



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 2025 State Leadership Conference T-Shirt and Trading Pin. The Trading Pin will also be utilized at the HOSA 2025 International Leadership Conference.

All submissions should follow the criteria listed below. Entries that do not meet the requirements listed will be disqualified.

- All designs should include the words “Missouri HOSA” and “2025”.
- Submissions MAY include the Missouri HOSA logo and/or the HOSA 2024-2025 theme: “Powered by People”. Find more information regarding the HOSA theme at <http://www.hosa.org/brand>.
- Submissions may also be inspired by the 2024-2025 State Officer Mission Statement: “Igniting leaders through various opportunities to promote active engagement within Missouri HOSA”.
- All designs MUST be received by the State Advisor, on or before **Tuesday, October 15, 2024**, 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 “2025” must be included in the design. The brand design concept should be based on the HOSA 2024-2025 Theme, “Powered by People” or the 2024-2024 State Officer Mission Statement. 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 “2025” must be included. The brand design concept should be based on the HOSA 2024-2025 Theme, “Powered by People” or the 2024-2024 State Officer Mission Statement. 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 27-28, 2024. 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 2025 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 adjust and alter 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 Rachel Fisher, Missouri HOSA State Advisor at Rachel.fisher@dese.mo.gov.

