2026 Delaware Trading Pin Design
for National Leadership & Skills Conference
State Competition Date: Friday, March 13, 2026 at DelTech Stanton

The winning design in this category will be produced and used as the Official Delaware State Trading Pin at the annual National Leadership and Skills Conference. The winner will represent Delaware as the National Pin Design competitor.

Eligibility

This contest is open to all paid-in-full SkillsUSA Delaware secondary school members for the current academic school year. "Paid-in-full" means that the competitor has been registered as a national SkillsUSA member.

Purpose

To evaluate a competitor's ability to design a Delaware-themed trading pin that reflects creativity, technical skill, and professional presentation. The contest recognizes excellence in visual storytelling — where every element of the design, display, and presentation communicates a cohesive and meaningful theme that represents Delaware's identity and spirit.

Requirements

In order to qualify for the contest, all entries should:

- All entries should be submitted on a single 8.5" by 11" page and must include two identical and readable sizes of the pin design.
  - The purpose of the enlargement size is to show greater detail. The largest dimension must be either 7" wide and/or 7" tall.
  - The purpose of the production size is to show the actual pin size. The largest dimension must be either 1 1/2" wide and/or 1 1/2" tall.
  - A penalty of five (5) points will be assessed for every 1/4" over or under on the enlargement size and five (5) points for every 1/8" over or under on the production size.

- Be rendered in color or two-color. The pin's base color is gold. In addition to the base color, up to four colors may be used. Please note black is considered a color.
- Preferably, entries will be created using computer design software.
- Communicate through imagery—such as type, illustration, graphic representation or all mentioned —the ideals and mission of SkillsUSA Delaware and SkillsUSA.
- Wording on the pin must reference *Delaware*, the year (2026), and SkillsUSA.
  - **The name SkillsUSA <u>must</u> be used, and the proper spelling**
  - Refer to the SkillsUSA Brand Portal as a reference: brandfolder.com/portals/skillsusa
- The SkillsUSA emblem or SkillsUSA logo (or elements of either) should not appear on the pin or display.
- The design must be the original concept of the competitor. Use of the competitors' own original photos, drawings, or digital art is highly recommended. Designs may be constructed of lesser amounts of Creative Commons licensed material, material in the public domain, or commercial stock images. These materials must be accompanied by proof of license and must provide attribution to credit the originator. Designs that violate copyright laws are subject to disqualification.

Testing Requirement

For the State Leadership Conference, all competitors are required to take the SkillsUSA Professional Development test. Free study materials are available on our website.

Display Space at Delaware SLC

The goal of the display space at Delaware SLC is to align with what the competition winner can expect at the National Leadership and Skills Conference.

- A table space, no larger than 28" by 28", will be provided for competitors to promote the design to the public.
- The display should be no taller than 48" from the tabletop. The entry submitted for judging will also be in this space. The display can be used in the presentation.
- Displays should be informative and educational and must also be crafted independently by the competitor. Decorative items and craft supplies such as stickers, lettering, etc., are permitted in the display. Displays may not include hazardous or flammable materials or generate noise.
- The display must be set up by the time listed in the conference schedule and remain up until the competition debriefing. Advisors are not permitted to set up displays. Electricity is not provided.
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- Displays will be judged on:
  - Neatness
  - Overall aesthetic appeal
  - Informative/educational value
  - Cohesiveness
  - Grammar/spelling
  - Size
  - Originality and creativity
  - Overall effort

Presentation (Refer to the Standards and Competencies to drive your presentation)

- Competitors will deliver a five (5) to seven (7) minute presentation and question/answer session regarding their design.
- After the presentation, the judges will ask questions related to pin design, SkillsUSA, production process, professional development, workplace, technical, and leadership skills. A question/answer session regarding their design will be given a maximum of three (3) minutes.
- Note: The maximum time allowed for presentation and interview is 10 minutes. No extra time will be given if the oral presentation does not leave time for the question/answer session.
- Competitors are encouraged to memorize their presentation and use their display or visual aid only for quick reference.
- Competitors should have good eye contact and a good rapport with the judges.
- Strong presentations have a commanding introduction, a series of strong supporting points, and a conclusion which summarizes the topic.
- Talking points should include:
  - How the competitor produced the concept
  - The process in which the competitor designed the pin
  - Why the competitor feels it represents their state
  - What its unique qualities are
  - Why the pin would be desirable to wear, collect, or trade at the National Leadership and Skills Conference
  - Electronic devices should only be present in the competition area if used as part of the presentation.

