



WorldSkills Shanghai 2026 Brand Book

上海2026年第48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，希望每一位参与世界技能大赛的人都能意识到，技能可以改变世界、照亮前程。

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

作为世界技能大赛的主办方，我们与世界技能组织及其各成员国/地区携手，以统一的技能品牌汇聚共识、凝聚合力，共同提升世界技能在全球的影响力。

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

品牌内涵丰富

The brand is more than a look

世界技能品牌承载着我们的自身定位与核心关切，也指引着我们讲述属于自己的技能故事——向世界展示技能的力量与光芒。

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2026年第48届世界技能大赛

About WorldSkills Shanghai 2026

中国积极落实《联合国2030年可持续发展议程》，与各方携手推动构建一个无贫困、无饥饿、安全、活力、可持续的世界。中国政府高度重视职业教育与技能培训，持续完善劳动者终身教育与培训体系，着力推动高技能人才培养，支持新型学徒制与农民工技能提升行动，以技能带动经济增长、助力消除贫困。

本届赛事是中国大陆首次承办世界技能大赛。新一代中国青年期待与全球技能人才切磋交流，体验前沿技术，对标国际一流。这将进一步拓展世界技能大赛在中国的影响力，推动大赛理念、规则与标准的广泛传播。

我们相信，通过2026年在上海举办的世界技能大赛，将吸引更多年轻人走近技能、投身技能，上海也将向世界呈现一届“富有新意、影响广泛”的技能盛会。

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 2026 and devote themselves to skills, and that Shanghai will present to the world an innovative and 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展开。我们将通过立方体理念的三个维度来描述这一目标, 每个维度涵盖两个重点领域。

WorldSkills International 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

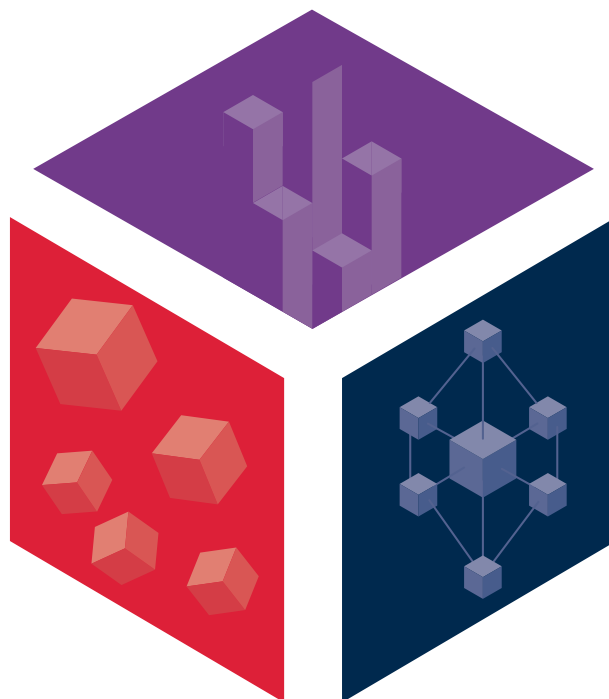
- Skills Competitions
- Promoting Skills

探索

- 职业建设
- 教育培训

Develop

- Career Building
- 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、交流与竞赛活动，点燃他们对技能的热情，引导他们在技能领域追求卓越，实现能力的跃升。

Inspire

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

探索

我们通过全球统一的培训模式、卓越的管理体系与精彩的赛事项目，吸引各行业人才投身技能创新与发展，为世界技能的发展注入原动力。

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.

影响

我们以合作与研究为纽带，链接各方参与者和关注者，为所有人搭建一个广阔开放的全球技能平台。

Influence

We influence all stakeholders showing great interest through cooperative research, building a global platform of skills for all.

品牌原则

Brand principles

关键：以技能推动个人和社会的改变

世界技能大赛是一项致力于技能推广的全球行动。无论个人还是组织，我们都将同心协力，追寻共同目标，持续扩大技能的影响力。目前，世界技能组织成员已覆盖全球超过三分之二的人口。

技能改变了全世界年轻人的生活。在掌握和使用技能的过程中，他们建立自信、释放潜能。世界技能大赛为年轻人创造了交流与成长的机会，这既是社会进步和经济发展的基础，也是世界技能事业的根本所在。

世界技能大赛助力年轻人改变人生轨迹。

我们发掘优秀技能人才，依托世界技能大赛的舞台成就冠军梦想，激励万千青年投身技能事业。

我们的使命具有全球意义——无论你来自G20成员国，还是发展中经济体，技能都是走向未来的通行证。

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 International 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.

核心：年轻人

年轻人是世界技能事业的受益者，是技能故事中闪耀的主角，也是我们天然的对话对象。

每一位参加世界技能大赛的选手都是冠军。他们的旅程从工作或校园中与技能的相遇开始，经历艰苦磨砺、层层选拔，从各级技能比赛中脱颖而出，最终踏上世界舞台，争夺属于技能人才的荣耀。

在这场关于技能的全球对话中，大赛冠军也代表青年发出最真实的声音。他们的经历为各类全球议题的讨论注入了鲜活视角。他们定期在世界技能组织的会议及国内外各种活动中发言，听众包括全世界的决策者们。

在他们的技能成长之路上，离不开很多志愿者与专业人士的悉心指导与热忱陪伴。

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 help and support them on their skills journey.

应对世界经济挑战

世界技能大赛诞生于二战后的欧洲，彼时整个欧洲大陆正在艰难修复战争带来的创伤与萧条。

面对普遍存在的青年失业问题，技能竞赛应运而生，成为激励年轻人接受职业教育与培训的重要方式。

自1950年西班牙举办首届赛事以来，世界技能大赛不断成长壮大。

过去17年间，世界技能组织成员数量呈指数级增长，覆盖各国负责技能推广的政府部门和组织。

世界技能组织秉持非政治立场，但从不回避时代议题，以建设性姿态参与全球技能发展的讨论。世界技能组织及其成员坚信，技能在应对经济与社会不平等方面发挥着独特而关键的作用。

我们将率先垂范，展现技能如何回应这些全球性挑战。

Tackling the economic challenges of the world

WorldSkills originated in post World War II Europe which was struggling to emerge from the devastating war.

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 one, WorldSkills has been on a rapid trajectory.

WorldSkills membership has grown exponentially in the past 17 years, including 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 International 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.

视觉标识

Visual identity

A

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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.



墨稿

反白稿

灰度稿

black and white document

大赛字标基于Frutiger字体设计而成。

字标与图标不可分开使用。

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.
The icon and the wordmark must not be used separately.

The WorldSkills icon, wordmark, and logo lockup 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.



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).

The logo must be easy to read, with the
background behind the logo kept simple,
without a busy pattern.

The logo cannot be cut off.

安全距离
Safe Distance



大赛徽标与战略合作伙伴标志共同组成联合标志。
使用WSC2026标识时, 均须采用该联合标志;
例外情况需事先获得WSI批准。

The event logo together with the Overall Event Presenter logo and National Strategic Partner logos form the lock-up logo, which is used in all applications by WorldSkills Shanghai 2026 and WorldSkills International where the WSC2026 logo is applied.

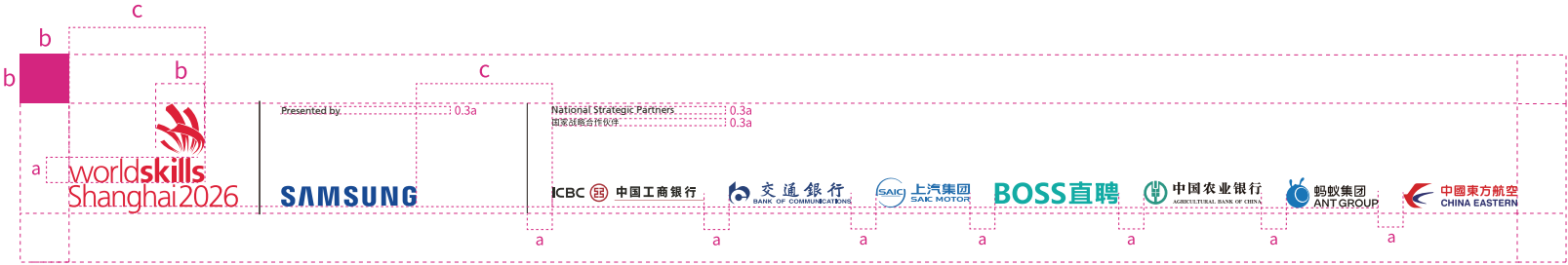
Any exceptions require prior approval from WSI.

