



SKILLSUSA LEADERSHIP CONFERENCE PROMOTIONAL POSTER REGULATIONS

OBJECTIVE: Each school will design a poster representing this year's SkillsUSA theme.

GENERAL RULES: Each school in attendance has the option to be entered in this contest. The poster will promote CTE and this year's SkillsUSA theme. The current years SkillsUSA Theme can be found here: <https://www.skillsusa.org/resources/member-resources/theme/>

Follow the contest requirements below.

1. Originality & Creativity
 - Your design should be your own work.
 - Make it visually unique, engaging, and aligned with the SkillsUSA theme.
2. Professional Appearance
 - Poster should be neat, well-organized, and polished.
 - Use balanced spacing, readable fonts, and a cohesive color scheme.
 - Avoid clutter or excessive decoration.
3. SkillsUSA Branding
 - The word SkillsUSA must appear following official logo/brand guidelines (correct colors, font, and format). Logo and Brand Guidelines can be found here: <https://brandfolder.com/skillsusa/skillsusa-brand-assets>
 - Do not alter or distort the SkillsUSA logo.
 - The SkillsUSA Theme is used to convey a message
4. School Identification
 - Your school name must be clearly shown on the poster.
5. Size Limit
 - Poster cannot be larger than 12" x 15".
 - Any smaller size is acceptable if it is proportional and legible.
6. Construction Rules
 - Poster must be two-dimensional only (no 3D objects).
 - No moving parts (must be flat and static).
7. Presentation
 - The final poster should look ready for display in a professional or competitive setting.
 - Double-check spelling, grammar, and alignment.

Winners of Poster Competition will be announced at the Closing Ceremony.



POSTER COMPETITION TALLY SHEET

SCHOOL NAME: _____

1. Creativity & Originality (0–5 points) _____/5

- 5 = Highly original, unique, and creative design that captures attention.
- 4 = Mostly original, creative, and engaging.
- 3 = Some creativity, but design is common or predictable.
- 2 = Minimal originality, relies heavily on templates or copied ideas.
- 1–0 = No originality, unoriginal or copied design.

2. Professional Appearance & Presentation (0–5 points) _____/5

- 5 = Poster is neat, polished, balanced, and visually professional.
- 4 = Mostly neat and professional, minor flaws.
- 3 = Adequate but may appear rushed or uneven.
- 2 = Messy or unorganized in multiple areas.
- 1–0 = Poorly presented, unprofessional appearance.

3. Theme & Required Elements (0–5 points) _____/5

- 5 = Current SkillsUSA theme is clearly and effectively used; all required elements (theme, school name, SkillsUSA logo) are included.
- 4 = Theme is clear, most required elements included.
- 3 = Theme is present but not well emphasized; one required element missing.
- 2 = Weak theme connection; two required elements missing.
- 1–0 = Theme not used; missing most required elements.

4. Technical Guidelines & Compliance (0–5 points) _____/5

- 5 = Meets all technical rules: correct logo use, size within 12x15, two-dimensional, no moving parts.
- 4 = Meets most rules, with only one minor error.
- 3 = Multiple minor errors in compliance.
- 2 = Major errors (incorrect logo use, oversize poster, etc.).
- 1–0 = Does not meet guidelines.

TOTAL POINTS _____/20

COMMENTS: