

Commercial marks policy

*Marketing, promotional, and
commercial displays at a
WorldSkills Competition by Members*

Contents

1	Introduction	3
2	General rules	4
3	Commercial mark rules.....	5
4	Summary table.....	8
5	Appendix	9

1 Introduction

In January 2006, WorldSkills International (WSI) met with WSC2007 and WSC2009 Organizing Committee representatives and Global Partners. A sponsorship framework was developed to address the issue of potential conflicts at a WorldSkills Competition between Event Sponsors, Global Sponsors, and Member organization sponsors. The framework was presented to the Board in May 2006 and to the General Assembly in May 2006 and was subsequently ratified.

This document is the policy that provides details of that framework and specifies the rules and guidelines for promotion and exposure of sponsors and supporters of Member organizations at the WorldSkills Competition.

The sponsorship framework is reviewed after each WorldSkills Competition and updated as necessary. As part of that process, this policy is also reviewed after each WorldSkills Competition.

2 General rules

All rights to the title and logo of WorldSkills International, the WorldSkills Competitions, and associated events and programmes of WorldSkills are the property of WorldSkills International.

No logos or items with logos or commercial identifications may be taken into, worn, or placed in the workshop areas or in the other areas of the WorldSkills Competition and associated events and programmes unless otherwise stated below or expressly approved by WorldSkills International and/or the Competition Organizer.

Display of sponsors shall consist of a name or logo only. Text such as “Competitor A sponsored by Company B” is not allowed.

While recognizing the increasing importance of corporate sponsor support, Member organizations must conform to the rules outlined in this policy. If there is any doubt, Member organizations should submit their proposals to WorldSkills International and the Competition Organizer in advance to ensure that there is no conflict. In all cases WorldSkills International will be the final authority in approving commercial identifications and/or logos on equipment, clothing, bags, and toolboxes, to ensure application of the current WorldSkills brand.

3 Commercial mark rules

This section of the policy provides rules specific to the use of commercial and non-commercial identification permissible on the Teams' formal uniforms, competition wear, and equipment. Formal uniforms, competition wear, and all other clothes and equipment worn and taken on-site of all accredited persons (Experts, Team Leaders, Competitors, Delegates, and Interpreters) will come under these rules.

3.1 Brand requirements

The WorldSkills Competition is the flagship event of the WorldSkills movement. Competition Organizers invest significant resources to apply the WorldSkills brand, and Members will support the consistent use of the brand to demonstrate the global unification and reach of WorldSkills.

WorldSkills Members are required to apply the current WorldSkills brand guidelines on all items including stands, uniforms, and marketing material used at the WorldSkills Competition.

Brand guidelines include the use of the monochrome (one colour) logo and visual identity as outlined in the current brand book found at <https://worldskills.org/brand>. Members will apply their Member logo, flag, brand colours, and cultural elements to reflect their national identities.

Members can contact WorldSkills International, for confirmation of logo applications and designs.

3.2 Mark definitions

3.2.1 Commercial

Commercial marks include the names and/or logos of individual educational institutions and sponsors.

3.2.2 Non-commercial

Non-commercial marks include text or logos for Member organization country/region name, Member organization name, team name, and/or country/region flag that is non-commercial in nature. Example: New Zealand, WorldSkills New Zealand, Tool Blacks.

The display of any flags on equipment, clothing, toolboxes, bags, or workstations must be the approved flag for the Member organization as per the WSI Standing Orders.

3.3 Commercial marks on equipment, clothing, personal protective equipment (PPE), bags, and toolboxes

3.3.1 Equipment (tools and infrastructure)

Competitor and Expert equipment may only bear commercial marks in the ex-factory size and format, i.e. in an "as purchased" state.

No products of a Competitor's sponsor shall be placed at the tables or other locations in the workshops or any other areas of the WorldSkills Competition, unless they are approved materials or tools required in the competition. This rule does not restrict a Competitor from using personal tools or equipment as permitted in the Technical Description.

3.3.2 Clothing – Formal uniforms

Formal uniforms are being used during official events, such as the Opening and Closing Ceremonies, official receptions, and meetings. The uniforms must be smart and professional (e.g. suits and dresses and/or any type of official traditional national garment).

Commercial marks

Formal uniforms cannot carry any commercial marks at all.

Non-commercial marks

There is no limit to the size or number of times this may appear on formal uniforms. However, only the officially recognized WorldSkills International Member organization name and flag may be used.

3.3.3 Clothing – Competition wear

Competition wear means work wear, including required Personal Protective Equipment (PPE) and/or comfortable work clothes (t-shirts, working pants, polos, rain jackets, helmets, caps, etc.) that Member delegations are wearing at the Competition venue, within the workshops, or while attending side events and receptions, where formal uniforms are not worn.

Members are requested to provide appropriate shirts for their accredited delegates with the approved text stating their position at the Competition. This will assist in the identification of delegate types, particularly to visitors and the media. Artwork files are available from WSI to provide to printers. Refer to <WSC20xx_working_shirt_text_guidelines>.

