



Missouri HOSA Brand Design Concept Contest

RULES: Each Missouri HOSA student member is invited to submit one (or two separate) brand design concept(s) for consideration. The design will be utilized for the Missouri HOSA 2022 State Leadership Conference T-Shirt and Trading Pin. The Trading Pin will also be utilized at the HOSA 2022 International Leadership Conference.

All submissions should follow the criteria listed below. All designs should include the words “Missouri HOSA” and “2022”. Entries that do not meet the requirements listed will be disqualified. Submissions MAY include the Missouri HOSA logo and/or the HOSA 2021-2022 theme: “Shatter Your Expectations”. Find more information regarding the HOSA theme at <http://www.hosa.org/brand>.

All designs must be received by the State Advisor, on or before **Friday, October 8, 2021** to be considered for judging. Submissions should also include one digital standard (8.5”x11”) page with the design in .pdf format.

T-Shirt Design

When printed, the T-Shirt Design will be no larger than 8 1/2" wide by 11" tall on the front only. The words “Missouri HOSA” and “2022” must be included in the design. The brand design concept should be based on the HOSA 2021-2022 Theme, “Shatter Your Expectations”. Shirt color may be *suggested* with design submission. Design may include up to 4-colors. It is not mandatory that the T-Shirt Design match the Trading Pin Design.

Trading Pin Design

Since the pin will be no larger than 1.25" when manufactured, be aware that fine detail in the design may be lost. The words “Missouri HOSA” and “2022” must be included. The brand design concept should be based on the HOSA 2021-2022 Theme, “Shatter Your Expectations”. Design may include up to 4-colors. It is not mandatory that the Trading Pin Design match the T-Shirt Design.

By submitting a design you agree to the following: All entries become the property of Missouri HOSA and the designer relinquishes any and all rights to compensation for use of the design.

METHOD OF SELECTION: The Missouri HOSA State Advisor will screen all entries received for appropriateness. All appropriate entries will be judged at the Missouri HOSA Fall Leadership Conference on October 21-22, 2021. Individuals who submit a design do not need to be present at the Missouri HOSA Fall Leadership Conference.

AWARDS: The first place winner will be recognized at the Missouri HOSA 2022 State Leadership Conference Opening Session.

USE OF DESIGN: The first place design will be featured at the State Leadership Conference and International Leadership Conference. The design may be posted on the Missouri HOSA website. Missouri HOSA reserves the right to make adjustments and alterations of any artwork that is submitted for use in accordance with standards and/or conference use.

ACCOMPANYING FILES: Submissions should also include one digital standard (8.5”x11”) page with the design in .pdf format. **Design submissions must include the completed submission form and digital standard design both as PDF files.** The submission form is below. For questions, please contact Shelly Wehmeyer, Missouri HOSA State Advisor at shelly.wehmeyer@dese.mo.gov.



Brand Design Concept Submission Form

Student's Name: _____

Student's Phone Number: _____

Student's Email Address: _____

Local Chapter Name: _____

Grade: _____ Area of Study: _____

Advisor's Name: _____

Advisor's Email Address: _____

Advisor's Phone Number: _____

Checklist:

- I have submitted one T-Shirt and one Trading Pin design (this may be the same design for both) to be used for the Missouri HOSA 2022 State Leadership Conference and HOSA International Leadership Conference by **October 8, 2021**.
- I have submitted a PDF layout of the design on a single sheet.
- My design meets the specifications required for the brand design concept.
- I understand that my design may be altered to fit the needs of use and brand standards.
- I agree and understand that all entries become the property of Missouri HOSA and the designer relinquishes any and all rights to compensation for use of the design.

_____ Signature of Designer (Student Member)	_____ Printed Name	_____ Date
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_____ Signature of Parent/Guardian	_____ Printed Name	_____ Date
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_____ Signature of Chapter Advisor	_____ Printed Name	_____ Date
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_____ Signature of Career Center Director/Principal	_____ Printed Name	_____ Date
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