最小尺寸
Minimum Size

最小值: 总体不小于10cm宽
Minimum: Overall width not less than 10 cm



安全距离
Safe Distance



大赛徽标与战略合作伙伴标志共同组成联合标志。
使用WSC2026标识时, 均须采用该联合标志;
例外情况需事先获得WSI批准。

最小尺寸
Minimum Size

最小值: 总体不小于16cm宽
Minimum: Overall width not less than 16 cm



The event logo together with the Overall Event Presenter logo and National Strategic Partner logos form the lock-up logo, which is used in all applications by WorldSkills Shanghai 2026 and WorldSkills International where the WSC2026 logo is applied.

Any exceptions require prior approval from WSI.

中文使用字体一

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

中文使用字体二

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

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
<i>Frutiger - 46 Light Italic</i>	<i>13pt</i>
Frutiger - 55 Roman	13pt
<i>Frutiger - 56 Italic</i>	<i>13pt</i>
Frutiger - 65 Bold	13pt
Frutiger - 75 Black	13pt
Frutiger - 95 Ultra Black	13pt

英文使用字体二

Inria Serif - Light	13pt
<i>Inria Serif - Light Italic</i>	<i>13pt</i>
Inria Serif - Regular	13pt
Inria Serif - Bold	13pt
<i>Inria Serif - Bold Italic</i>	<i>13pt</i>

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**

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.



墨稿

反白稿

灰度稿

black and white document

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 such as 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.

A-07
辅助颜色
Corporate colors

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	C61 M0 Y8 K0	C16 M15 Y91 K0
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 194 B 228	R 224 G 206 B 27
HEX 850025	HEX 73308A	HEX F44C7F	HEX EE7623	HEX 009490	HEX 54C2E4	HEX E0CE1B

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 colors to match the standard colors, which makes the brand imagery more colorful and unique.

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

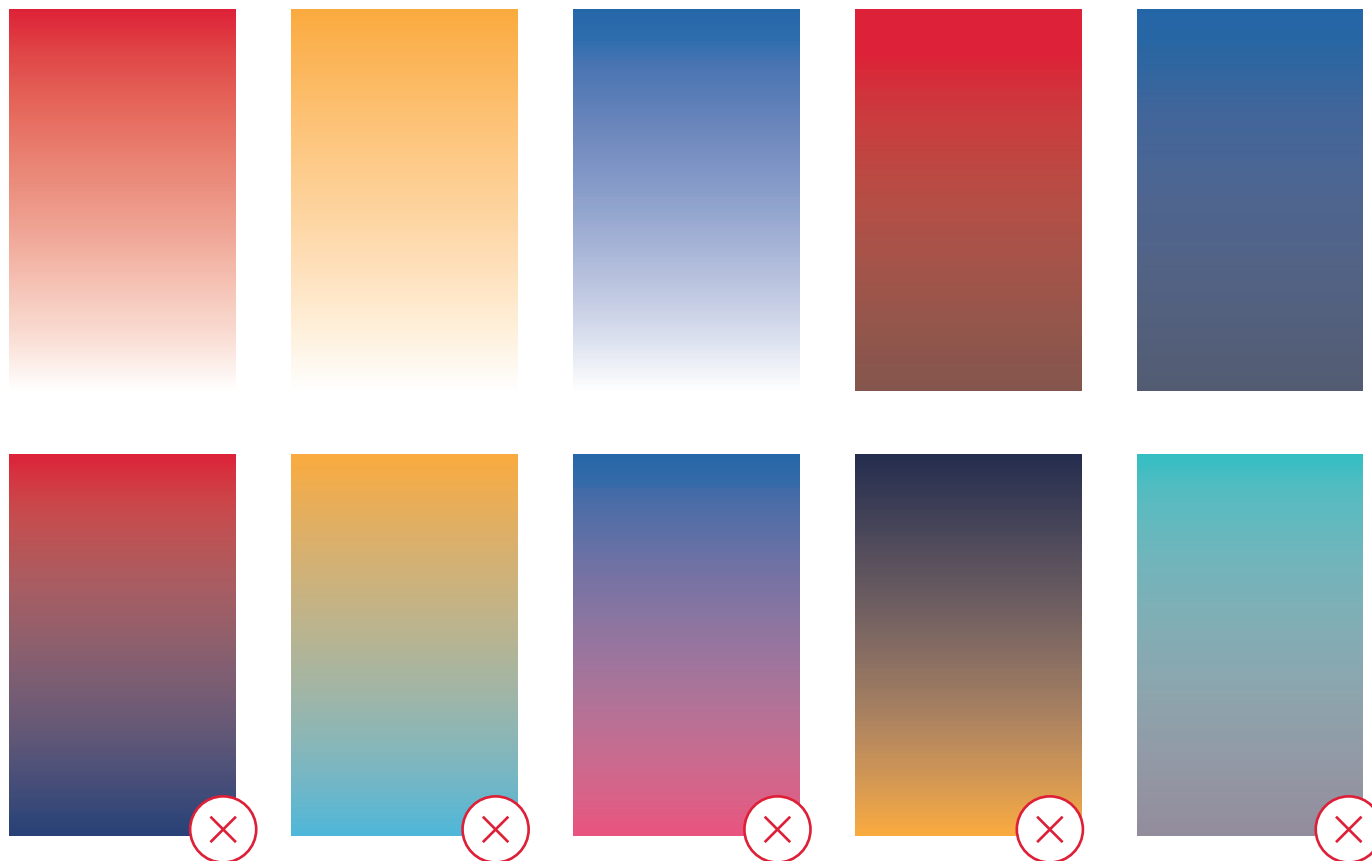
我们的颜色与技能一样，不断发展，充满活力。

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

标准色及辅助色的延伸应用 Extended Usage of Primary and Secondary Colors

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。

In the application of screen design, it is recommended to use only pure primary colors and secondary colors. If gradients must be employed, only single-color gradients based on primary or secondary colors are permitted. Gradients between different colors are not recommended.

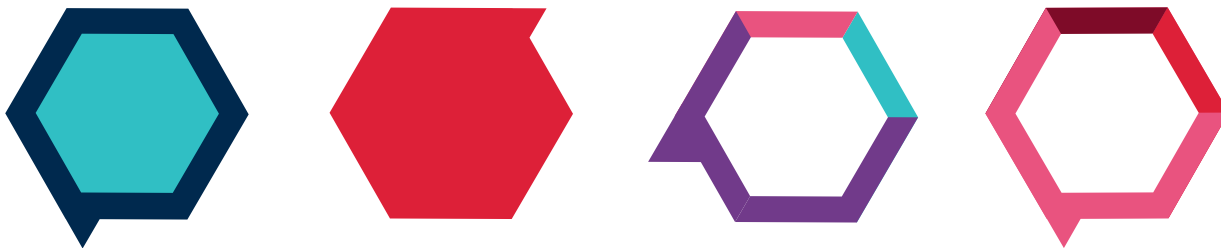
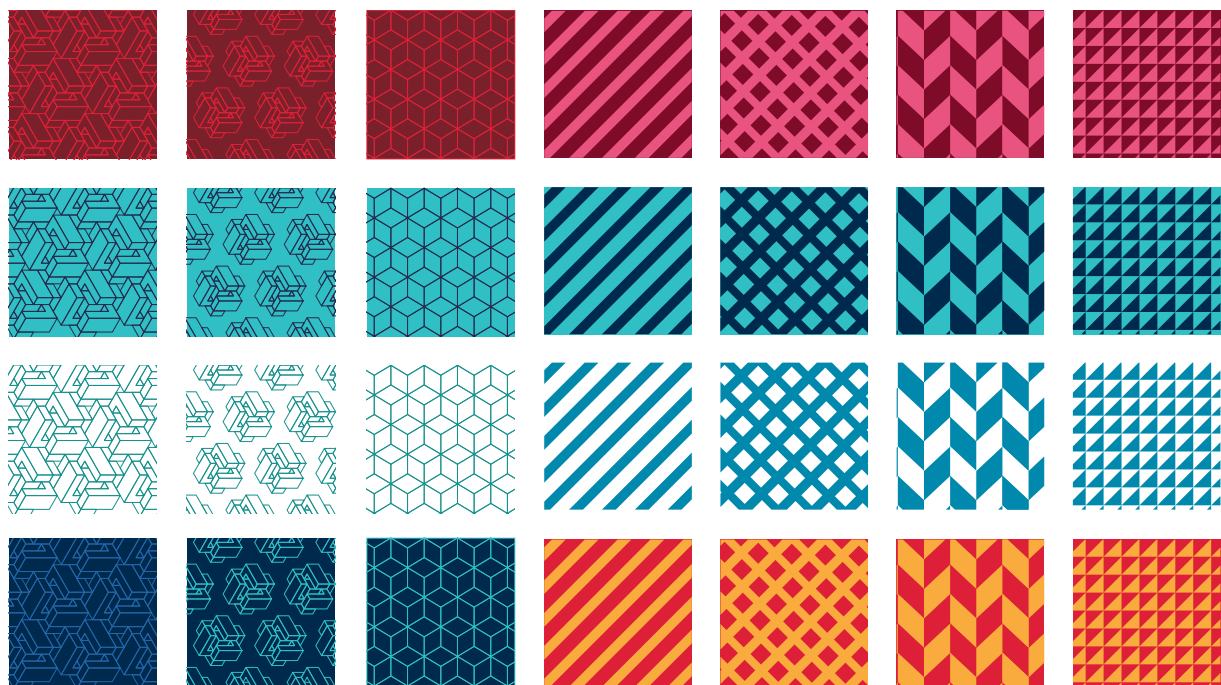


A-09
色彩组合
Color combination



我们提供一些色彩搭配比例的建议供参考。

Recommended color application ratios are provided for reference.



