



*AT THE GEORGIA NATIONAL FAIR*

SkillsUSA Georgia  
866-503-3169

SkillsUSA is a national, nonprofit student organization that has developed more than 10 million workers through active partnerships between employers and educators. Hundreds of American industries have turned to SkillsUSA as the source for employees who exemplify "Champions at Work" in both skills and attitudes. SkillsUSA's mission is to empower its members to become world-class workers, leaders and responsible American citizens. At the heart of this mission are SkillsUSA's core values: integrity, responsibility, citizenship, service and respect. SkillsUSA Georgia is focused on serving high school students involved in Architecture, Construction, Communication, Cosmetology, Public Safety, and Transportation pathways.

Open to all bona fide SkillsUSA members or students interested in SkillsUSA in the state of Georgia. Entries may be made as individuals or teams, as specified in the rules for each competition.



[www.GeorgiaNationalFair.com](http://www.GeorgiaNationalFair.com)

All exhibitors are required to read and abide by the Georgia National Fair General Rules and Regulations. PLEASE NOTE: IT IS YOUR RESPONSIBILITY TO READ AND UNDERSTAND THE RULES. If you have questions, you may certainly email us at [abrown@skillsusageorgia.org](mailto:abrown@skillsusageorgia.org) or [contests@gnfa.com](mailto:contests@gnfa.com). Please help us prevent entry disqualifications.

Online registration with Georgia National Fair is required for all entries. Deadline is Sept. 22, 2021. Required password must be obtained by Sept. 20.

Exhibitors will be required to turn in a copy of their online registration confirmation to check-in for competitions.

For rally information, please contact SkillsUSA Georgia 866-503-3169.

**PROCEDURES:** Advisors/Students must submit their display during the event check-in at the Georgia National Fair Champions Rally. The exception to submitting contest projects in-person applies to the SkillsUSA Career Pathway Poster, SkillsUSA Chapter Recruitment Poster, and SkillsUSA Chapter T-Shirt contests. Top ten entries for each contest will remain on display throughout the Fair.

**Entries can be picked up:** Tuesday, October 19, 12:00 PM - 8:00 PM  
 Wednesday, October 20, 9:00 AM - 4:00 PM  
 & Saturday, October 23, 10:00 AM - 3:00 PM

<u>1st</u>	<u>2nd</u>	<u>3rd</u>	<u>4th</u>	<u>5th-7th</u>	<u>8th-10th</u>
\$100	\$75	\$50	\$25	\$15	\$10

**GEORGIA NATIONAL FAIR  
 SKILLSUSA SUPERIOR CHAPTER AWARD**

**1<sup>st</sup> Place - Superior Chapter - \$500  
 2<sup>nd</sup> Place - Reserve Superior Chapter - \$250**

Sponsored by the Georgia National Fair

All placings will be put on a point system, example: 1<sup>st</sup> place=10 pts, 2<sup>nd</sup> place=9 pts, etc. These points will be calculated by chapter and the chapter with the highest accumulated points after the last competition will receive a GNF Superior Chapter Award plaque and \$500. The second place chapter will receive a GNF Reserve Superior Chapter Award plaque and \$250.

**All prizes are sponsored by the Georgia National Fair.** All premium checks will be mailed directly to the school within six weeks after the Fair is over.

# SkillsUSA CAREER PATHWAY DISPLAY

THIS IS A CHAPTER EVENT AND MUST BE ENTERED with the School Name in the “First Name” field and “SkillsUSA” in the “Last Name” field. Example: First Name “Best High School” and Last Name “SkillsUSA”.

Enter online at [www.GeorgiaNationalFair.com](http://www.GeorgiaNationalFair.com)

(<https://www.georgianationalfair.com/p/georgialiving/youth>) by **September 22, 2021**.

**DIVISION 50101 SKILLSUSA CAREER PATHWAY DISPLAY**

## **CLASS**

**01 SkillsUSA Career Pathway Display**

**OBJECTIVE:** Chapter members must work together to create a display that accurately represents the career pathway or pathways that are represented in their local school. The display may incorporate multiple career pathways or a singular focus on one career pathway.

**PROCEDURES:** Advisors/Students must submit their display during the event check-in at the Georgia National Fair Champions Rally.

