

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 a hand of a young man reaching out for new skills.

The logo was designed by Teaho Yang, a graphic design student at Mokwon University in South 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.

中文使用字体一

思源黑体 Source Han Sans-Light	11pt
思源黑体 Source Han Sans-Regular	11pt
思源黑体 **Source Han Sans-Medium**	**11pt**
思源黑体 **Source Han Sans-Bold**	**11pt**
思源黑体 **Source Han Sans-Heavy**	**11pt**

中文使用字体二

思源宋体 Source Han Serif-Light	11pt
思源宋体 Source Han Serif-Regular	11pt
思源宋体 Source Han Serif-Medium	11pt
思源宋体 **Source Han Serif-Bold**	**11pt**
思源宋体 **Source Han Serif-Heavy**	**11pt**

中文使用字体一（思源黑体）是编写中文文本时的主要字体。
中文使用字体二（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 1 (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.

英文使用字体一

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

英文使用字体二

Inria Serif - Light	13pt
Inria Serif - Light Italic	*13pt*
Inria Serif - Regular	13pt
Inria Serif - Bold	**13pt**
Inria Serif - Blod Italic	***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。
当我们无法使用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.

技能改变世界 技能照亮前程
Master **Skills** Change **Your Future**



墨稿　　反白稿　　灰度稿

black and white document

主题口号为“技能改变世界 技能照亮前程”，这一充满青春气息和力量感的主题口号，激励人们通过掌握技能，创造美好未来，并为社会贡献价值。

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 2026 is “Master Skills, Change Your Future”. Brimming with the enthusiasm and power of youth, this slogan inspires people to create a better future and contribute value to society through mastering skills.

The Competition slogan will adopt 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 colors 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.

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	C93 M55 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 100 B 178	R 0 G 40 B 82	R 29 G 202 B 211
HEX EA0029	HEX FFB71B	HEX 0064B2	HEX 002852	HEX 1DCAD3

色彩是品牌识别体系的重要组成部分。我们以独特的色彩体系，将品牌的特性、精神与文化融入视觉识别的各项设计之中，通过色彩带来的视觉感受与心理共鸣，传递品牌的核心特质。

中国红与上海蓝交相辉映，适用于大型活动等正式场合的传播物料；活力橙、技能蓝与青春绿构成的青春色系，更契合青春属性强的场景，亦适用于各类办公用品与证书设计。

Colors 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 color palette. The essential characteristics of the brand are reflected through visual stimulation and psychological reaction caused by colors.

The Chinese Red and Shanghai Blue are suitable for the promotional materials designed for cheerful occasions or activities suchas celebrations. The energetic colors of Vigorous Orange, Skill Blue and Youthful Green are more suitable for venues with strong youthful attributes, 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 colors.



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 joint is an element of traditional Chinese architecture.

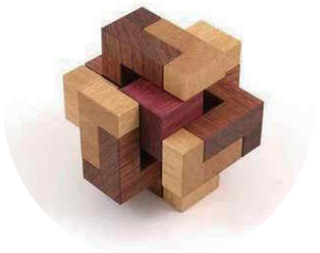
After abstraction and simplification, the tenon-and
mortar graphic retains a sense of three-dimensional space, while its plan view looks symmetrical.

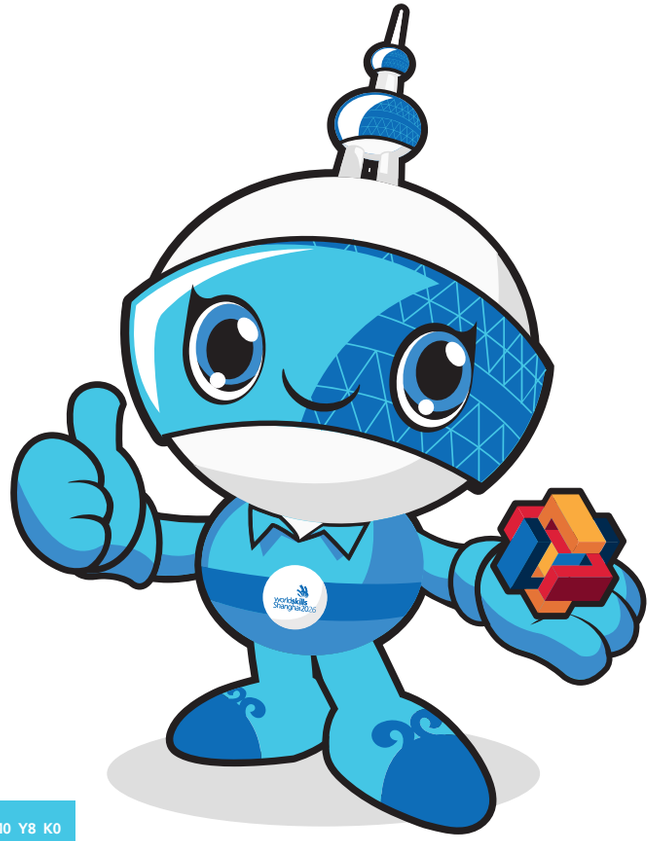
The mortise-tenon symbol stands for constant pursuit of exquisite craftsmanship and infinite possibilities for future development.

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

第48届世界技能大赛视觉标志——榫卯。榫卯结构被誉为“笼中取宝”，是中国古代建筑精华所在，我们常见的鲁班锁是其经典展示形式之一。

The visual identity of WorldSkills Shanghai 2026 includes a mortise-tenon structure. The "treasure in the cage" tenon-and-mortar structure is the soul of traditional Chinese architecture. The well-known Luban lock is a typical tenon-and-mortar structure.





C61 M0 Y8 K0
C73 M35 Y0 K0
C93 M55 Y0 K0

男孩“能能”
Boy "Neng Neng"



C16 M15 Y91 K0
C15 M35 Y91 K0
C7 M67 Y89 K0
C8 M99 Y84 K0

女孩“巧巧”
Girl "Qiao Qiao"

吉祥物
The mascots

男孩名为“能能”，女孩名为“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，手上托举着代表传统工匠精神的鲁班锁，竖起大拇指，敞开怀抱欢迎全球技能健儿来沪同台竞技、合作交流。
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 WorldSkills Shanghai 2026.

Application scenarios for the mascots:

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