Commercial marks

Member organizations (Experts, Team Leaders, Competitors, Delegates, and Interpreters) are allowed to place commercial marks on competition wear only, in addition to the manufacturer mark in an as purchased stage. Each name and/or logo may be displayed once on each garment and is not to exceed 150 cm² with a maximum height of 5 cm.

Non-commercial marks

There is no limit to the size or number of times this may appear on Competition wear. However, only the officially recognized WorldSkills International Member organization name and flag may be used.

3.3.4 Personal Protective Equipment (PPE)

Personal Protective Equipment is a set of various clothing and equipment that prevents the wearer from injury, hazardous substances, environmental diseases, and spread of illnesses, infections, or viruses. General set of PPE includes protective clothing, helmets, gloves, face masks, face shields, goggles, glasses, safety shoes, ear plugs, hearing protection, safety vests, etc.

The Competition Organizer and/or WorldSkills International may specify the mandatory use of PPE (e.g. face masks) by all accredited personnel and non-accredited visitors.

Commercial marks

All PPE may only bear commercial marks in the ex-factory size and format, i.e. in an “as purchased” state.

Non-commercial marks

The display of a Competitor name, Member country/region name, Member organization name, team name, and/or country/region flag on the PPE shall not exceed a maximum size of 8 cm² with a maximum height of 2 cm. Only the officially recognized WorldSkills International Member country, region, or organization name and flag may be used.

3.3.5 Toolboxes and bags

Commercial marks

Each name or logo of a Competitor’s educational institution and/or sponsor may be displayed once on the toolbox or bag. The display is not to exceed 750 cm² with a maximum height of 25 cm.

Non-commercial marks

The display of a Competitor name, Member organization country/region name, Member organization name, team name, and/or country/region flag on the toolbox or bag is permitted without restriction. However, only the officially recognized WorldSkills International Member organization name and flag may be used.

3.4 Other advertising

All other advertising at the WorldSkills Competition by Members or individuals in association with Competitors and/or Experts is prohibited. This includes signs, brochures, leaflets, banners, audio-visual advertising, and any other form of advertising. The exception to this rule is in places like the WorldSkills Expo where advertising is permitted within the Member organization or sponsors' own booth.

3.5 Violation of the commercial marks policy

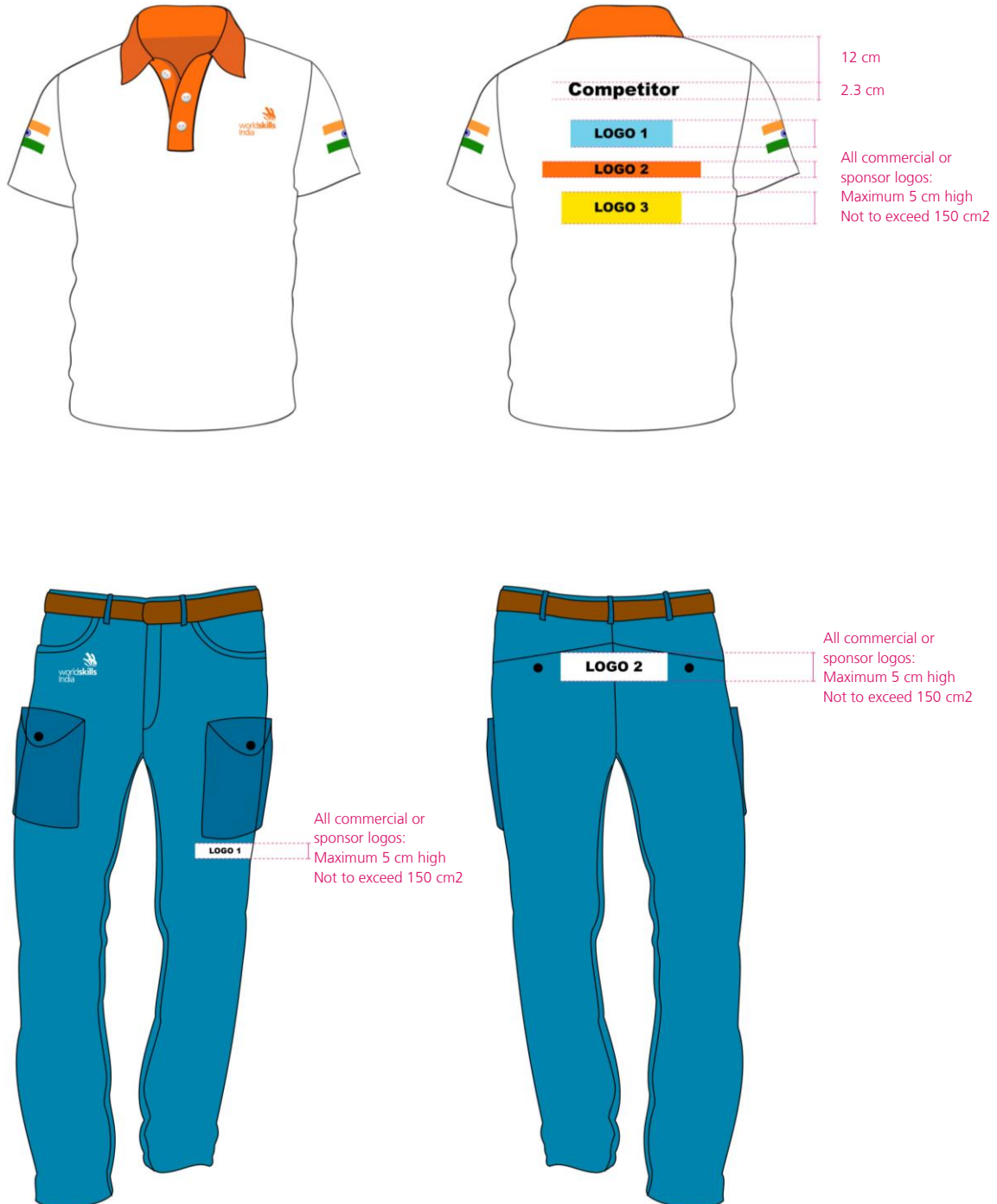
In terms of any violation of this commercial marks policy WSI will request an immediate amendment of the violating garment and/or piece of equipment to ensure compliance. In case an immediate amendment is not possible or not performed, WSI will request an immediate removal of the violating item.