**A copy of the online registration confirmation will be required to check-in for competition.**

## **CONTEST RULES:**

- All exhibitors are required to read and abide by the Georgia National Fair General Rules and Regulations. PLEASE NOTE: IT IS YOUR RESPONSIBILITY TO READ AND UNDERSTAND THE RULES.** If you have questions, you may certainly email us at [abrown@skillsusageorgia.org](mailto:abrown@skillsusageorgia.org) or [contests@gnfa.com](mailto:contests@gnfa.com). Please help us prevent entry disqualifications.
- Entries will be limited to one per chapter.
- Display size is limited to 46” in width, 36” in height, and 15” in depth.
- All displays must collapse to fit the below specifications
  - 36 inches long, 24 inches wide, and 6 inches deep/thick
  - Display must not weigh more than 10 pounds.
- The entry must contain a display only. Extra printed materials must not be submitted with the display and will not be judged as a part of the project. (i.e. brochures, flyers, etc.)
- The SkillsUSA logo must be incorporated into the design. The logo may either be the SkillsUSA national logo, state logo or chapter logo. Proper guidelines for logo use can be found at the end of this document.
- The display must be created with the mind-set that it will be used to promote the career pathway or pathways offered by the local school.
- Electricity will not be provided for the displays.
- The top ten entries will be displayed during the Georgia National Fair; therefore, chapters must be prepared to leave their display in its entirety. The use of expensive accessories (such as laptop computers, projectors, etc.) is not permissible. Neither the Georgia National Fair nor SkillsUSA Georgia will be responsible for these items.

**SKILLSUSA CAREER PATHWAY DISPLAY (continued)****EVALUATION:****1. General Effect/Impact (40 Points)**

- a. Effectively represents SkillsUSA.
- b. Effectively serves to promote the career pathway or pathways. Points are not based on number of pathways covered.
- c. Overall Appearance

**2. Design Elements (20 Points)**

- a. Construction
- b. Materials
- c. Colors
- d. Artistic Flair

**3. Uniqueness/Creativity of Design (20 Points)**

- a. What sets your design apart from the other chapters?

**4. Logo Incorporation (20 Points)**

- a. SkillsUSA National Logo/State Logo/Chapter Logo Incorporated in Design
- b. Logo Used Effectively to Enhance Design

**5. Violations of Size Specifications**

- a. Violation of size requirements will result in a 20 point penalty.

**6. Violation of Additional Materials**

- a. Violation of additional materials will result in a 20 point penalty.

# SkillsUSA CAREER PATHWAY POSTER

THIS IS A CHAPTER EVENT AND MUST BE ENTERED with the School Name in the “First Name” field and “SkillsUSA” in the “Last Name” field. Example: First Name “Best High School” and Last Name “SkillsUSA”.

Enter online at [www.GeorgiaNationalFair.com](http://www.GeorgiaNationalFair.com)

(<https://www.georgianationalfair.com/p/georgialiving/youth>) by **September 22, 2021**.

**DIVISION 50201 SKILLSUSA CAREER PATHWAY POSTER**

## **CLASS**

**01 SkillsUSA Career Pathway Poster**

**OBJECTIVE:** Chapters members must work together to create a poster that accurately represents the career pathway or pathways that are represented in their local school. The poster may incorporate multiple career pathways or a singular focus on one career pathway.

**PROCEDURES:** Advisors/Students must submit their poster during the event check-in at the Georgia National Fair Champions Rally.

**A copy of the online registration confirmation will be required to check-in for competition.**

## **CONTEST RULES:**

1. **All exhibitors are required to read and abide by the Georgia National Fair General Rules and Regulations. PLEASE NOTE: IT IS YOUR RESPONSIBILITY TO READ AND UNDERSTAND THE RULES.** If you have questions, you may certainly email us at [abrown@skillsusageorgia.org](mailto:abrown@skillsusageorgia.org) or [contests@gnfa.com](mailto:contests@gnfa.com). Please help us prevent entry disqualifications.
2. Entries will be limited to one per chapter.
3. Submit your 8.5” x 11” poster as a PDF.
4. The entry must contain a poster only. Extra printed materials must not be submitted with the poster and will not be judged as a part of the project. (i.e. brochures, flyers, etc.)
5. The SkillsUSA logo must be incorporated into the design. The logo may either be the SkillsUSA national logo, state logo or chapter logo. Proper guidelines for logo use can be found at the end of this document.
6. The poster must be created with the mind-set that it will be used to promote the career pathway or pathways **that are offered by the local school**. The top ten finalists will be displayed during the Georgia National Fair. SkillsUSA Georgia will handle printing and installation of the printed poster at the Georgia National Fair on the contestant’s behalf.

Posters must be submitted to <https://skillsusageorgia.wufoo.com/forms/q1dnrr4207td7jp/>  
by **October 1**.