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 blocks.

图例 Callouts

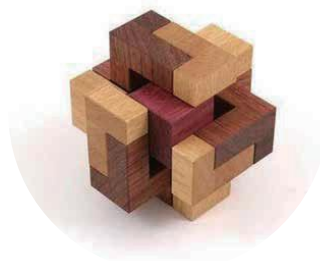
图例既可强调关键信息, 亦可在使用大幅图片时优化版式设计。

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



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.



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。

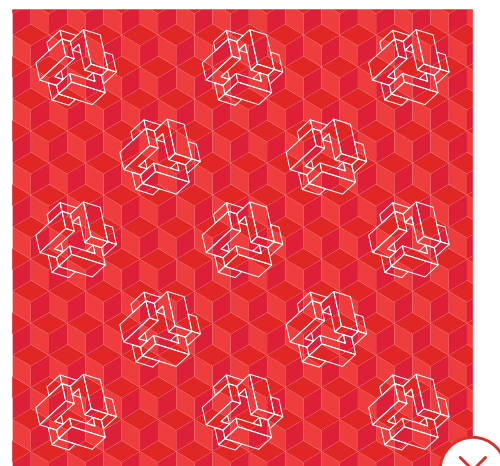
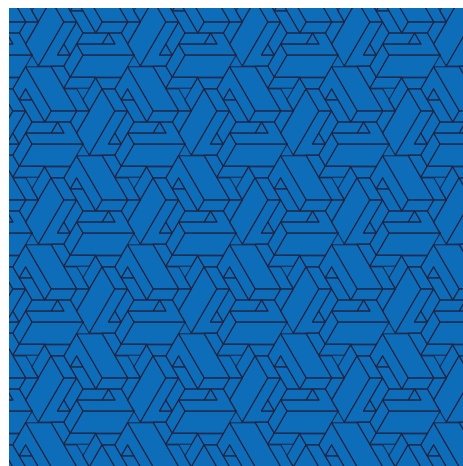
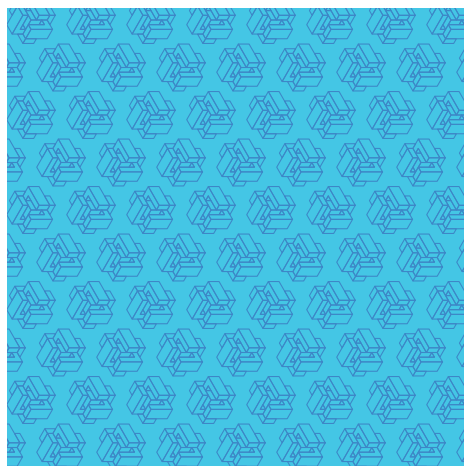
榫卯结构必须与世界技能立方体结合使用。

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.



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

作为图案 As a pattern

榫卯图形可作为图案使用。

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。

不要在一种图案上叠加另一种图案。

The mortise-tenon joint can be used as a pattern.

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

It is not possible to use a pattern on top of another pattern.

榫卯图形应用

Application of the mortise-tenon graphic

榫卯结构必须与世界技能立方体结合使用。
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 structure must be used in combination with the WorldSkills building blocks.

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



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

如需截掉一部分，必须确保榫卯仍清晰可见，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。

榫卯不能用作图像、图案或文本的边框。不能使用榫卯二维平面形状，必须保持榫卯清晰可见的三维立体效果。

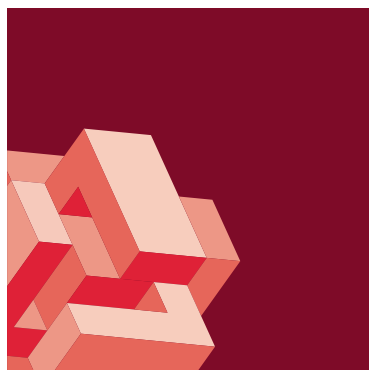
背景的颜色和榫卯颜色建议选用同色系。

If the mortise-tenon joint 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.

It is recommended that the background color and the tenon-mortise colors be utilized from within the same color family.



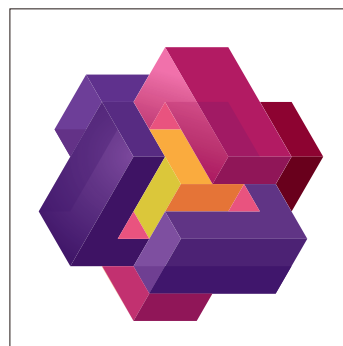
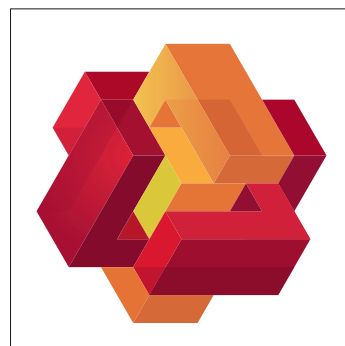
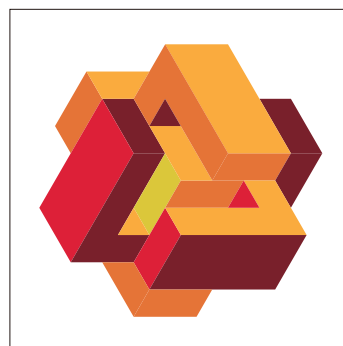
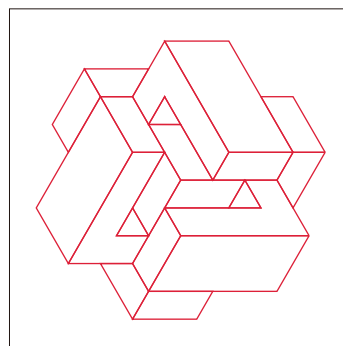
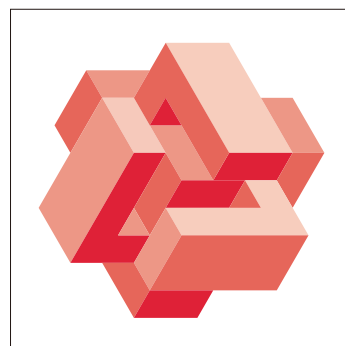
辅助图形应用规范

Application standard for corporate patterns

榫卯标志的标准使用配色，含单色、线稿、多色系使用形式的规范。

Standard color applications for the Tenon-and-Mortise logo, governing its monochromatic, line art, and multicolor variations.

C8	M99	Y84	K0
C6	M74	Y63	K0
C4	M49	Y42	K0
C2	M25	Y21	K0



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

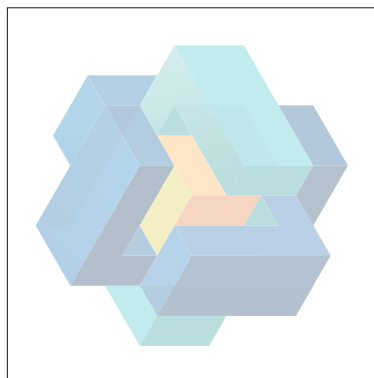
透明度使用规范 Transparency Usage Guidelines

榫卯和立方体在需要不透明度表达的选择区域里, 只能调整不透明度为30%。

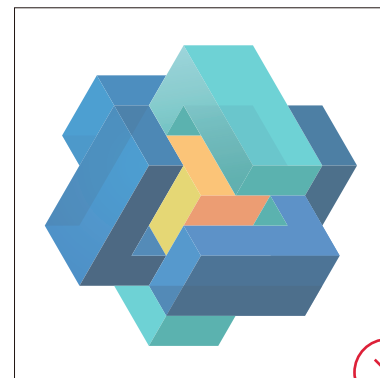
Mortise-tenon joints and cubes can only be adjusted to 30% opacity in selected areas requiring opacity expression.