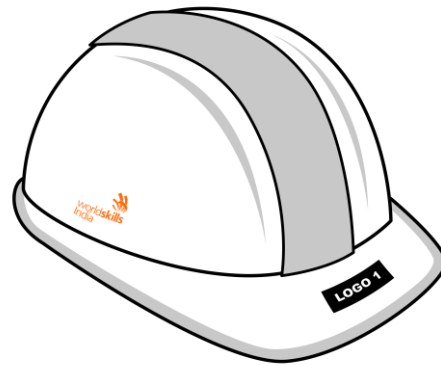
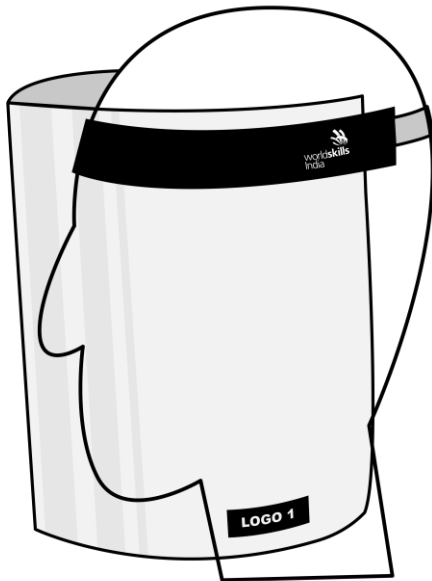
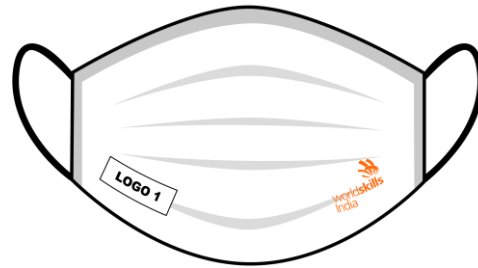
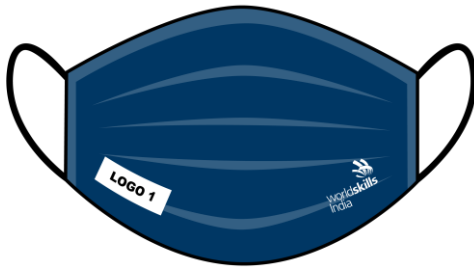
4 Summary table

Item	WSI and/or WSC logo	Member organization name, logo, and/or flag	Team name and/or logo	Commercial or sponsor logo and size
Formal uniform	Yes	Yes	Yes	No
Competition wear	Yes	Yes	Yes	Yes Each not to exceed 150 cm ² with a maximum height of 5 cm.
Workstation	Yes	Yes	Yes	No
Toolbox or bag	Yes	Yes	Yes	Yes Each display is not to exceed 750 cm ² with a maximum height of 25 cm
Equipment	Yes	Yes	Yes	Yes Only in the "as purchased" form
Personal Protective Equipment (PPE)	Yes	Yes, the maximum size not to exceed 8 cm ² with a maximum height of 2 cm	Yes	Yes Only in the "as purchased" form
Tools	Yes	Yes	Yes	Yes Only in the "as purchased" form
Supplies, products, or consumables	Yes	Yes	Yes	No Unless approved by Competition Organizer and WSI

5 Appendix

Examples of sponsor logo placement on clothing:





Maximum 2 cm high
Not to exceed 8 cm²

LOGO 1

Commercial logos:
only in the
"as purchased" form