

SkillsUSA South Carolina serves students in CTE programs in South Carolina by developing the 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, and the organization. Designs are used for conference t-shirts and pins distributed to all conference participants, for production during opening and closing sessions, and to represent the state association at events during the year.

SkillsUSA South Carolina has a reputation for high quality, student-produced designs, and this year is no exception! Submit yours by January 9th at 11:59PM!

THE RULES:

All SkillsUSA South Carolina student members are invited to submit a design package. Review this entire document carefully, as information may have changed from previous years.

1. Design packages should reflect the state theme, SkillsUSA and its mission, and the state of South Carolina.
2. The package must consist of one trading pin, one T-shirt, one banner, and a conference app homepage (vertical).
3. All entries must be accompanied by a 1–2 paragraph Written Explanation of Theme, explaining how the design interprets the annual theme. For qualified designs, the explanation will be posted along with the artwork for voting to provide insight into the creative process and symbolism used. Designs that fail to adequately address the theme or include a Written Explanation will not advance to voting.
4. All submissions must follow the listed criteria. Design packages must follow the same pattern of work (font, style, color, etc.) and must include the year (“2026”) and the words “SkillsUSA” and “South Carolina” in every design.
5. Designs must follow the National Brand Standards. The official SkillsUSA South Carolina logo must be used where indicated. Visit brandfolder.com/portals/skillsusa for official logos and Brand Standards.
6. Gradient colors are only allowed on the banner and homepage. Gradients are prohibited for the t-shirt or pin design.
7. Copyright material is forbidden, except for the SkillsUSA and SkillsUSA South Carolina logos.
8. No clip art or similar pre-designed components are allowed. All work must be original and prepared by the student member.
9. No AI-generated images or designs are allowed and are grounds for immediate disqualification.
10. All four designs must be submitted in one high-resolution .pdf file for judging. Name files “[LAST NAME].[SCHOOL].pdf”. Submit your file with your name, email, school, advisor name, and advisor email using the form on the SkillsUSA SC website under Branding Contest.
11. DO NOT include this information on the .pdf file. See the sample submission on the last page for more details.
12. Submissions must include a color swatch with identifying CMYK, RGB, or Pantone color information.
13. All designs must be received through the online form no later than 11:59 PM ET on January 9, 2026.
Confirmation will be sent to the email provided.
14. Upon submission, designs will be reviewed by the SkillsUSA South Carolina State Office for accuracy and adherence to standards. Accepted designs will receive email notification. If corrections are needed, designers will have one opportunity to resubmit their design with adjustments.
15. The winning designer must submit original design files (.ai or .eps format) and related files (fonts, backgrounds, etc.) within one week of notification.

SkillsUSA South Carolina: Blueprints to Brilliance

DESIGN SPECIFICATIONS:

Written Explanation of Theme

- Include a 1–2 paragraph explanation of the designer's interpretation of the theme.
- Designers should discuss how they interpreted the theme, how it connects to their CTE experience, and any relevant design details.
- The Written Explanation will be displayed with the artwork to assist in voting.

Trading Pin Design

- Final size: maximum 1.5" in any direction. Avoid fine detail.
- Submit an enlarged image and an actual-size image ($\leq 1.5"$).
- Include instructions on spot colors, production methods, finishes, shapes, moving parts, etc.
- Maximum 4 spot colors; gradients are not permitted.
- Metal colors (black, silver/nickel, gold) may count as an additional color for die-struck pins.
- Do not use the SkillsUSA logo; it is too intricate for pin production.

T-Shirt Design

- Artwork must be $\leq 8.5"$ wide x 11" tall.
- Indicate t-shirt color.
- Must include the theme ("Blueprints to Brilliance") and the SkillsUSA South Carolina logo (sleeve, front chest, or within main design).
- Single color; gradients not permitted.

Banner Design

- Printed size: $\leq 4' \times 8'$ with optional 1/2" bleed.
- Must include the SkillsUSA South Carolina logo and theme.
- Proof must be proportional but scaled to fit the submission page.
- Full color and gradients permitted.

Conference App Homepage

- Vertical graphic: 1080×1920 px.
- Must include the SkillsUSA South Carolina logo, theme, and event name ("State Leadership and Skills Conference" or "SLSC").
- Full color and gradients permitted.

THE FINE PRINT:

METHOD OF SELECTION

The State Director will screen all entries for appropriateness and eligibility. Qualified entries will be voted via Google Form post on the website and SkillsUSA Social Media pages beginning Monday, January 12, 2026 at 8:00AM through Wednesday, January 14, 2026 at 8:00PM. Voters must submit their email address to ensure vote integrity.

Chapters may NOT campaign for individual designs but may encourage general voting.

“Spam” voting, automation tools, or multiple votes per person are prohibited. Designs connected to improper voting will be disqualified.

ELIGIBLE DESIGNS

Eligible entries must:

- Follow SkillsUSA brand standards.
- Meet all requirements in this document, including color and size limits.
- Include “SkillsUSA,” “South Carolina,” and “2026.”
- Be created using professional design software capable of producing vector and PDF outputs.
- Be submitted as one 8.5” x 11” high-resolution PDF with no identifying marks.
- Be named “[LAST NAME].[SCHOOL].pdf”.

If violations are found, students will receive one opportunity to correct and resubmit **before the deadline.**

OTHER CONTESTS

The Branding Design Contest is separate from other SkillsUSA design contests. Students may enter this contest and others simultaneously. Designs may be used for Regional, State, and National events.

USE OF DESIGNS

The first-place design will be used at the 2026 SkillsUSA South Carolina State Leadership and Skills Conference and other events. SkillsUSA South Carolina may adjust artwork as needed.

AWARDS

First-place winner receives complimentary registration to the State Leadership and Skills Conference and recognition during the Opening Ceremony.

COMPENSATION

By submitting a design, the designer grants ownership of all entries to SkillsUSA South Carolina and relinquishes all rights to compensation.

ACCOMPANYING FILES

All submissions must be uploaded using the online form. The winner must submit vector (.eps or .ai) files, backgrounds, and necessary fonts within one week of selection.