不透明度: 100%



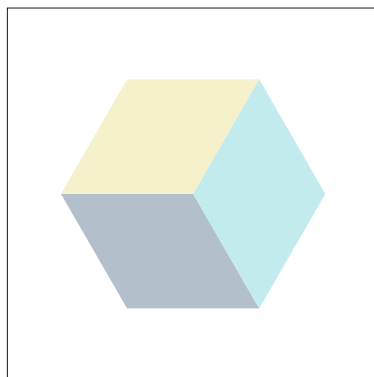
不透明度: 30%



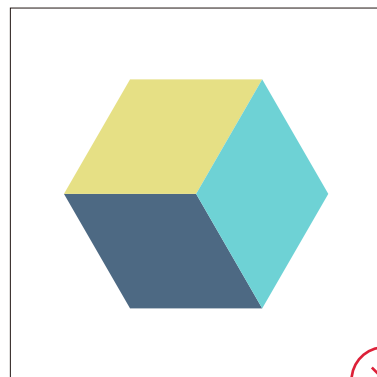
不透明度: 70%



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

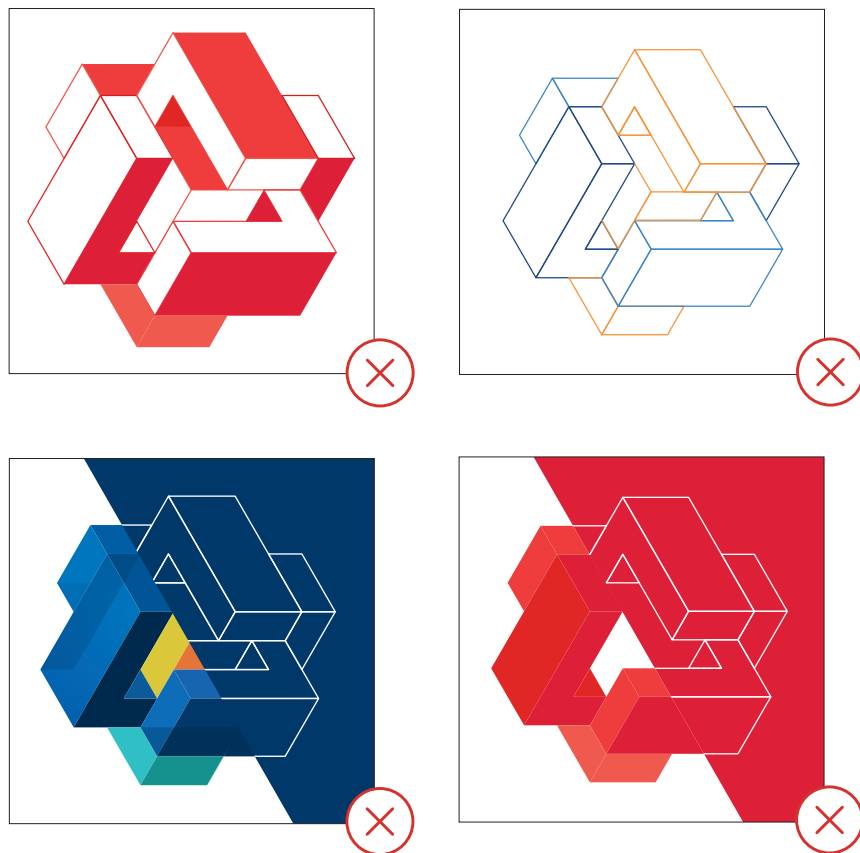
用不同颜色

使用实心图案,可用同一色系的不同色调或多种颜色。使用不同颜色时必须确保榫卯清晰可辨,并且不会失去其三维效果。

榫卯不能一半用实心一半用轮廓,要么全色块,要么全轮廓,轮廓不能用多色。

The solid version can be in different tints of the same color or in multiple colors. The colors have to be used in a way, that ensures the tenon is still recognizable as such and does not lose its 3D effect.

Mortise-and-tenon joints must never combine solid-fill and outline treatments. Components shall exclusively employ either complete solid fill or uniform outline styling; outlines must never incorporate multiple colors.



榫卯图形应用 Application of the mortise-tenon

搭配立方体
In combination with building block

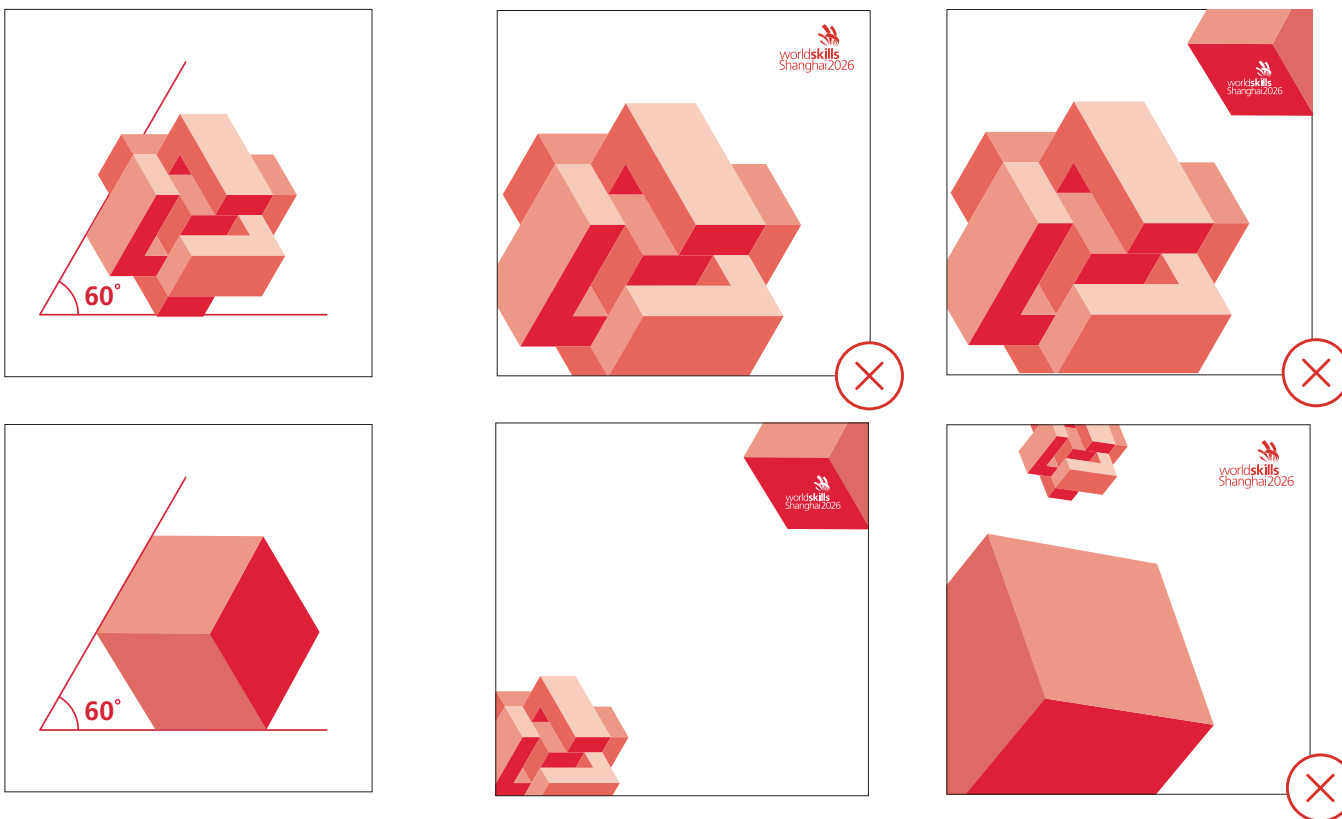
立方体元素和榫卯图形可用于同一设计中。
同时使用两个元素时，立方体必须旋转到和榫卯保持同一角度(60°)。
必须始终保持榫卯和立方体四周的最小留白空间。
当设计以一个元素主导时，不应使用另一元素。当使用两个元素时，需要为每个元素保留足够空间，它们应该相辅相成而不是相互竞争。

