



ADOBE PERSONAL BRANDING CHALLENGE

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Sponsored by Adobe



The **Adobe Personal Branding Challenge** provides an opportunity for participants to develop a comprehensive personal brand that includes a logo, résumé and personal vision statement. Create your concept using Adobe Express tools and submit your project components on the website template.

Driving Question or Challenge:

How can you effectively communicate your personal brand to stand out in a competitive world?

Real-world Context:

In today's digital age, personal branding is crucial for career success and self-presentation. This challenge requires DECA members to engage with the concepts of personal marketing, where creativity, self-awareness and strategic communication play crucial roles. By developing a personal brand, DECA members will explore the challenges of self-promotion, understand market expectations and learn about the competitive landscape of their chosen career paths. This experience mirrors real-world scenarios in job seeking and career development, encouraging students to think critically about their personal and professional identities.

CHALLENGE OVERVIEW

- This event consists of one part: An Adobe Express link submission of the project.
- This is an **individual** event. Chapters are encouraged to submit multiple entries for consideration.
- The participant will create a personal brand based on their unique skills, experiences and career aspirations using Adobe Express tools.
- Participants will submit a link to their personal branded website, built using the Adobe Express X DECA webpage template, which will include a personal logo, résumé and portfolio created in Adobe Express.
- Participants must use [Adobe Personal Branding Challenge Website Template](#) to create their personal branded website. Access it from the Adobe Challenge landing page at <https://adobe.ly/decaadobestudents>. If a school district has turned off student sharing capabilities, participants can use the Adobe Express slide templates instead of the website.
- The participants must fully complete and submit using the online registration form and Adobe website link to [Adobe Personal Branding Challenge](#) no later than **December 18, 2025, at 11:59 p.m.**, to be eligible for awards. Late entries will not be accepted.
- Submissions will be evaluated against the criteria to determine the top 10 submissions.
- Judges will evaluate the top 10 submissions and rank them in order.
- DECA Inc. & Adobe are not responsible for lost, damaged, mislabeled or misdirected entries.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Initiative and Self-direction
- Media Literacy

CHALLENGE GUIDELINES

Each entry should include the creation of a personal brand website using the Adobe Personal Branding Challenge Website Template and the use of Adobe Express. Each online submission should include the following components on their personal branded website created using Adobe Express and submitted at Adobe Personal Branding Challenge.

Personal Logo

Design a simple, scalable logo that represents your personal brand. Ensure the logo reflects your personality, skills and career aspirations. Consider how the logo will look on various platforms (e.g., social media, business cards). Include your personal logo on your personal brand webpage. *Implementation: Use Adobe Express's logo maker to create multiple options. Experiment with different icon and text combinations. Export the logo in various formats (PNG, SVG) for different uses. Create mockups of your logo on business cards or social media profiles to test its versatility.*

Résumé

Create a visually appealing and professional résumé. Include relevant education, experience, skills and achievements. Include a LinkedIn banner at the top of your résumé. Ensure the design aligns with your personal brand. Link your résumé on your personal brand webpage. *Implementation: Use Adobe Express's résumé templates as a starting point. Customize the template with your personal brand colors, fonts and logo. Experiment with the layout to ensure readability and visual appeal.*

Portfolio

Create a portfolio on your personal brand webpage that showcases your skills, achievements and career aspirations. Include the following components:

- **Personal Statement:** A brief personal statement (250-300 words) that outlines your goals, values and unique selling points. Ensure the statement aligns with your personal brand.
- **Skills Showcase:** Create a visually appealing infographic or chart highlighting your key skills.
- **Project Highlights:** Select your best projects, achievements or experiences and for each, create a brief summary (50-100 words) explaining the challenge, your role and the outcome. Include visual elements like images, graphics or a video clip to illustrate each project.
- **Call to Action:** End your portfolio with a clear call-to-action, such as "Connect with me on LinkedIn."

Implementation: Use Adobe Express's tools to create a visually cohesive and appealing portfolio on your personal brand webpage. Ensure consistency in color scheme and design elements with your personal brand.

CHALLENGE JUDGING

Projects will be evaluated against criteria to determine the top 10. Judges will rank the top ten overall entries.

Entries will be evaluated based on:

1. Creativity and innovation of the personal branding concept
2. Effective use of Adobe Express tools
3. Quality and professionalism of submission
4. Comprehensive approach to personal branding
5. Alignment of personal brand with career aspirations

AWARDS

In partnership with Adobe, the following awards will be provided:

- 1st Place - \$2,500
- 2nd Place - \$1,500
- 3rd Place - \$1,000
- 4th Place - \$750
- 5th Place to 10th Place - \$250 each participant

In addition, the top three individuals will be recognized on stage during DECA's International Career Development Conference in Atlanta, Georgia. Eligibility to attend DECA ICDC is determined by the chartered association advisor based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines and gain approval from their chapter advisor to attend the conference.

TIMELINE

Challenge announced	July 2025
Entry submission begins	October 27, 2025
Challenge submission deadline	December 18, 2025 at 11:59 pm
Submissions are evaluated	December 2025 to January 2026
Top 10 announced	January 2026
Top 3 travel to ICDC (Atlanta, GA)	April 25-28, 2026



1 PARTICIPANT



ADOBE EXPRESS WEBSITE
WITH LINK



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SUBMISSION EVALUATION FORM

Name of School: _____ City: _____ State: _____

Member Name: _____

When completing the challenge, to what degree did the individual...		Novice	Proficient	Advanced	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Determine personal vision?	0-1-2-3-4-5-6-7-8-9	10-11-12-13-14-15-16	17-18-19	20	
2.	Identify desirable traits important to business?	0-1-2-3-4-5-6-7-8-9	10-11-12-13-14-15-16	17-18-19	20	
3.	Prepare a résumé?	0-1-2-3-4-5-6-7-8-9	10-11-12-13-14-15-16	17-18-19	20	
4.	Use data visualization techniques (e.g., infographics, heat-maps, dynamic model outputs?	0-1	2-3	4	5	
5.	Write content for use on the website?	0-1	2-3	4	5	
6.	Demonstrate the use of design principles – consider creativity, topography, color harmonies and the use of graphics?	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14	15	
7.	Use professional layout, neatness, proper grammar, spelling and word choice?	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14	15	
TOTAL SCORE (100 points)						