



National Company Branding Competition

Competition Overview & Guidelines

COMPETITION OVERVIEW

An effective brand will be memorable, relevant to the company's business, and consistently applied across all elements. A versatile logo is one that will look good when applied in different applications, such as brochures, websites, or promotional pens. This competition challenges VE students to demonstrate their company branding through the submission of a branding package.

CONTENT REQUIREMENTS

- **Page 1:** Logo, color palette with color codes, and fonts
- **Page 2:** Company letterhead and one-paragraph company description
- **Page 3:** Business card (front & back, if applicable)
- **Pages 4-6:** Three additional applications of company branding. Elements may include a cover page template, sales materials, product packaging, trade show banners, direct mail, social media pages and/or posts, or other similar elements.

CAREER READINESS FRAMEWORK ALIGNMENT

Leadership:

- Demonstrates intrapreneurship
- Operates with purpose

Professional:

- Communicates effectively
- Demonstrates self-development and learning orientation
- Embraces change

Functional:

- Demonstrates industry/function-specific skills
- Communicates through storytelling

Technology:

- Applies appropriate technology to task

FORMATTING ELEMENTS

- **Font Size:** Minimum 10 font size
- **Font Type:** Readable and appropriate for your message and company branding
- **Page Requirements:** Maximum 6 pages

SUBMISSION GUIDELINES

- Submit as a **single** .pdf file to the Competitions Manager.
- Maximum file size: 1GB
- One entry per firm
- All submissions due by 10:55 PM ET.

TASK ALIGNMENT

Marketing Task 6 - Prepare a Branding Packet

Design Task 1 - Design a Company Logo

Design Task 2 - Create a Tagline/Slogan

Design Task 3 - Create Branding Guidelines

Design Task 6 - Prepare Branding Packet for National Branding Competition

Design Task 7 - Design Corporate Communication Materials

PENALTY POINTS

- Only pages 1-6 will be evaluated based on the Content Requirements. Any content beyond page 6 will not be considered during judging.

For sample submissions, visit: veinternational.org/competition-samples.

Go to competitions.veinternational.org to participate and judge. Find results at veinternational.org/competition-results.

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COMPANY BRANDING SCORING GUIDE

Using the *Judging Criteria*, each *Element* will be rated from 1 to 5 stars. A score of five is outstanding, and a score of one needs significant improvement. Scores with 0.5 increments are encouraged.

ELEMENT	★	★★	★★★	★★★★	★★★★★
First Impressions <i>What is your first reaction to the branding elements? (Logo, color palette, fonts, company letterhead, one-paragraph company description, business card, and additional applications of branding)</i>	Branding elements lack professionalism and visual appeal; design choices are inconsistent, unclear, or poorly executed.	Branding elements show basic effort but may contain inconsistent design choices, limited visual appeal, or weak alignment with professional standards.	Branding elements are cohesive, professionally designed , and visually appealing; demonstrate a clear understanding of branding principles.	Branding elements are polished, visually engaging , and consistently applied across materials; reflect a strong grasp of design and brand identity.	Branding elements are exceptionally well-executed, visually compelling , and strategically aligned across all materials; demonstrate expert-level understanding of cohesive brand identity and audience impact.
Branding Package <i>Were all elements met? (Logo, color palette, fonts, company letterhead, one-paragraph company description, business card, and three additional applications of branding)</i>	Four or more elements from the Content Requirements may be missing.	Three elements from the Content Requirements may be missing.	Two elements from the Content Requirements may be missing.	One element from the Content Requirements may be missing.	All elements from the Content Requirements are included.
Logo, Fonts, and Color Palette <i>How would you rate the quality of the logo, font choices, and color palette?</i>	Logo is unclear , poorly designed, or difficult to interpret. Font choices are unprofessional or illegible. Color palette is visually unappealing or clashing.	Logo is basic in design and lacks clarity or polish. Font choices are minimally readable but do not align with professional standards. Color palette is coordinated but lacks originality or brand alignment.	Logo is clean, easy to interpret , and appropriately designed. Font choices are readable and suitable for the brand. Color palette is cohesive and visually appealing.	Logo is clear, distinctive , and reflects brand identity. Font choices are polished, consistent , and enhance readability. Color palette is thoughtfully selected to reinforce branding and create visual interest.	Logo is highly refined, visually striking , and memorable. Font choices are expertly selected for readability and alignment with brand personality. Color palette is strategically chosen to create emotional impact and reinforce strong brand recognition.

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Consistency Across Elements <i>Does the brand identity extend consistently across each element? Do the various elements come together to make a cohesive whole?</i>	Brand identity is inconsistent and not replicable across elements. Branding elements are unclear and incohesive .	Brand identity is inconsistently applied and not fully replicable across elements. A few elements are aligned, but overall branding lacks clarity and cohesion .	Brand identity is applied consistently across most elements. Key design features such as color, font, and style are generally aligned and recognizable.	Brand identity is applied consistently across nearly all elements. Visual design and messaging align to create a unified and professional appearance.	Brand identity is fully consistent and clearly reflected across all elements. Every component is visually cohesive and reinforces a strong, recognizable brand image.
Relevance to the Business <i>Do the logo and branding elements seem to be relevant to the business or industry?</i>	Logo and branding elements do not reflect the firm's product, service, or industry. Visual identity appears disconnected from the business purpose.	Logo and branding elements show limited alignment with the firm's product or service. Industry relevance is vague or unclear .	Logo and branding elements reflect the firm's product or service in a general way. Industry connection is present but lacks clarity or depth.	Logo and branding elements clearly align with the firm's product or service. Design choices appropriately reflect the industry and support the business identity.	Logo and branding elements are strategically aligned with the firm's product, service, and industry. Design choices clearly reflect and enhance the business identity , creating a strong, cohesive impression that resonates with the intended audience.

AI USAGE POLICY

Virtual Enterprises (VE) acknowledges the growing prevalence of AI in today's academic and professional environment and its potential for facilitating various tasks. As an organization that prepares students for the future of work, we are mirroring industry leaders, and our stance is to embrace the potential of AI.

Where AI is used, schools must disclose its use and appropriately cite all sources, including AI-generated content or suggestions. AI should augment the learning experience, not replace intellectual work in the classroom and competitive event submissions.

Please note that the AI policy of schools and districts will supersede VE's Ethical Use of AI policy.

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