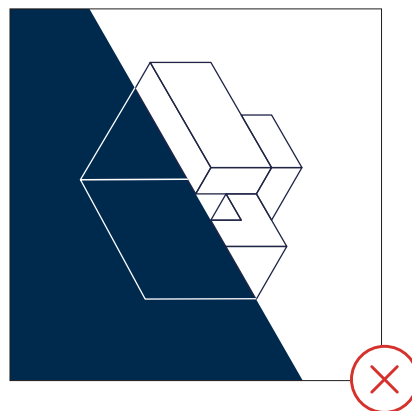
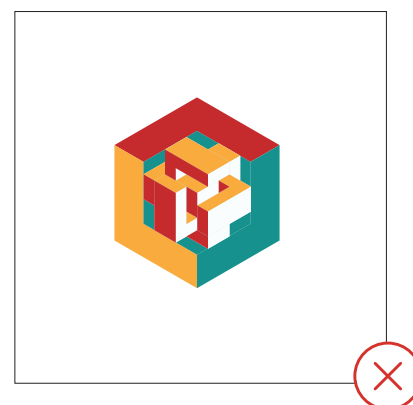
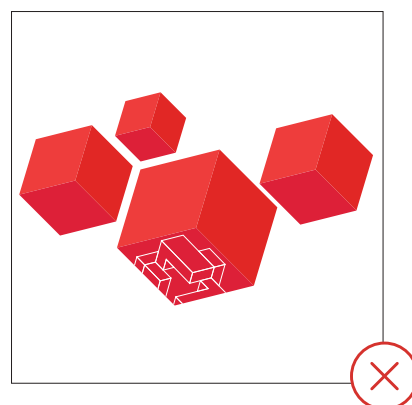
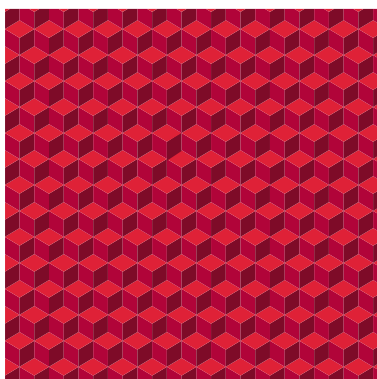
The building block element and the mortise-tenon joint can be used on the same design piece.

When using both elements, the cube must be rotated to the same angle as the mortise-tenon joint (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

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。

不能将榫卯放在立方体元素中使用。

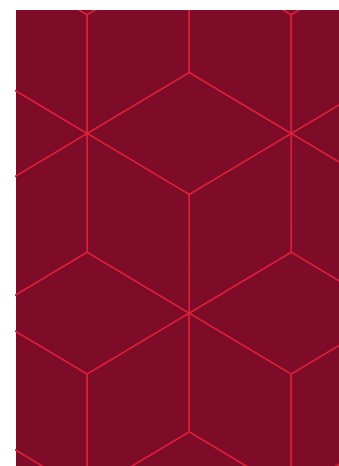
两个元素不能合并在一起使用。

When combining the use of the building block and mortise-tenon joint 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.

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

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



立方体应用 Application of building block

作为背景元素
As a background element

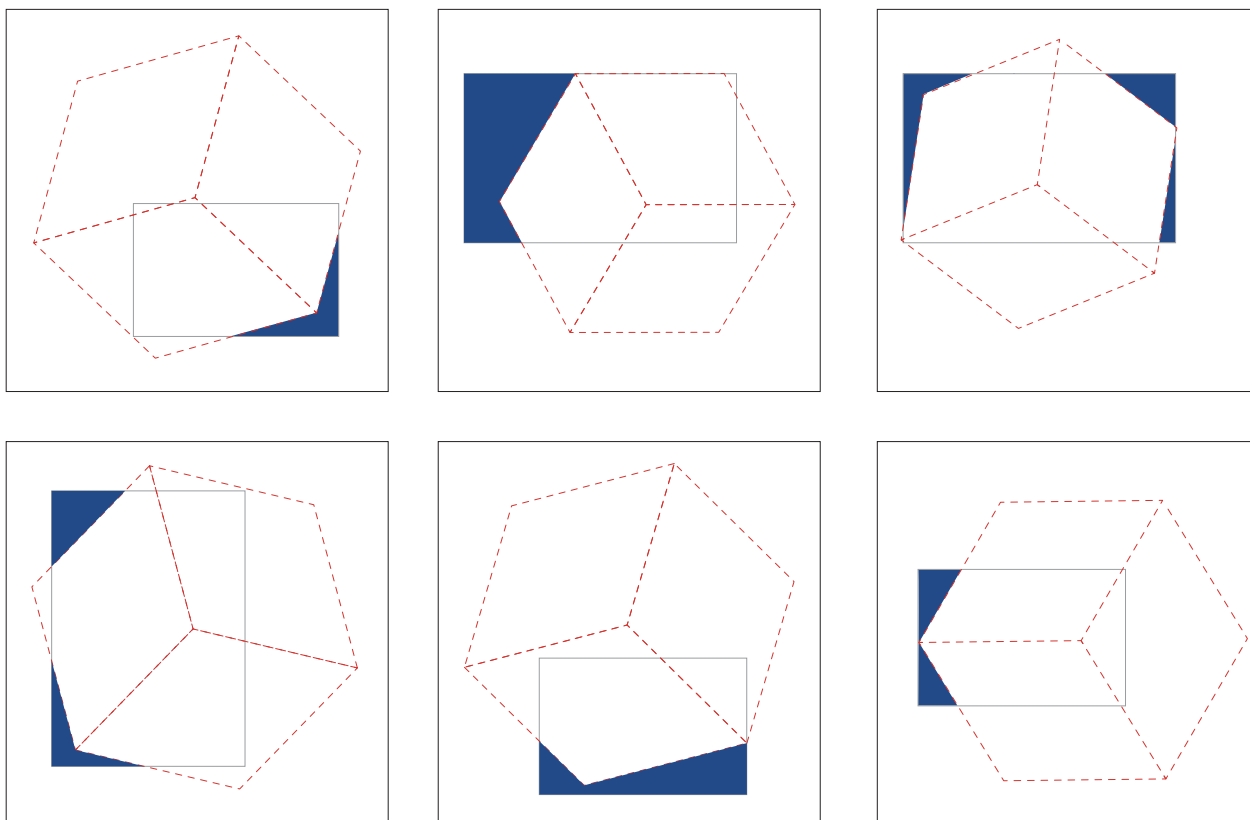
立方体可用于设计背景，重复排列一种元素。不可随意变换角度，不可以与其他图形组合重复。当立方体为线稿，亦可重复排列作为设计背景。色块形式和线稿形式不可以组合使用。元素色彩参照品牌主色调，以红蓝为主。

Cubes may be arranged repetitively as a background element. Do not rotate or combine with other graphics in a repeating pattern.

Outline (wireframe) cubes may also be used repetitively as a background motif.

Solid-color and outline formats must not be combined in the same composition.

Element colors shall follow the primary brand palette, with red and blue as the dominant hues.



立方体应用 Application of building block

作为“切割”元素
As a “cut-out” element

立方体可以用于“切割”，余留的空间可用于填充图像、文本或标志等设计元素。

可以使用任何尺寸的立方体和任一角度来完成此操作。

不要过多使用“三角形切割”图形(剩余区域形成图形为三角形)。三角形应与整体品牌融为一体。

在图案设计中使用“三角形切割”图形和榫卯图形时，三角形和榫卯图形的倾斜角度必须均为60°。

The building block element can help to “cut out” a space to help accommodate design elements like imagery, text or the logo.

This can be done with any size and angle of the building block.

Do not overuse a “triangle cut”, (when the leftover area shapes a triangle). The triangle should not feel like an additional element of the branding.

When the “triangle cut” is used on a design piece with the mortise-tenon joint, they both have to follow the same 60 degree angle.



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 colored area into another colored area.

The same applies to the logo.

