

SkillsUSA PA ONLY

VOLVO PA CONSTRUCTION EQUIPMENT PIN DESIGN CONTEST

Purpose

To promote student involvement in the development of a Pennsylvania Volvo Construction Equipment Trade and Industry Pin.

Eligibility

Open to all SkillsUSA members. Schools may submit the designs of several SkillsUSA student members (one design per student).

Scope/Specifications of the Contest

1. Entry designs in the contest are open to all SkillsUSA members. Winning entry will be the property of the SkillsUSA PA Organization and Volvo Construction Equipment.
2. The entered design **MUST** showcase both a larger (6" x 6" wide) **AND** a smaller (no more than 2" x 2" wide) version of the design. This allows the judges to both see the details of the design as well as see how the design will look when made the size of an actual pin.
3. **No particular pin shape is required, but an obvious outline of the pin should be evident on the design submission.**
4. Volvo Construction Equipment must be the primary focus of the design. Volvo will be looking for pins specifically that showcase their products (they currently produce wheel loaders, articulated haul trucks, excavators, and road compaction equipment), focus on electric construction equipment, and skilled trades relevant to their industry (such as heavy equipment operation, diesel engine technology/servicing, machining, welding, robotics and mechatronics). Consider how to incorporate Volvo having its North America headquarters in Pennsylvania into the design. The words "Volvo", "Volvo Construction Equipment" or the Volvo Spread Wordmark logo (following all branding guidelines provided by Volvo Construction Equipment) must be used in the design.
5. Designs should also incorporate an element representing Pennsylvania in the design; this is where Volvo Construction Equipment is headquartered in North America.
6. The words "SkillsUSA" (with no space between "Skills" and "USA"), "Pennsylvania" and the year (Ex: "2024") **MUST** be used in the design and must be easily readable.
7. The design is limited to eight (8) colors total. For the purpose of this contest, both black and white will count as colors and will need to be a part of the count if used. **As this pin will be created as an enamel-style pin, no halftones or gradients can be used. (Only solid color)** The design should also indicate whether the metal used in the final design is to be silvertone, goldtone or black.
8. All entries will be considered for color, design, representation of Volvo Construction Equipment, representation of Pennsylvania, legibility and ease of producing the actual pin.
9. Designs **MUST** be received digitally (saved as .jpg) in the SkillsUSA PA Office **NO LATER** than Tuesday, January 16, 2024. **Additionally, vector files of the final pin design must be available upon request.** Please email .jpg trading pin designs to Dodie Amigh at dodieamigh@skillsusapa.org, with the words "Volvo Pin" in the subject line.
10. The winning entry will be notified by the SkillsUSA PA office and will need to then submit their winning design electronically as a .pdf or .eps file.
11. The winning artist will be recognized at the state conference. The design will be used as the official Volvo Construction Equipment State and National Trading Pin.

Volvo Construction Equipment Branding Guidelines and Additional Info



Volvo Branding Guidelines
(downloadable fonts, logos, and color palettes)

Website: <https://www.volvogroup.com/experiencesystem/en/#/brand/615bf-cc428c818001105b4e3/61652f5f8ea937001135220e>



