SkillsUSA Missouri’s Brand Design Contest

RULES: Each SkillsUSA Missouri chapter may submit a maximum of four (4) cohesive design packages for consideration. Each package should consist of one trading pin design, one banner design, and one t-shirt design. All submissions should follow the criteria listed below. All designs should follow the same pattern of work (font styles, colors, images, etc.). All designs should include the words “SkillsUSA Missouri” and “2020”. Entries not meeting the requirements listed will be disqualified. Submissions MAY include the SkillsUSA Missouri logo which can be downloaded by clicking here. Ensure logo use adheres to SkillsUSA’s brand standards.

All designs must be received on or before Friday, December 13, 2019 to be considered for judging. Submissions will ONLY be accepted via online submission by clicking here. Submissions should also include one digital standard (8.5”x11”) page with all three designs in .pdf format.

Trading Pin Design
Since the pin will be no larger than 1.25" when manufactured, avoid the use of fine detail in the design, which may be lost. Original should be 6” to 7” inches in height or width and include a reduced copy of the design (no larger than 1.25") placed in the upper right corner of your presentation sheet. The year and words “SkillsUSA Missouri” must be included. Design may be full color and any shape.

Banner Design
The banner design should be 10’ wide and 4’ tall. The words “SkillsUSA Missouri” and “2020” must be included in the design. The submitted proof must fit on one page and be proportional to the full size design. Design may be full color.

T-shirt Design
When printed, t-shirt design will be no larger than 8 1/2” wide by 11” tall. The words “SkillsUSA Missouri” and “2020” must be included in the design. Shirt color may be suggested with design submission. Design may include up to 4-colors.

By submitting a design you agree to the following: All entries become the property of SkillsUSA Missouri and the designer relinquishes any and all rights to compensation for use of the design.

METHOD OF SELECTION: State staff will screen all entries received for appropriateness. All approved entries will be forwarded for judging to be determined by state staff. Campaigning for votes towards a particular design is strictly prohibited.

AWARDS: First, Second, and Third place winners will be recognized.

USE OF DESIGNS: The first place design will be featured throughout the year, including, but not limited to print and electronic media, SLSC, and NLSC. SkillsUSA Missouri reserves the right to make adjustments and alterations of any artwork that is submitted for use in accordance with brand standards and/or conference use.

ACCOMPANYING FILES: Individual designs should be saved independently as .png for upload. Submissions MUST also include one digital standard (8.5”x11”) presentation page with all three designs in .pdf format. The winning designer will be asked for original design files.

THEME: The design should be based on SkillsUSA’s national theme. Click here for this year’s theme.

For questions, please contact Joey Baker, State Director at Joey.Baker@dese.mo.gov.

CLICK HERE TO SUBMIT ENTRIES
EXAMPLE

T-Shirt Design

Pin Design

Actual Size

Enlarged to show detail

Banner Design

Suggested shirt colors