



Missouri TSA Brand Design Concept Contest

RULES: Each Missouri TSA student member is invited to submit one brand design concept for consideration. The design will be utilized for the 2027 Missouri TSA State Championships Conference T-Shirt and Trading Pin. The Trading Pin will also be utilized at the 2027 TSA National Conference.

All submissions should follow the criteria listed below. All designs should include the words "Missouri TSA" and "2027". Entries that do not meet the requirements listed will be disqualified. Submissions MAY include the Missouri TSA logo and/or the TSA 2026-2027 National Conference theme: "Forward to Fifty".

All designs must be received by the State Advisor, on or before **Monday, October 1, 2026 by 5:00 pm** 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, t-shirt design will be no larger than 8 1/2" wide by 11" tall on the front only. The words "Missouri TSA" and "2027" must be included in the design. The brand design concept should be based on the TSA 2026-2027 National Conference theme: "Forward to Fifty". Shirt color may be *suggested* with design submission. Design may include up to 4-colors.

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 TSA" and "2026" must be included. The brand design concept should be based on the TSA 2026-2027 National Conference theme: "Forward to Fifty". Design may include up to 4-colors.

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

METHOD OF SELECTION: The Missouri TSA State Advisor will screen all entries received for appropriateness. All appropriate entries will be judged at the Missouri TSA State Fall Leadership Conference on October 25-26, 2026.

AWARDS: The first place winner will be recognized at the Missouri TSA 2027 State Championships Conference Opening Session.

USE OF DESIGN: The first place design will be featured at the State Championships Conference and National Conference. The design may be posted on the Missouri TSA website. Missouri TSA 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 Susan Kulyan, Missouri TSA Assistant State Advisor at susan.kulyan@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 design to be used for the Missouri TSA 2027 State Championships Conference and TSA National Conference by **October 1, 2026**.
- ☐ 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 TSA 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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