Volvo Construction Equipment North America

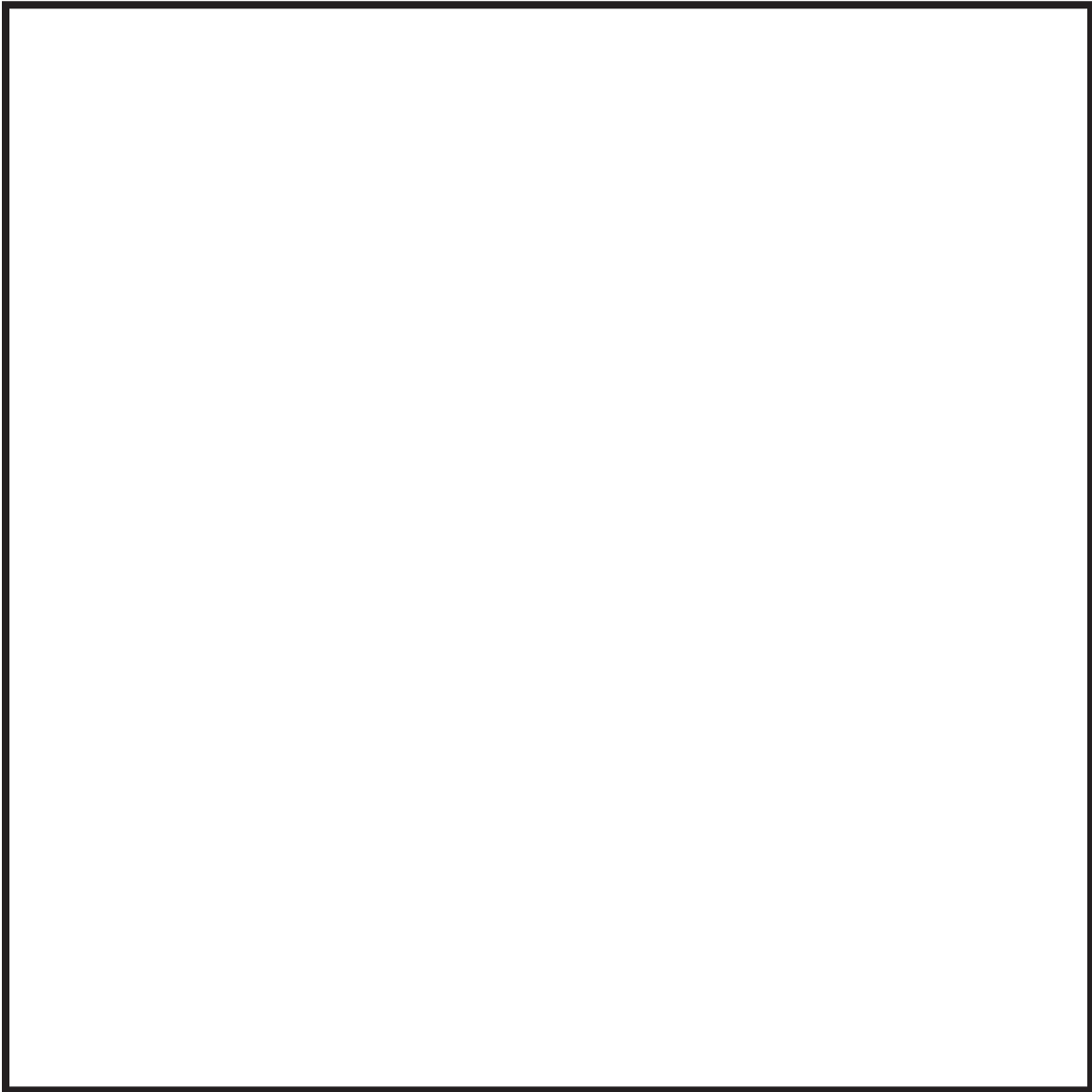
Website: <https://www.volvoce.com/united-states/en-us/>



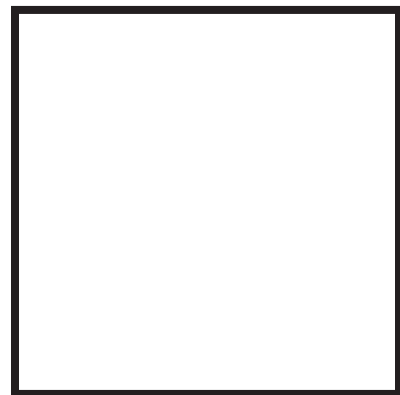
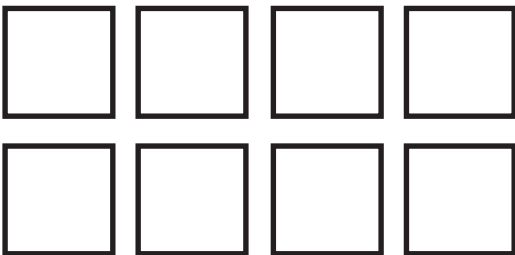
Volvo Construction Equipment: About Us

Website: <https://www.volvoce.com/united-states/en-us/about-us/about-volvo-ce/>

Example Submission Layout



Colors Used:



Student Name
Student Program
Student School
Advisor: Advisor Name