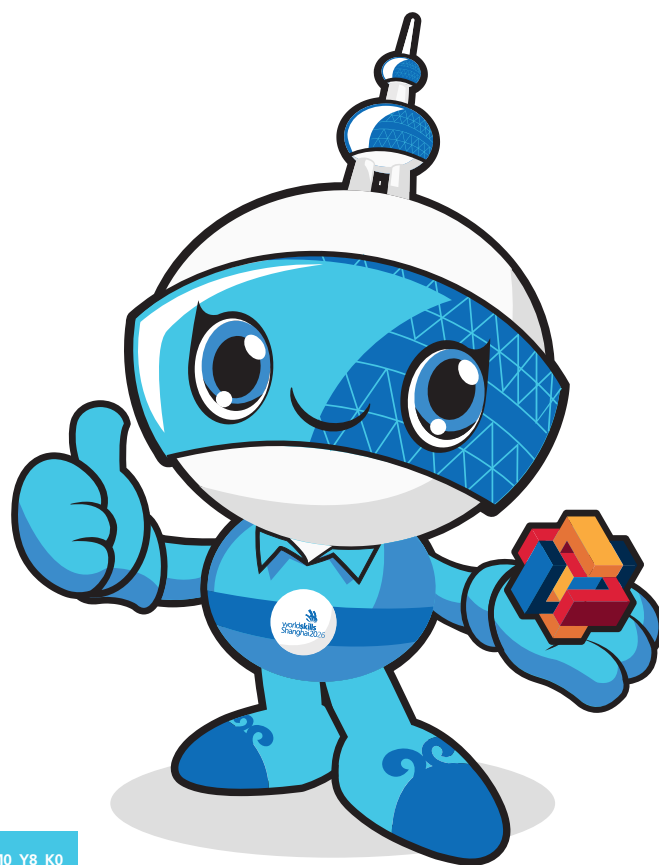


大赛口号四周的最小留白空间与标志四周的空白空间遵循同一规则,与小写字母x等高。

必须始终遵循留白规范,且留白空间内不得出现其他元素。

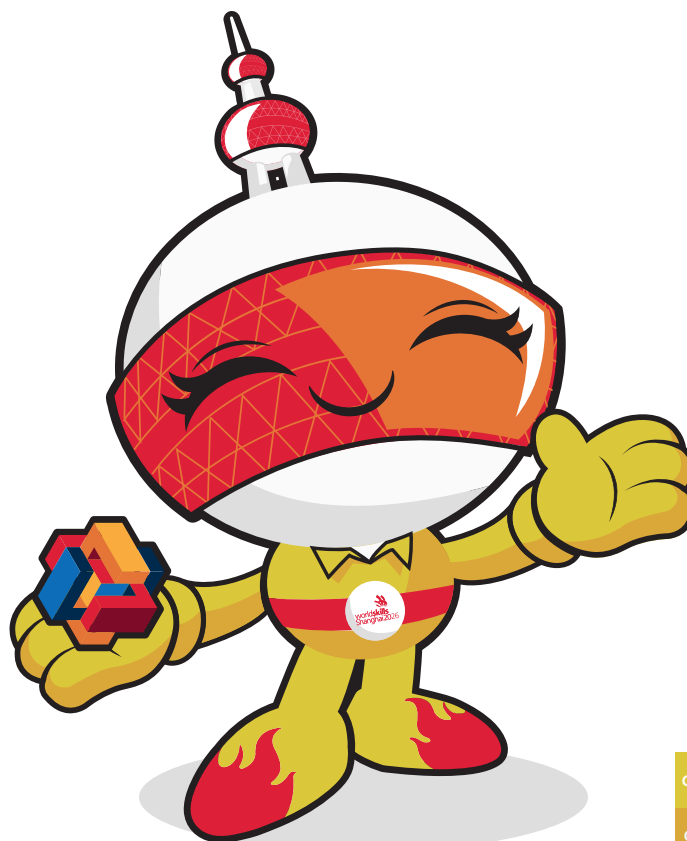
The minimum clear space around the slogan “Master Skills, Change the World” follows the same rule as that around the logo, and is equal to the x-height (the height of the lower case letters).

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



男孩“能能”
Boy "Neng Neng"

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



女孩“巧巧”
Girl "Qiao Qiao"

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

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。

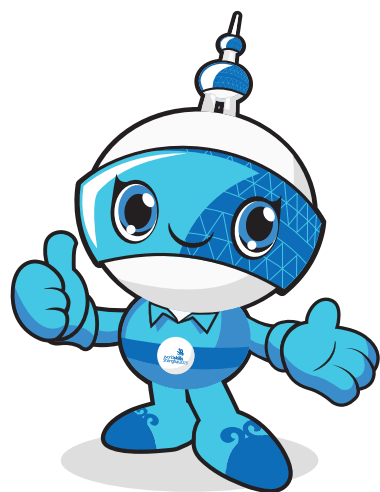
吉祥物应用场景：

网站首页、海报、胸章、抱枕、钥匙扣、T恤等。

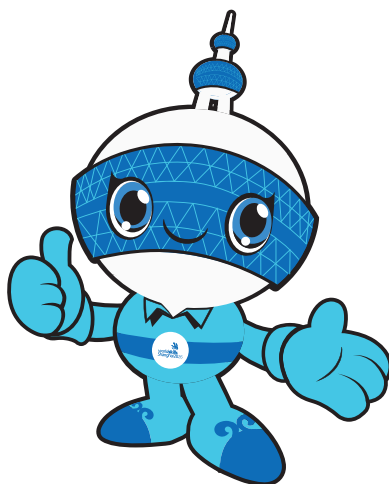
The two mascots—a boy named Neng Neng and a girl named Qiao Qiao—represent skillful craftsmen and women. Modeled on Shanghai's landmark Oriental Pearl TV Tower, Qiao Qiao and Neng Neng wear overalls, eye shields and gloves. In their hands are Lu Ban locks, a symbol of traditional craftsmanship. The mascot 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:

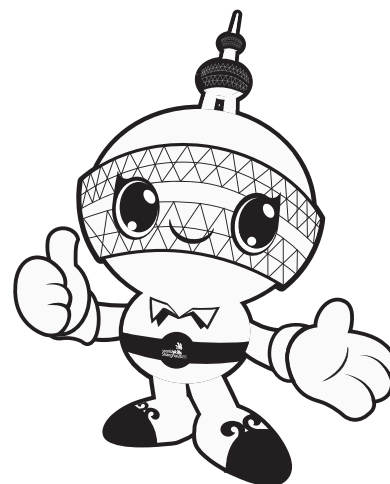
Web homepage, poster, badge, cushion, key chain, T-shirt and so on.



标准版
Standard Version



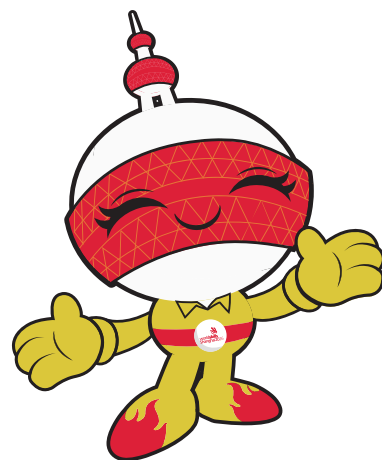
单色版
Monochromatic Version



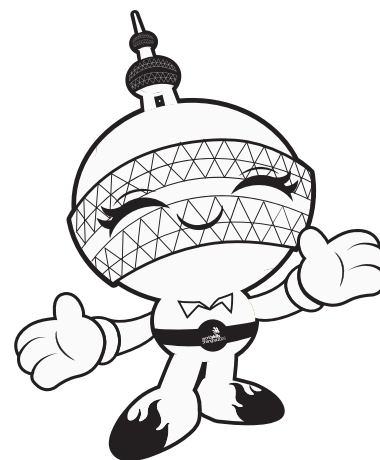
墨稿版
Ink Draft Version



标准版
Standard Version



单色版
Monochromatic Version



墨稿版
Ink Draft Version

吉祥物应用 Application of the mascots

使用吉祥物形象时应确保其比例及色彩不变, 不能随意压缩变形、改变规定色彩。后续延展设计将基于现有色彩体系进行拓展与细化。

吉祥物手中棒卯不能随意缩放, 可去掉棒卯单独使用吉祥物。

具体使用见图例。

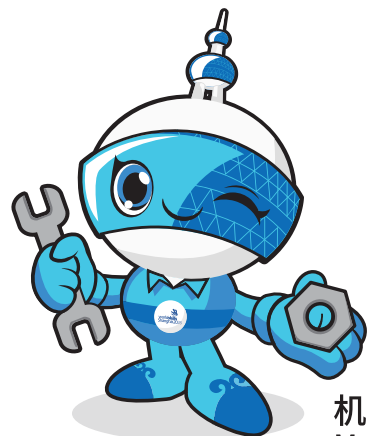
The proportions and colors of the mascots shall remain unchanged. Do not randomly compress and deform the mascots, or change their standard colors. Colors will be redeveloped for later extended designs.

The mortise-tenon joint 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.



木工
Carpentry



机械
Mechanics



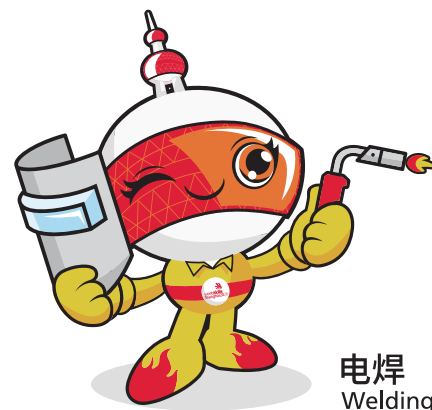
厨艺
Cooking



插花
Floristry



美发
Hairdressing



电焊
Welding

应用示例 Application Samples

B	B-01	名片	Business card	39
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B-01
名片
Business card



名片是对内对外交流信息的重要工具, 亦体现世界技能品牌的精神气质与整体形象。为确保品牌视觉形象的统一性, 制作过程中须严格遵守以下规范。

材质: 300g白卡纸或其他特种纸
尺寸: 90mm x 55mm

Business card is one of the most important tools for a brand to exchange information internally and externally. It also represents the spirit and profile of the brand. To achieve a unified visual image of the brand, the following rules must be strictly observed during the production.

Material: 300g white cardboard or other specialty paper
Size: 90mm x 55mm



B-02
工作证
Work permit

工作证不仅体现团结协作的精神,更是品牌身份的象征,工作人员应统一佩戴。工作证的设计与制作须严格符合相关规范。

材质:PVC
尺寸:100mm x 70mm

A staff badge is a label that embodies the spirit of unity, and should be worn by the staff members as a symbol of the brand. It must be designed and produced in accordance with relevant standards.

Material: PVC
Size: 100mm x 70mm

B-03 通行证 Access card

通行证同样体现团结协作的精神,也是品牌身份的象征,工作人员应统一佩戴。通行证的设计与制作须严格符合相关规范。

材质:200g白卡纸塑封
卡套:80mm x 124mm
纸张:70mm x 105mm
印刷:双面四色胶印

An access pass is a label that embodies the spirit of unity, and should be worn as a symbol of the brand. It must be designed and produced according to relevant standards.

Material: 200g laminated white cardboard
Sleeve: 80mm x 124mm
Paper: 70mm x 105mm
Printing: Two-sided four-color offset printing



110mm



110mm



220mm

B-04
5号 (DL) 国际信封
International envelope 5

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个性化设计。

材质: 120g胶版纸
尺寸: 220mm x 110mm
色彩: 按规定标准色、辅助色应用
印刷: 胶版印刷

The special brand envelopes should be designed in accordance with the regulations of national postal authorities and following applicable standards.

Material: 120g offset paper
Size: 220mm x 110mm
Color: According to the standard color, auxiliary color application
Printing: Offset printing



B-04 5号 (DL) 国内信封 Domestic envelope 5

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。

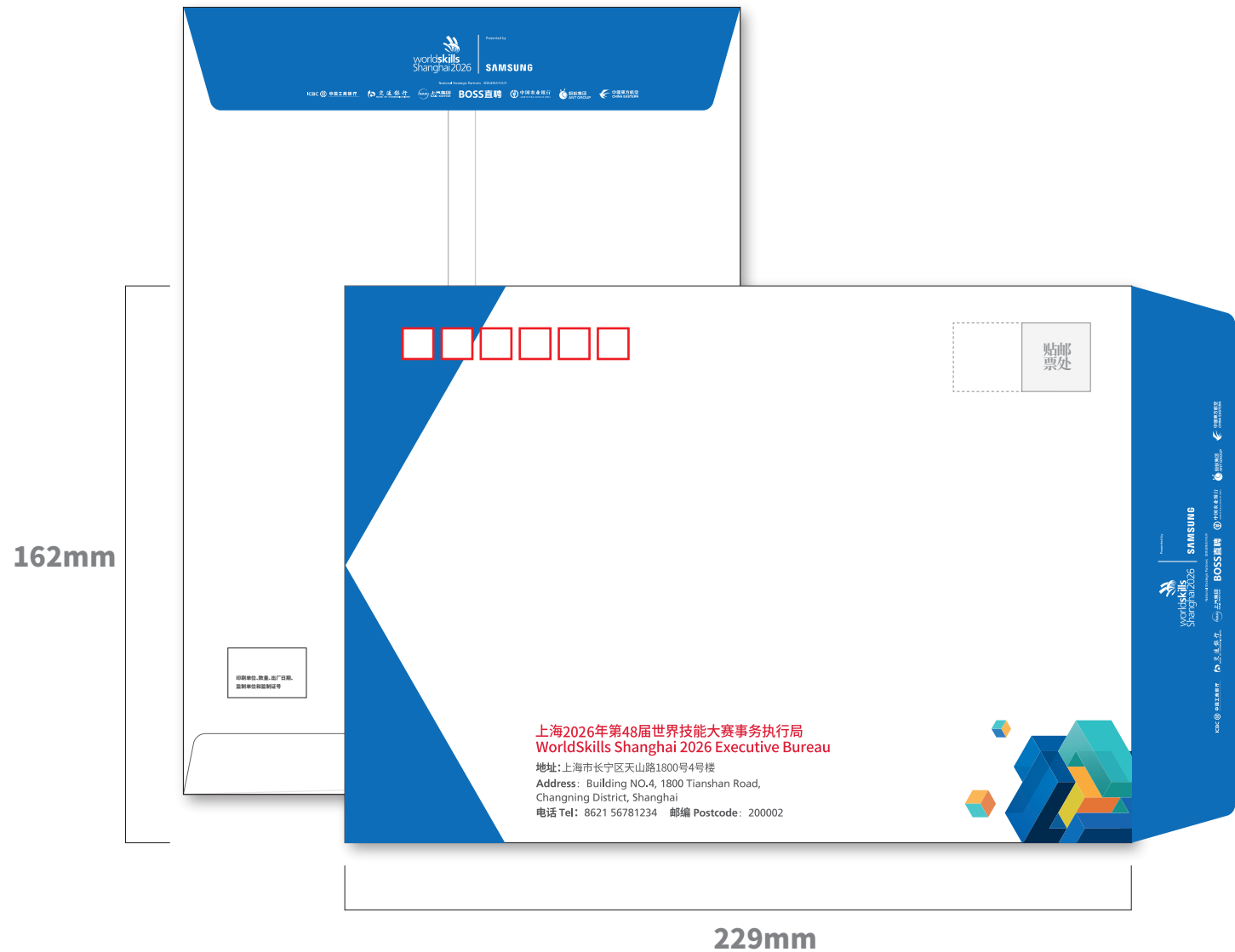
材质: 120g胶版纸
尺寸: 220mm x 110mm
色彩: 按规定标准色、辅助色应用
印刷: 胶版印刷

The special brand envelopes should be designed in accordance with the regulations of national postal authorities and within the scope permitted by applicable standards. The postal code stamp office and postal code should be placed in accordance with the standards.

Material: 120g offset paper
size: 220mm x 110mm
Color: According to the standard color, auxiliary color application
Printing: Offset printing