Thematic Cohesion

The pin design and presentation must be thematically cohesive. Every design and display element — from color palette to supporting visuals and spoken presentation — should reinforce a unified theme that reflects what makes Delaware unique and distinctive.

Themes may celebrate state pride, geography, history, culture, innovation, or community spirit. While connection to the national theme ("Champion Your Future") is permitted, it is not required.

2026 Delaware Trading Pin Design

Standards & Competencies for Delaware SLC

- **PD 1.0 — Creative Concept Development**
  - 1.1 Generate original ideas that express a clear, unified theme.
  - 1.2 Demonstrate an understanding of Delaware's culture, landmarks, or values.
  - 1.3 Develop a design plan that includes sketches, color choices, and rationale.

- **PD 2.0 — Design and Technical Execution**
  - 2.1 Apply design principles (balance, contrast, hierarchy, and unity).
  - 2.2 Use appropriate color and typography consistent with the theme.
  - 2.3 Adhere to technical specifications and SkillsUSA brand standards.

- **PD 3.0 — Thematic Integration and Storytelling**
  - 3.1 Ensure every element of the design connects to a central story or message.
  - 3.2 Explain how the pin's imagery and colors reinforce the theme.
  - 3.3 Reflect pride in Delaware through meaningful symbolism.

- **PD 4.0 — Display and Visual Presentation**
  - 4.1 Design a tabletop display that visually reinforces the pin's theme.
  - 4.2 Present information clearly, creatively, and professionally.
  - 4.3 Demonstrate originality, neatness, and cohesive visual identity.

- **PD 5.0 — Oral Presentation and Professionalism**
  - 5.1 Deliver a clear and confident presentation within the time limit.
  - 5.2 Articulate the story behind the design — including inspiration and process.
  - 5.3 Display effective communication skills, poise, and understanding of SkillsUSA values.
  - 5.4 Demonstrate how Personal, Workplace, and Technical Skills were applied (SkillsUSA Framework).

Judging Criteria for Pin Design (1,000 Points Max)

Specification / Technical Standard	Max Points
I. Rendering (375 points)	
Rendering Accuracy (PD 2.0, PD 3.0)	50
Use of Color, Typography & Legibility (PD 2.0, PD 3.0)	50
Spelling & Spacing (PD 2.0, PD 3.0)	60
Required Elements (PD 2.0, PD 3.0)	60
Readability at Small Size (PD 2.0, PD 3.0)	60
Appeal / Marketability (PD 4.0, PD 5.0)	25
Subtotal — Rendering	**375**
II. Tabletop Display (335 points)	
Grammar & Spelling (Display) (PD 2.0 – PD 4.0)	50
Neatness, Cohesiveness & Aesthetic Appeal (PD 2.0 – PD 4.0)	50
Originality & Creativity (PD 2.0 – PD 4.0)	50
Thematic Cohesion (PD 3.0, PD 4.0)	75
Informative / Educational Value (PD 2.0 – PD 4.0)	25
Design Process Followed (Display) (PD 2.0 – PD 4.0)	25
Size to Specification (PD 2.0 – PD 4.0)	50
Subtotal — Tabletop Display	**335**
III. Presentation (290 points)	
Introduction & Ending (PD 5.0)	50
Preliminary Research (PD 5.0)	50
Design Process Followed (Presentation) (PD 5.0)	30
Pin's Unique Qualities (PD 5.0)	50
How the Design Represents the State (PD 5.0)	30
Appeal to Members (PD 5.0)	50
Verbal Techniques / Self-Confidence (PD 5.0)	50
Response to Interview Questions (PD 5.0)	60
Subtotal — Presentation	**290**