![SkillsUSA Championships logo]

BRANDING DESIGN CHALLENGE
(STATE ONLY)

PURPOSE

Demonstrating student leadership through design - developing career-ready skills while shaping how SkillsUSA Washington presents itself throughout the year.

ELIGIBILITY

Open to active SkillsUSA members enrolled in career and technical programs. This competition is open to middle school, high-school and college/postsecondary competitors.

Other Contests
This challenge does not conflict with other SkillsUSA Washington State Only or SkillsUSA National contest offerings or events. Students may enter this challenge as well as other design-related contests. **This challenge** should work in conjunction with our other Washington State Design Challenge and/ or our Pacific Northwest Pin Design Challenge

SCOPE OF THE COMPETITION

SkillsUSA Washington serves students in CTE programs across our state by developing personal, workplace, and technical skills grounded in academics that are needed for career success.

Each year, student members are invited to create a cohesive design package that reflects the **state theme**, the state of Washington, and our organization. The winning design is selected by members during the fall and winter season. Winning designs may be featured throughout the SkillsUSA programming year in forms of but not limited to visual production during opening and closing sessions, printing material and to represent SkillsUSA Washington at events throughout the year.

KNOWLEDGE PERFORMANCE

There will be no skill-related written test

SKILL PERFORMANCE

The competition is designed to assess the competitor's ability to design and produce a design package that reflects the **annual theme**, the state of Washington, and our organization.

COMPETITION GUIDELINES

1. Design packages must reflect the **annual theme**, SkillsUSA, and its mission, and the state of Washington.
2. All entries must be rendered in color (full color or two-color). Preferably, entries will be created in a design software package such as Illustrator or Photoshop. However, competitors are permitted to use equivalent open-source software such as Inkscape, Gimp, etc. Licensed software such as the Corel suite, Affinity Designer, Affinity Photo, etc., is also acceptable. Entries may **not** be hand-drawn, painted, or rendered in colored pencils or markers.
3. The package must include **one Trading pin (May use submission from one of our other design challenge submissions rescaled to specifications below), one banner, and one conference app homepage (vertical)**.

Trading Pin Design:

- Final production size: maximum 1.5" horizontal or vertical.
- Avoid the use of fine detail, which may be lost in production.
- Designs are not limited in shape – custom shapes, moving pieces, and creative designs are encouraged.
- Submit two images: an enlarged design to view detail, and an actual size (no larger than 1.5").
- Include special instructions, such as spot color, and special features (shape, finish, moving parts, dangle items, etc.). Indicate whether the pin is screen printed, die struck, embossed, or other production method.
- No more than 4 spot colors may be used. The use of gradient colors is not permitted.
- For die struck pins, the metal color may be used as an additional color. The metal color must be identified as such to not count toward the 4-color maximum. Available metal colors include black, silver/nickel, and gold.
- Do not use the SkillsUSA logo, as the detail is too intricate to reproduce on the pin

Banner Design:

- Printed Size: No larger than 4' x 8' with 1/2" bleed, if necessary. Final shape must be square or rectangle.
- Must include SkillsUSA Washington logo and current year's theme.
- Proof must be proportional to the final production size but should be reduced to fit on the submission page.
- Full color and gradient designs are permitted.

Conference App Homepage

- Size: 1080 x 1920 px (vertical).
- Must include the **SkillsUSA Washington logo**, **theme**, and event name ("State Leadership and   Skills Conference" or "SLSC").
- Gradients permitted.

4.   All entries must be accompanied by a **1–2 paragraph Written Explanation of Theme** explaining how the design package interprets the annual theme and/ or represents Washington or both. For qualified entries, this explanation will be shared with members during voting to provide insight into the creative process. Any design that fails to include this component will not advance to voting.

6.   All submissions must be cohesive. Design packages should follow the same **fonts, style, colors, and branding** on every design.

7.   Designs must follow the official **SkillsUSA Brand Standards**. The SkillsUSA Washington logo must be used where indicated. Visit brandfolder.com/portals/skillsusa for official logos and branding guidance.

8.   Gradient colors are only allowed on the banner and homepage. Gradients are not permitted on the pin.

9.   All text should take into account typography conventions. Implement the text into the design in an aesthetically pleasing way.

10. All work must be **original** and created by the student. No copyrighted material, clip art, or AI-generated content is allowed. Submissions that use these will be disqualified.

11. All three designs must be submitted together in a single high-resolution **.pdf file** for judging. Files must be named:
[LASTNAME].[SCHOOL].pdf.
Submissions must be uploaded using online form. Do **not** include your first name, school, or other identifying information on the .pdf.

12. Submissions must include a **color swatch** with CMYK, RGB, or Pantone information.

13. Upon submission, designs will be reviewed by the SkillsUSA Washington State Office for accuracy and adherence to standards. Accepted designs may require corrections, and designers will be given **one opportunity** to resubmit with adjustments.

14. The winning designer must provide original vector files (.ai or .eps), plus related files (fonts, backgrounds, etc.) within **1 week** of notification.

Eligible Designs Must

- Follow SkillsUSA brand standards.
- Include "SkillsUSA" and "2026."
- Be created with professional design software capable of producing vector files.
- Be submitted electronically as one page (8.5" x 11") in **high-resolution .pdf** format, with no identifying information.

Awards

The first-place winner will receive **complimentary registration** to the State Leadership and Skills Conference and recognition during the Opening Ceremony in addition to a $100 gift card.

Compensation

All submissions become the property of SkillsUSA Washington. Designers relinquish all rights to compensation for use of their design(s).

- SkillsUSA retains the right to make modifications to the final design as necessary to produce to our standards and to the manufacturer's specifications and abilities.

- Entries received after the deadline will not be considered.

Submission Format

- One digital (8.5" x 11") page with all four designs in .pdf format.
- Upload via link found on the SkillsUSA Washington State Only webpage. Email submissions will not be accepted.
- Winners must provide original vector files and supporting elements within one week of notification.