstuvwxyz12345  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

inria serif italic

*abcdefghijklmnopqrstuvwxyz12345*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

inria serif bold

**abcdefghijklmnopqrstuvwxyz12345**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

inria serif bold italic

***abcdefghijklmnopqrstuvwxyz12345***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

# Slavic theme

To emphasize the Polish nature of the event, we can use the following Slavic theme.



Variants:



Colour variants:



# Event slogan

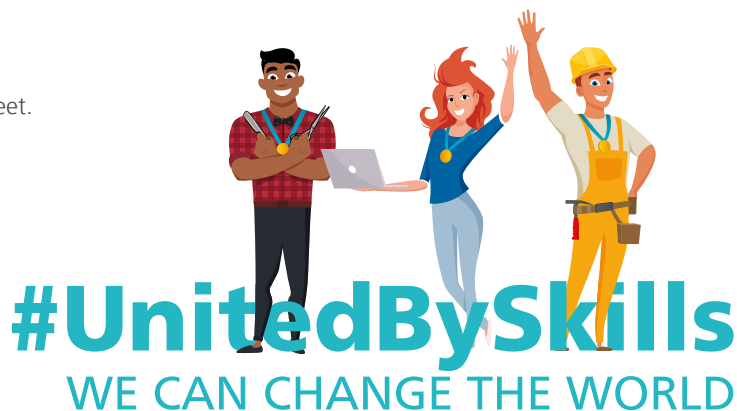
We use the event slogan together with the hashtag, written jointly, any word with a capital letter.

Variant 1: **#UnitedBySkills**  
WE CAN CHANGE THE WORLD

Variant 2: **#UnitedBySkills**  
WE CAN CHANGE THE WORLD

Use with a trio:

Important! Pay attention to the arrangement of the feet.



# Heroes of event

Our heroes are young adepts of selected professions, full of energy and celebrating victory.







# Imagery

Our imagery is youthful, energetic, and inspiring. Everything we do is to inspire young people to pursue skills. Our imagery reflects young people, skills development, and building a prosperous future.

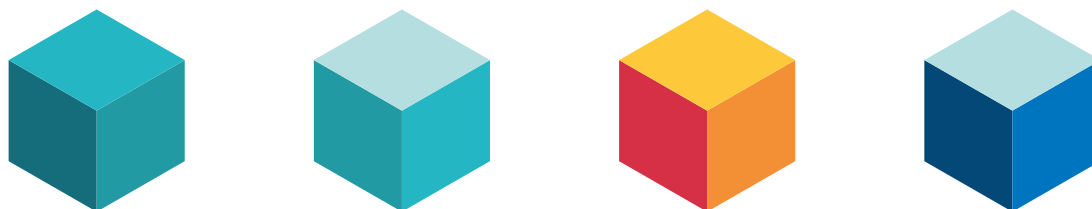


# Event icon

Skills are the building blocks of life. Our building blocks represent a multitude of skills and people, uniting and working together to bring change to our world.

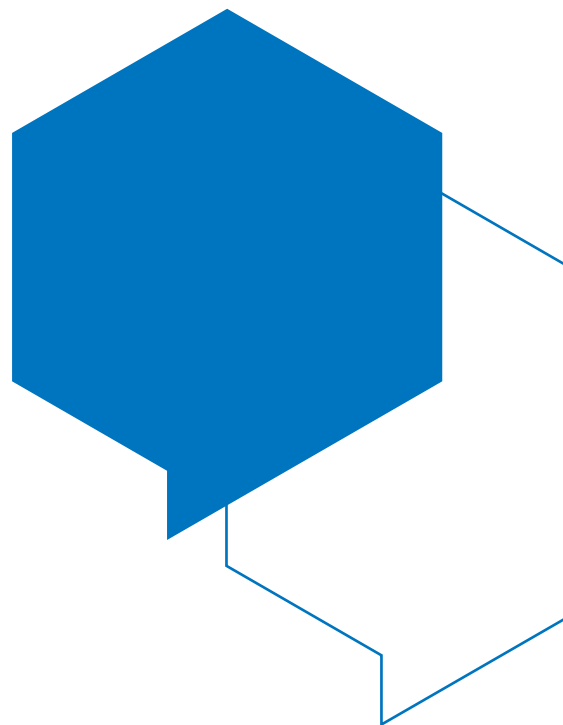


Variants:



# Callouts

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



Variants:







# United by skills

## WE CAN CHANGE WORLD

## More about our brand visual identity:



Brand Book  
WorldSkills Poland



Brand Book  
WorldSkills Europe

[www.worldskillspoland.org.pl](http://www.worldskillspoland.org.pl)