**SKILLSUSA CAREER PATHWAY POSTER (continued)****EVALUATION:****1. General Effect/Impact (40 Points)**

- a. Effectively represents SkillsUSA Georgia.
- b. Effectively serves to promote the career pathway or pathways. Points are not based on number of pathways covered.
- c. Overall Appearance

**2. Design Elements (20 Points)**

- a. Images enhance message of poster
- b. Text (readability, grammar, spelling, etc.)
- c. Colors
- d. Artistic Flair

**3. Uniqueness/Creativity of Design (20 Points)**

- a. What sets your design apart from the other chapters?

**4. Logo Incorporation (20 Points)**

- a. SkillsUSA National Logo/State Logo/Chapter Logo Incorporated in Design
- b. Logo Used Effectively to Enhance Design

**5. Violations of Size Specifications**

- a. Violation of size requirements will result in a 20 point penalty.

**6. Violation of Additional Materials**

- a. Violation of additional materials will result in a 20 point penalty.

# SkillsUSA CHAPTER RECRUITMENT DISPLAY

THIS IS A CHAPTER EVENT AND MUST BE ENTERED with the School Name in the “First Name” field and “SkillsUSA” in the “Last Name” field. Example: First Name “Best High School” and Last Name “SkillsUSA”.

Enter online at [www.GeorgiaNationalFair.com](http://www.GeorgiaNationalFair.com)  
(<https://www.georgianationalfair.com/p/georgialiving/youth>) by **September 22, 2021**.

**DIVISION 50401 SKILLSUSA CHAPTER RECRUITMENT DISPLAY**

## CLASS

**01 SkillsUSA Chapter Recruitment Display**

**OBJECTIVE:** Chapters members must work together to create a display that will be used to recruit new members to join their school’s SkillsUSA chapter.

**PROCEDURES:** Advisors/Students must submit their display during the event check-in at the Georgia National Fair Champions Rally.

**A copy of the online registration confirmation will be required to check-in for competition.**

## CONTEST RULES:

1. All exhibitors are required to read and abide by the Georgia National Fair General Rules and Regulations. PLEASE NOTE: IT IS YOUR RESPONSIBILITY TO READ AND UNDERSTAND THE RULES. If you have questions, you may certainly email us at [abrown@skillsusageorgia.org](mailto:abrown@skillsusageorgia.org) or [contests@gnfa.com](mailto:contests@gnfa.com). Please help us prevent entry disqualifications.
2. Entries will be limited to one per chapter.
3. Display size is limited to 46” in width, 36” in height, and 15” in depth.
4. All displays must collapse to fit the below specifications
  - a. 36 inches long, 24 inches wide, and 6 inches deep/thick
  - b. Display must not weigh more than 10 pounds.
5. Displays must be made of foam board or some other type of material that will allow it to be freestanding.
6. The entry must contain a display only. Extra printed materials must not be submitted with the display and will not be judged as a part of the project. (i.e. brochures, flyers, etc.)
7. The SkillsUSA logo must be incorporated into the design. The logo may either be the SkillsUSA national logo, state logo or chapter logo. Proper guidelines for logo use can be found at the end of this document.
8. The display must be created with the mind-set that it will be used to recruit new members for the school’s local SkillsUSA Chapter. Electricity will not be provided for the displays.
9. The top ten entries will be displayed during the Georgia National Fair; therefore, chapters must be prepared to leave their display in its entirety. The use of expensive accessories (such as laptop computers, projectors, etc.) are not permissible. Neither the Georgia National Fair nor SkillsUSA Georgia will be responsible for these items.

**SKILLSUSA CHAPTER RECRUITMENT DISPLAY (continued)**

**EVALUATION:**

- 1. General Effect/Impact (40 Points)**
  - a. Effectively represents SkillsUSA Georgia.
  - b. Effectively serves as a membership recruiting tool for local chapters.
  - c. Overall Appearance
- 2. Design Elements (20 Points)**
  - a. Construction
  - b. Materials
  - c. Colors
  - d. Artistic Flair
- 3. Uniqueness/Creativity of Design (20 Points)**
  - a. What sets your design apart from the other chapters?
- 4. Logo Incorporation (20 Points)**
  - a. SkillsUSA National Logo/State Logo/Chapter Logo Incorporated in Design
  - b. Logo Used Effectively to Enhance Design
- 5. Violations of Size Specifications**
  - a. Violation of size requirements will result in a 20 point penalty.
- 6. Violation of Additional Materials**
  - a. Violation of additional materials will result in a 20 point penalty.



# SkillsUSA CHAPTER RECRUITMENT POSTER

THIS IS A CHAPTER EVENT AND MUST BE ENTERED with the School Name in the “First Name” field and “SkillsUSA” in the “Last Name” field. Example: First Name “Best High School” and Last Name “SkillsUSA”.

