

## 2020-2021 SkillsUSA Tennessee Postsecondary Branding Contest “SkillsUSA REIMAGINED”

SkillsUSA Tennessee Postsecondary  
members will get to **VOTE** on this year’s  
**BRANDING DESIGN PACKAGE!**



SkillsUSA members are invited to create a branding design package to represent our organization for the year. These designs will be utilized on SkillsUSA publications throughout the year, including membership recruitment, newsletters, partner communications, and more.

All registrants for the State Leadership and Skills Conference will receive the winning t-shirt and trading pin design. The winning design package will be showcased through our social media sites and on our TNPSSkillsUSA.org website.

**RULES:** SkillsUSA Tennessee PS student members are invited to submit a design package for consideration.

- The package should consist of designs for one trading pin, one t-shirt, and one social media post
- Design packages should reflect the state theme (SkillsUSA REIMAGINED), SkillsUSA, and the state of Tennessee.
- All submissions must follow the criteria listed below. Design packages must follow the same pattern of work (font, style, color, etc.) and must include the year (“2021”) and the words “Tennessee” and “SkillsUSA Postsecondary” in each design. Designs must follow the National Brand Standards (visit [www.skillsusabrandcenter.org](http://www.skillsusabrandcenter.org) for official logos and Brand Standards).
- Include all three designs on one high resolution .pdf file for judging. Do not include any personal identifier information on your file. Files should be named “(Last Name, First Initial, College).pdf”
- All designs must be received via webform by the State Director on or before **February 8, 2020** to be considered for judging.
- Link to access webform <https://www.tbr.edu/node/76179>

### Trading Pin Design

- Final production size: no more than 1.25” (avoid the use of fine detail, which may be lost in production)
- Submit enlarged design to view detail, and actual size (no larger than 1.25”)
- No more than 4 colors may be used
- Include special instructions, color type, CMYK or RGB spot color, special features (shape, finish, etc.)
- Do not use the SkillsUSA logo, as the detail is too small to reproduce

### T-Shirt Design

- No larger than 8.5” wide by 11” tall (one side only)
- Indicate t-shirt color
- Must include the SkillsUSA Tennessee PS logo (may be used as sleeve art) and theme “SkillsUSA REIMAGINED”
- No more than 4 colors may be used
- Include special instructions, such as color type, CMYK or RGB spot color

## Social Media Post

- Final design should include two graphics. Graphic one should be 1080 pixels wide by 1920 pixels tall. Graphic two should be 1920 pixels wide by 1080 pixels tall.
- Must include the SkillsUSA Tennessee PS logo, theme (“REIMAGINED”) and event name (“State Leadership and Skills Conference”)
- Full color designs are permitted
- **All graphics must be submitted in RGB**

## Presentation

In addition to the design, contestants will be judged on their presentation of their ideas, creativity, and why they believe their design best reflects SkillsUSA Tennessee Postsecondary and our “REIMAGINED” theme. Video presentations are limited to 3 minutes, must include the student’s voice in their presentation. Videos and images will be shared with the SkillsUSA Tennessee Postsecondary members and an electronic voting ballot will be distributed to each member registered by **February 8, 2021**.

## *THE FINE PRINT*

By submitting a design, you agree to the following: All entries become the property of SkillsUSA Tennessee Postsecondary, and the designer relinquishes all rights to compensation for the use of the design(s).

- **METHOD OF SELECTION:** The State Director will screen all entries received for appropriateness and eligibility. All qualified entries will be forwarded for judging by advisors and students through a webform link. Students and teachers may not campaign for votes towards any particular design (online or in person) but may promote general voting. Depending on the number of entries, a preliminary round of voting may occur to narrow the field and select finalist designs. The State Director will verify the results and notify the winning student and instructor.
- **ELIGIBLE DESIGNS:** Eligible designs will meet the following criteria:
  - Maintain branding standards of SkillsUSA: Designs that violate these standards may be disqualified. Please review the standards at [www.skillsusabrandcenter.org](http://www.skillsusabrandcenter.org)
  - Meet the requirements outlined above: Designs that do not meet these standards, such as exceeding color limits or size requirements may be disqualified
  - Include the words “SkillsUSA” and “Tennessee,” as well as additional wording requirements as outlined
  - Submitted electronically and created using professional design software, such as Adobe products. Any professional software may be used, provided it can create the necessary vector files and pdf files
  - Submitted in the proper format
    - 1 page only, 8.5” x 11”
    - No identifying marks or writing, such as name, school, region, etc.
    - High resolution .pdf file named “(Last Name, First Initial) (College).pdf”
- **AWARDS:** The Top 3 Overall Winners will be provided complimentary registration to the Virtual State Leadership and Skills Conference and recognized at the Opening Ceremony and will receive the corresponding medals. The 1<sup>st</sup> place winner will also be eligible to compete in the National SkillsUSA T-Shirt/Pin Design contest.

- **USE OF DESIGNS:** The first-place design will be featured at the 2021 Virtual SkillsUSA Tennessee Postsecondary State Leadership and Skills Conference, and in our Champions Video. SkillsUSA Tennessee Postsecondary reserves the right to adjust or make alterations to any artwork that is submitted.
- **ACCOMPANYING FILES:** Submission is one digital standard (8.5" x 11") page with all four designs in high quality .pdf format. The winning submission will be required to submit vector (.eps) images of all artwork, fonts, backgrounds, and other necessary files within a week of selection. Vector files may be submitted electronically via Google Drive.