B-04

7号 (C5) 国内信封
Domestic envelope 7



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

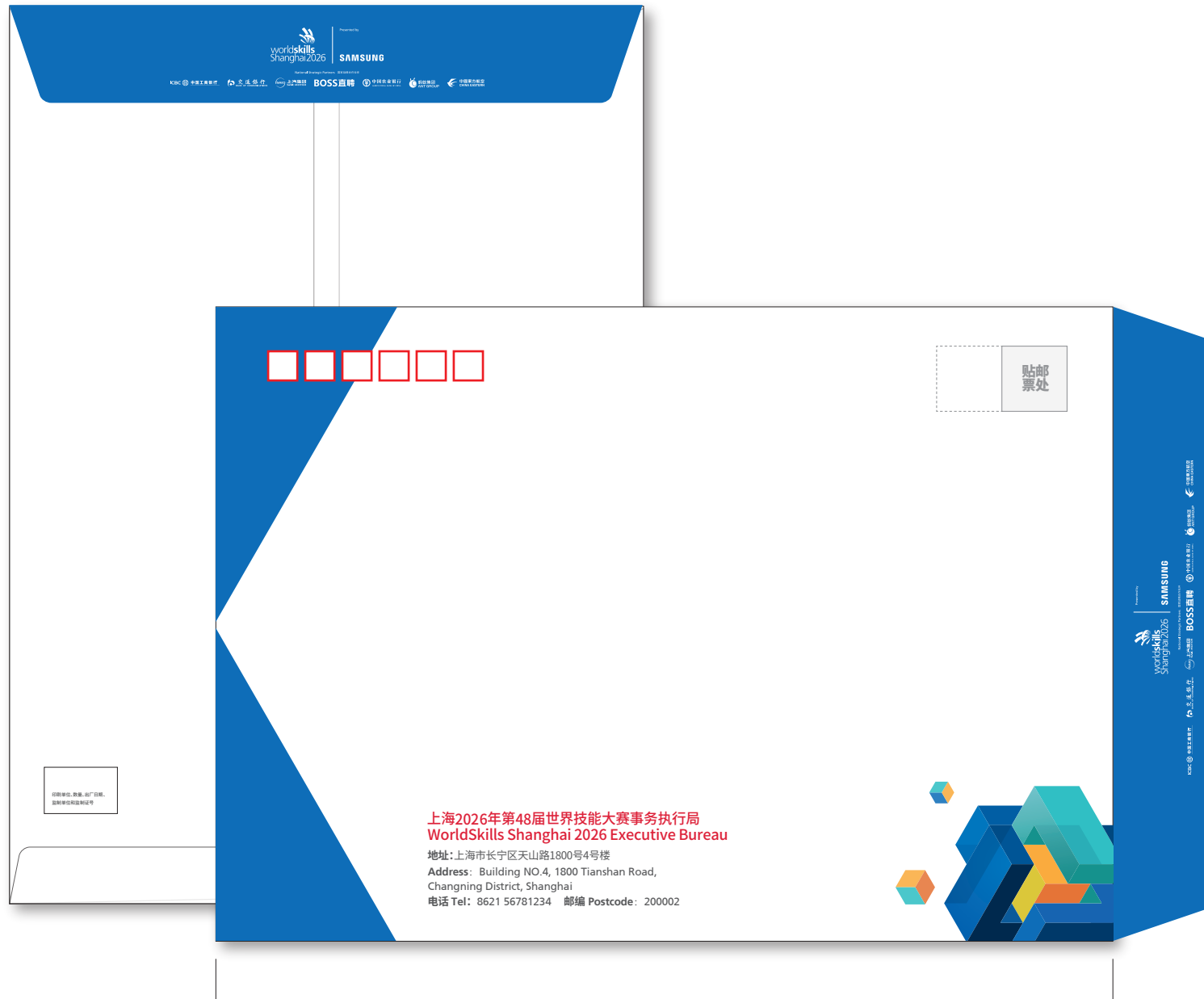
The special brand envelopes should be designed in accordance with the regulations of national postal authorities and within the scope permitted by applicable standards. The postal code stamp office and postal code should be placed in accordance with the standards.

Material: 120g offset paper
size: 229mm x 162mm
Color: According to the standard color, auxiliary color application
Printing: Offset printing

B-04

9号 (C4) 国内信封
Domestic envelope 9

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个性化设计。

材质:120g胶版纸

尺寸:324mm x 229mm

色彩:按规定标准色、辅助色应用

印刷:胶版印刷

The special brand envelopes should be designed in accordance with the regulations of national postal authorities and following applicable standards.

Material: 120g offset paper

Size: 324mm x 229mm

Color: According to the standard color, auxiliary color application

Printing: Offset printing

324mm



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
Color: According to the standard color,
auxiliary color application
Printing: Offset printing

100mm

200mm



B-06
席卡
Seat card

席卡应用于会议及其他活动中,置于座位前,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



B-07
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-color printing on the front cover and back cover, double-sided mono-chrome printing on the inside sheets.

B-08
道旗
Road flag



道旗用于在重要节点时装点城市街景、推广品牌活动、彰显品牌形象。

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

B-09
主视觉
Key Vision



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 key visual portrait is used in all brand
activities to show the brand image.

Specification: 9 to 16

B-09
主视觉
Key Vision



主视觉红色版、蓝色版主要用于开幕庆典等场景，
强化品牌形象。

规格:16 : 9

The red and blue versions of the key visual
are primarily used for occasions such as the
Opening Ceremony to strengthen brand
impression.

Specification: 16 to 9

B-09
主视觉
Key Vision



主视觉橙色版、绿色版主要用于青年属性较强的场景,如世界青年技能日。

规格:16 : 9

The orange and green versions of the key visual are primarily used for scenarios with a strong youth orientation, such as the World Youth Skills Day.

Specification: 16 to 9



主视觉底纹版主要用于内外部会议、新闻发布会等场景。

规格:16 : 9

The texture version of the key visual is primarily used for scenarios such as internal and external meetings and press conferences.

Specification: 16 to 9

B-09
主视觉
Key Vision



主视觉红色版主要用于开幕庆典等场景, 强化品牌印象。

规格: 16 : 9

The key visual red version is mainly used in the Opening Ceremony and other scenes to strengthen the brand impression.

Specification: 16 to 9



B-09
主视觉
Key Vision



主视觉蓝色版主要用于开幕庆典等场景, 强化品牌形象。

规格: 16 : 9

The key visual blue version is mainly used in the Opening Ceremony and other scenes to strengthen the brand impression.

Specification: 16 to 9



B-09
主视觉
Key Vision



主视觉橙色版主要用于青年属性较强的场景,如世界青年技能日。

规格:16 : 9

The orange version of the key visual is primarily used for scenarios with a strong youth orientation, such as the World Youth Skills Day.

Specification: 16 to 9



B-09
主视觉
Key Vision



主视觉绿色版主要用于青年属性较强的场景，如世界青年技能日。

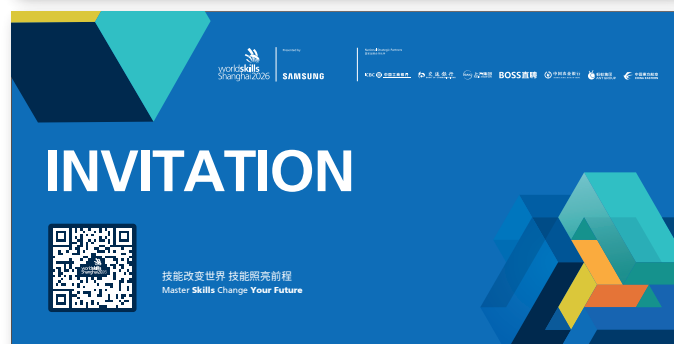
规格:16 : 9

The green version of the key visual is primarily used for scenarios with a strong youth orientation, such as the World Youth Skills Day.

Specification: 16 to 9



B-10 邀请函 Invitation



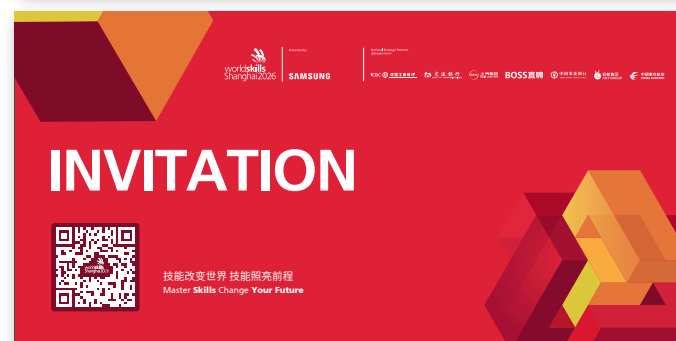
邀请函是品牌展示的重要载体之一，亦承载着品牌的精神与形象。

材质:200g哑粉纸或特种纸
尺寸:210mm x 105mm
色彩:四色印刷或部分烫印

Invitation is an important tool for brand display. It also represents the spirit and image of the brand.

Material: 200g matt art paper or specialty paper
Size: 210mm x 105mm
Color: Four-color printing or partial hot stamping

B-10 邀请函 Invitation



邀请函是品牌展示的重要载体之一，亦承载着品牌的精神与形象。

材质:200g哑粉纸或特种纸
尺寸:210mm x 105mm
色彩:四色印刷或部分烫印

Invitation is an important tool for brand display. It also represents the spirit and image of the brand.

Material: 200g matt art paper or specialty paper
Size: 210mm x 105mm
Color: Four-color printing or partial hot stamping



B-11 幻灯片 Slide

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 another important tool for exchanging information internally and externally. It also represents the spirit and image of the brand.

Specification: Adjust according to the actual slide size
Color: According to the standard color, auxiliary color application



制造与工程技术 PANTONE 185C; C8 M99 Y84 K0; R234 G0 B41; HEX EA0029

信息与通信技术 PANTONE 2144C; C93 M55 Y0 K0; R0 G100 B178; HEX 0064B2

运输与物流 PANTONE 1235C; C0 M38 Y86 K0; R255 G183 B27; HEX FFB71B

结构与建筑艺术 PANTONE 319C; C68 M0 Y26 K0; R29 G202 B211; HEX 1DCAD3

社会与个人服务 PANTONE 540CP; C100 M57 Y12 K66; R0 G40 B82; HEX 002852

创意艺术与时尚 PANTONE 526C; C69 M93 Y12 K0; R115 G48 B138; HEX 73308A