Enter online at [www.GeorgiaNationalFair.com](http://www.GeorgiaNationalFair.com)  
(<https://www.georgianationalfair.com/p/georgialiving/youth>) by **September 22, 2021**.

**DIVISION 50501 SkillsUSA CHAPTER RECRUITMENT POSTER**

## **CLASS**

**01 SkillsUSA Chapter Recruitment Poster**

**OBJECTIVE:** Chapters members must work together to create a poster that will be used to recruit new members to their SkillsUSA chapter.

**PROCEDURES:** Advisors/Students must submit their poster during the event check-in at the Georgia National Fair Champions Rally.

**A copy of the online registration confirmation will be required to check-in for competition.**

## **CONTEST RULES:**

1. **All exhibitors are required to read and abide by the Georgia National Fair General Rules and Regulations. PLEASE NOTE: IT IS YOUR RESPONSIBILITY TO READ AND UNDERSTAND THE RULES.** If you have questions, you may certainly email us at [abrown@skillsusageorgia.org](mailto:abrown@skillsusageorgia.org) or [contests@gnfa.com](mailto:contests@gnfa.com). **Please help us prevent entry disqualifications.**
2. Entries will be limited to one per chapter.
3. Submit your 8.5” x 11” poster as a PDF.
4. The entry must contain a poster only. Extra printed materials must not be submitted with the poster and will not be judged as a part of the project (i.e. brochures, flyers, etc.).
5. The SkillsUSA logo must be incorporated into the design. The logo may either be the SkillsUSA national logo, state logo or chapter logo. Proper guidelines for logo use can be found at the end of this document.
6. The poster must be created with the mind-set that it will be used to recruit new members for the **school’s local SkillsUSA Chapter**. The top ten finalists will be displayed during the Georgia National Fair. SkillsUSA Georgia will handle printing and installation of the printed poster at the Georgia National Fair on the contestant’s behalf.

Posters must be submitted to <https://skillsusageorgia.wufoo.com/forms/q1dnrr4207td7jp/>  
by **October 1**.

**SKILLSUSA CHAPTER RECRUITMENT POSTER (continued)****EVALUATION:**

- 1. General Effect/Impact (40 Points)**
  - a. Effectively represents SkillsUSA Georgia.
  - b. Effectively serves as a membership recruiting tool for the local chapter.
  - c. Overall Appearance
- 2. Design Elements (20 Points)**
  - a. Images enhance message of poster
  - b. Text (readability, grammar, spelling, etc.)
  - c. Colors
  - d. Artistic Flair
- 3. Uniqueness/Creativity of Design (20 Points)**
  - a. What sets your design apart from the other chapters?
- 4. Logo Incorporation (20 Points)**
  - a. SkillsUSA National Logo/State Logo/Chapter Logo Incorporated in Design
  - b. Logo Used Effectively to Enhance Design
- 5. Violations of Size Specifications**
  - a. Violation of size requirements will result in a 20 point penalty.
- 6. Violation of Additional Materials**
  - a. Violation of additional materials will result in a 20 point penalty.

# SkillsUSA CHAPTER T-SHIRT

THIS IS A CHAPTER EVENT AND MUST BE ENTERED with the School Name in the “First Name” field and “SkillsUSA” in the “Last Name” field. Example: First Name “Best High School” and Last Name “SkillsUSA”.

Enter online at [www.GeorgiaNationalFair.com](http://www.GeorgiaNationalFair.com)  
(<https://www.georgianationalfair.com/p/georgialiving/youth>) by **September 22, 2021**.

**DIVISION 50601 SKILLSUSA CHAPTER T-SHIRT**

## **CLASS**

**01 SkillsUSA Chapter T-shirt**

**OBJECTIVE:** Create a Chapter T-shirt that displays creativity and visual appeal.

**PROCEDURES:** Advisors/Students must submit their T-shirt during the event check-in at the Georgia National Fair Champions Rally.

