



NATIONAL LEADERSHIP & SKILLS CONFERENCE

T-SHIRT DESIGN CHALLENGE



WHAT

Each year, SkillsUSA challenges students across the country to put their skills to the test and contribute creative designs to commemorate the year's National Leadership and Skills Conference. This challenge tasks students with creating a custom t-shirt design for SkillsUSA's National Leadership and Skills Conference.

WHY

This design challenge is intended to give students the chance to contribute to the branding of the National Leadership and Skills Conference while simultaneously sharpening their technical skills in the area of graphics and design.

tone of voice

Bold, celebratory and expressive.

AUDIENCE

The primary audience for this product is attendees of the National Leadership and Skills Conference. However, other SkillsUSA stakeholders will also have the opportunity to purchase the shirt from the SkillsUSA Store. Keep in mind that the primary attendees of the National Leadership and Skills Conference are students in the 14-18 range.

GOALS

SkillsUSA wants this piece to commemorate the National Leadership and Skills Conference while celebrating the Essential Element growth that takes place during the conference. The final design should also be reflective of the conference location: Atlanta, Ga.

- Create a commemorative product that all SkillsUSA Stakeholders would be proud to wear for years after the conference
- Create a product that is easily recognizable on SkillsUSA's social media channels and is easily recognizable while walking around the city of Atlanta during NLSC 2022.
- Create a product that adheres to all of SkillsUSA's brand standards and honors the SkillsUSA brand, conference brand and annual theme.



This challenge will develop the following Essential Elements of the SkillsUSA Framework:

- Job-Specific Skills.

TECHNICAL SPECIFICATIONS

- All designs must be rendered in color (limited to four process or spot colors).
- Entries must be created in a design software such as Illustrator, Photoshop or InDesign. Hand-drawn designs will not be accepted.
- Only one PDF file should be uploaded. The artwork contained within this PDF file should be no larger than 12" x 12".
- The SkillsUSA emblem or SkillsUSA logo (whole or elements of either) cannot appear on the design.
- All copyright laws must be followed in the creation of the design. Plagiarism of any kind will result in disqualification.
- The student must retain a digital copy of their original design in its native file format until results are announced. Upon notification, the winner will be required to submit their native art files to SkillsUSA by email or file transfer, as directed.
- SkillsUSA retains the right to make modifications to the final design as necessary.

REQUIRED TEXT

The following strings of text are required to appear in the final design as either a text string or a graphical element:

- "National Leadership and Skills Conference"
- "2022"
- "Atlanta"

OFFICIAL SKILLSUSA COLORS

While not required to be used, designers should be conscious of SkillsUSA's official colors (outlined below). Using these colors keeps the SkillsUSA brand consistent across all applications.



PMS 485



PMS 541



PMS 7555

For more guidance on SkillsUSA brand, designers should review the SkillsUSA Brand Standards Page on the [SkillsUSA Brand Center](#).

DESIGN COLLATERAL

While not required to be used, SkillsUSA has supplied some limited design collateral for this challenge, designed to equip designers with the items they will need to be successful in this challenge. To review and download design collateral, please click the link below:

<https://bit.ly/NLSCassets>



ELIGIBILITY

This challenge is open to all registered SkillsUSA student members who are enrolled in a career and technical education program at a high school or college/postsecondary institution with an active SkillsUSA chapter.

Membership for the 2021-22 school year will be verified by the national headquarters (the name must appear on a roster for this school year). **Limit one entry per SkillsUSA Member.**

SUBMISSIONS

Only one PDF file should be uploaded. The artwork contained within this PDF file should be no larger than 12" x 12." Designers should not render the final product on a t-shirt mockup or other t-shirt template. All files should be uploaded using the link below.

<https://bit.ly/NLSCshirts>

Entries are due March 15 by 12 a.m. (midnight) ET

TIMELINE FOR THE CHALLENGE

January 15: Challenge becomes live to all SkillsUSA Members

March 15: All entries due by 12 a.m. ET.

March 21: Winner Announced

AWARDS

The winner of the design challenge will have their design represented as the official t-shirt of the 2022 SkillsUSA Week. The winning design will be featured for sale on the SkillsUSA Store.

- Student Award: \$100.
- Chapter Award: \$500.
- Complimentary samples of T-shirt will be provided to the winning student and their advisor.
- Recognition of the winner on the SkillsUSA website.
- Recognition of winner's design during the conference.

POINT OF CONTACT

For any additional questions, please contact Devin Goodman at dgoodman@skillsusa.org.