



*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 [rally@skillsusageorgia.org](mailto:rally@skillsusageorgia.org) or [contests@gnfa.com](mailto:contests@gnfa.com). Please help us prevent entry disqualifications.

Advisors are required to register online at [GeorgiaNationalFair.com \(https://www.georgianationalfair.com/p/georgialiving/youth\)](https://www.georgianationalfair.com/p/georgialiving/youth) for all competitions by Sept. 18, 2024. Late entries will not be accepted.  
**No substitutions allowed.** Required password must be obtained by Sept. 16.

### **ONLINE REGISTRATION**

You will log in as your "club", but all contests will be entered in the Chapter/Club name.

When you add the exhibitor, you will use the Team/Company toggle to create a single entry field, then enter the SCHOOL NAME and then SkillsUSA to create your Exhibitor Name. This is how any premium check will be made out. You will add all entries under this one exhibitor name. Individual student names must be entered in the Student Name field.

All checks \$15 or more will be made out to the Chapter and the advisor/agent will be responsible for distributing funds to participants. Participant names must be entered in the Student Name field for each entry to be able to track premium awards.

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

**PLEASE NOTE THAT THE COMPETITIONS AND THE RALLY ARE TWO SEPARATE EVENTS AND REQUIRE SEPARATE REGISTRATION.**

**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 15, 12:00 PM - 8:00 PM  
Wednesday, October 16, 10:00 AM - 4:00 PM  
& Saturday, October 19, 10:00 AM - 3:00 PM

SkillsUSA will pick up the winning projects and bring them to Fall Leadership Conference. All other non-winning projects should be picked up on-site by the chapter by the designated time.

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

**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.

# **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.

## **Congratulations! 2023 Georgia National Fair SkillsUSA Chapter Award Winners**

***Superior Chapter  
Kendrick High SkillsUSA***

***Reserve Superior Chapter  
Worth County High SkillsUSA***

### Grand Champion Tiebreakers

If the total points for a championship award are tied, the winner will be determined based on the number of first places won. If the number of first places is tied, the count will go to second places, third places, etc., until the tie is broken. In the unlikely case that both teams have the same number of points and the same ribbon counts, the title will be determined by the highest scoring entries based on the competition scorecards/criteria. If there is still a tie after scores are considered, the title will be shared, and the prize money will be split. If the tie is for the Grand Champion, the prize money for Grand and Reserve, if any, will be split. If the tie is for Reserve Champion, the Reserve Champion money will be split. In either case, a second plaque will be ordered and shipped to the team.

# SkillsUSA CAREER PATHWAY DISPLAY

ALL EVENTS MUST BE ENTERED with the School Name and "SkillsUSA" in the Team/ Company Exhibitor field. (Example: "Best High School SkillsUSA") and individual names must be listed in the Student Name field.

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

(<https://www.georgianationalfair.com/p/georgialiving/youth>) by **September 18, 2024.**

**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 [rally@skillsusageorgia.org](mailto:rally@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

ALL EVENTS MUST BE ENTERED with the School Name and "SkillsUSA" in the Team/ Company Exhibitor field. (Example: "Best High School SkillsUSA") and individual names must be listed in the Student Name field.

Enter online at [www.GeorgiaNationalFair.com](http://www.GeorgiaNationalFair.com)  
(<https://www.georgianationalfair.com/p/georgialiving/youth>) by **September 18, 2024.**

**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 [rally@skillsusageorgia.org](mailto:rally@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://www.cognitofrms.com/SkillsUSAGeorgia/ChampionsRally2024CareerPathwayPoster>  
by September 27.**

**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

ALL EVENTS MUST BE ENTERED with the School Name and "SkillsUSA" in the Team/ Company Exhibitor field. (Example: "Best High School SkillsUSA") and individual names must be listed in the Student Name field.

Enter online at [www.GeorgiaNationalFair.com](http://www.GeorgiaNationalFair.com)  
(<https://www.georgianationalfair.com/p/georgialiving/youth>) by **September 18, 2024.**

**DIVISION 50301 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:

- 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 [rally@skillsusageorgia.org](mailto:rally@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.
- Displays must be made of foam board or some other type of material that will allow it to be freestanding.
- 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 recruit new members for the school's local SkillsUSA Chapter. 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.) are not permissible. Neither the Georgia National Fair nor SkillsUSA Georgia will be responsible for these items.



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**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

ALL EVENTS MUST BE ENTERED with the School Name and "SkillsUSA" in the Team/ Company Exhibitor field. (Example: "Best High School SkillsUSA") and individual names must be listed in the Student Name field.

Enter online at [www.GeorgiaNationalFair.com](http://www.GeorgiaNationalFair.com)  
(<https://www.georgianationalfair.com/p/georgialiving/youth>) by **September 18, 2024.**

**DIVISION 50401 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:**

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- Entries will be limited to one per chapter.
- Submit your 8.5" x 11" poster as a PDF.
- 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.).
- 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 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://www.cognitoforms.com/SkillsUSAGeorgia/ChampionsRally2024ChapterRecruitmentPoster>  
by **September 27.****

**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

ALL EVENTS MUST BE ENTERED with the School Name and "SkillsUSA" in the Team/ Company Exhibitor field. (Example: "Best High School SkillsUSA") and individual names must be listed in the Student Name field.

Enter online at [www.GeorgiaNationalFair.com](http://www.GeorgiaNationalFair.com)  
(<https://www.georgianationalfair.com/p/georgialiving/youth>) by **September 18, 2024.**

**DIVISION 50501 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 postmarked by the noted deadline.

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

## CONTEST RULES:

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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 submit the T-shirt graphics via the link below. No other documentation will be accepted. The chapter should bring a printed size medium t-shirt to the contest check-in area on the day of Champions Rally.

**T-shirts must be submitted to**

**<https://www.cognitofrms.com/SkillsUSAGeorgia/ChampionsRally2024ChapterTShirt>**

**by September 27.**

## **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

# 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*



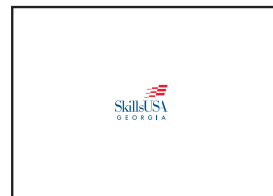
**DO**  
Leave an appropriate amount of space around the logo  
*\*The height of the "K" in any size logos should be the amount of space left between the logo and other objects. The official .eps logos have a correctly sized white box around them to ensure spacing.*



**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)