**A copy of the online registration confirmation will be required to check-in for competition.**

## **CONTEST RULES:**

1. All exhibitors are required to read and abide by the Georgia National Fair General Rules and Regulations. PLEASE NOTE: IT IS YOUR RESPONSIBILITY TO READ AND UNDERSTAND THE RULES. If you have questions, you may certainly email us at [abrown@skillsusageorgia.org](mailto:abrown@skillsusageorgia.org) or [contests@gnfa.com](mailto:contests@gnfa.com). Please help us prevent entry disqualifications.
2. Entries will be limited to one per chapter.
3. The entry must contain the T-shirt only. Extra printed materials must not be submitted with the T-shirt and will not be judged as a part of the project (i.e. brochures, flyers, etc.).
4. The SkillsUSA logo must be incorporated into the design. The logo may either be the SkillsUSA national logo, state logo or chapter logo. Proper guidelines for logo use can be found at the end of this document.
5. Please note that when using just the word SkillsUSA, it is considered one word and a space must not separate Skills and USA.
6. The top ten finalists will be displayed during the Georgia National Fair. SkillsUSA Georgia will handle printing and installation of the shirt at the Georgia National Fair on the contestant's behalf.
7. To be considered for this contest, Chapter must mail a printed size medium T-shirt to SkillsUSA Georgia. Chapters should only mail the T-shirt. No other documentation will be accepted or returned to the chapter.

**Chapters should mail T-Shirt entries to:**

**SkillsUSA Georgia  
Suite 1052  
1740 Hudson Bridge Road  
Stockbridge, GA 30281**

**Entries must arrive by October 1.**

## **SKILLSUSA CHAPTER T-SHIRT (continued)**

### **EVALUATION:**

- 1. General Effect/Impact (40 Points)**
  - a. Effectively represents SkillsUSA Georgia.
  - b. Overall Visual Appearance
- 2. Design Elements (20 Points)**
  - a. Images enhance t-shirt
  - b. Text (readability, grammar, spelling, etc.)
  - c. Colors
  - d. Artistic Flair
- 3. Uniqueness/Creativity of Design (20 Points)**
  - a. What sets your design apart from the other chapters?
- 4. Logo Incorporation (20 Points)**
  - a. SkillsUSA National Logo/State Logo/Chapter Logo incorporated in design
  - b. Logo used effectively to enhance design



Champions Rally  
Chapter T-Shirt Contest Entry

**\*Please include this form with your printed t-shirt.**

School: \_\_\_\_\_

Advisor Name: \_\_\_\_\_

Advisor Email: \_\_\_\_\_

# SkillsUSA Graphic Standards at a Glance

## DO'S

## DONT'S



### DO

Use the 2 Color Version on a white Background for maximum contrast

*\*On light backgrounds the all black version of the logo may also be used*



### DON'T

Use the 2 Color Version on Dark Backgrounds where contrast is low

*\*On dark backgrounds the all white version of the logo should be used to provide contrast*



### DO

Use the logo and slogan as one holistic piece as shown here

*\*Keeping the pieces together ensures a clean and consistent presentation of the brand*



### DON'T

Add to or Edit the look or content of the logo or slogan.

*\*The Slogan should never be altered, even when it is printed by itself*



### DO

Leave an appropriate amount of space around the logo

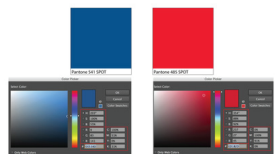
*\*The height of the "K" in any size logos should be the amount of space left between the logo and other objects. The official .eps logos have a correctly sized white box around them to ensure spacing.*



### DON'T

Rearrange the art in any way including moving any association name

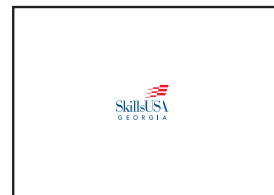
*\*State or chapter names should always appear below the logo in*



### DO

Use the official SkillsUSA pantone colors to compliment the logo when possible.

*\*PMS 541 (Blue) & PMS 485 (Red) are the official SkillsUSA Colors*



### DON'T

Display the logo any smaller than 1/2" in width. Don't Use a logo that is unrecognizable due to size

*\*Logos should always be easily recognizable*

Futura Medium  
Futura Condensed Medium  
Futura Medium Italic  
Futura Condensed ExtraBold

### DO

Use the official typeface when trying to compliment the logo. The official SkillsUSA typeface is Futura

*\*Clean and consistent design ensures clear communications without clashing with the logo itself*



### DON'T

Stretch or Resize the logo Disproportionately

*\*Always resize the logo in proportionate width and height to ensure unity in the brand*



### DO

Download the full compliment of official SkillsUSA logos for your project

*\*Visit [skillsusabrandcenter.org](http://skillsusabrandcenter.org) to download national and state association logos*



### DON'T

Display the logo in a low resolution (Also referred to as pixelated)

*\*Never use logos found anywhere on the internet besides the SkillsUSA Brand Center, as these may be low resolution logos not suitable for printing*

To Download Official Logos and Learn More:  
[skillsusabrandcenter.org](http://skillsusabrandcenter.org)