

freshly minted:

Minted's Love at First Serif Wedding Invitation Challenge

Submission Deadline: 9 AM PST, Wednesday, October 28, 2009

Challenge: We just know you're going to have a field day with this one. And we certainly can't blame you! We are delighted to announce our first wedding invitation challenge of the year. Variety is the spice of life, so any type of design goes and every color palette is welcome. We're looking to offer a medley of suites representing different styles, locales, seasons, and venues. **You will need to submit both an invitation card and a coordinating reply card.** In order to accommodate this new two-piece submission, you will find the appropriate templates in your submission kit for use when entering. We have also increased the minimum editor's prize amount to account for this extra design work.

Prizes: Guest Judge **Kathryn Storke**, of acclaimed wedding blog **Snippet & Ink** (www.snippetandink.blogspot.com), will award one **\$500 judge's prize**. In addition, the top 3 designs as voted by our community will win cash prizes, with **\$1000 for 1st place, \$500 for both 2nd and 3rd places**, and **\$150 for 4th through 10th places**. The top 10 designs will be sold on Minted.com, with those

designers receiving 5% of net sales of the products sold, in addition to the cash prizes. Minted reserves the right to select additional designs for sale, with those designers receiving slightly more than usual for this round of editor's picks: \$150, plus 5% of net sales. In addition, Minted commissions follow-on designs from designers who regularly enter our challenges and receive high scores.

Printing type: Winning designs that are sold on our site will be flat-printed using 4-color digital offset printing on high-quality uncoated paper.

Dimensions: The invitation card can be either A7 (5" x 7") or Square (5.25" x 5.25"). The reply card is an A2 (4.25" x 5.5"). Both Landscape or Portrait orientations are fine. All cards are flat and single-sided. Please allow for a .1" bleed.

How to Submit: Please go to www.minted.com/submit-design/ for instructions, templates, and Online Entry Form.

Questions?: Email us at designers@minted.com

Sample Text

In addition to the design, the wording of wedding invitations can dictate the tone of the wedding. More formal affairs are likely to follow the traditional etiquette rules, while less traditional weddings might allow a couple to step out and get creative. The verbiage of any invitation is highly personal (and those sold on Minted, completely customizable). You can use any wording in your design, but here are a few wording samples to get you started.

FORMAL

Dr. and Mrs. Kevin Linebarger
request the pleasure of your company
as their daughter, Emma Margaret
is united in holy matrimony to
Mr. Jack Warren Buckley
son of Mr. and Mrs. Thomas Buckley
on Saturday, the sixth of March
two thousand and ten
at three o'clock in the afternoon

The Church of St. Paul the Apostle
405 West 59th Street
New York, NY 10019
Reception immediately following

Black Tie Optional

The favor of a reply is kindly requested by
the first of February

M _____
☐ accepts with pleasure
☐ declines with regrets
☐ number of persons attending

Filet _____
 Lamb _____
 Salmon _____
 Vegetarian _____

MODERN

We're getting married!
Kalie Smith and Jasper Levesque
Invite you to share in their love
Friday, November Seventh
Two Thousand and Ten
At Half-Past Five O'Clock
Middleton Place
Charleston, South Carolina
Dinner and dancing immediately following
the ceremony

Please let us know if you will be joining us
by October 15th, 2010

☐ yes
☐ no

DESTINATION

Together with their families,
Jessica Doyle and Robert Nassiri
invite you to join them in a
celebration of love
Sunday, the third of July
at five-thirty in the afternoon
Playa del Carmen, Mexico

For more information, please see:
www.JessicaAndRobert2010.com

VINTAGE

Jason and Eliza Miller
request the honor of your presence
at the marriage of their daughter
Kira Marie
to
John Luke
son of
Randall and Cynthia McNabb
Saturday, the Thirteenth of May
Two Thousand and Ten
At eleven o'clock in the morning
1500 Glenallen Avenue
Wheaton, Maryland
Lunch reception immediately following the
ceremony

M _____
 Please reply by the thirteenth of April
☐ We can't make it
☐ We'll be there!

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Love at First Serif Wedding Invitation Challenge

All Submissions must be received by 9 AM PST, 10/28/09

1 Create your design

- a) You will be designing a **wedding invitation** that is an A7 (5" x 7") or Square (5.25" x 5.25") flat card, and a **response card** that is an A2 (4.25" x 5.5") flat card. You may submit multiple designs, however, you cannot submit the same design in multiple colorways. We have provided A7, A2 and Square templates in the submission kit for you. (Both Landscape or Portrait orientations are fine.) **NOTE: Both designs must appear on the Submission Image. We have provided new Submission Image templates to accommodate both pieces.**
- b) Winning designs will be 4-color offset-printed, single-sided, on white, high-quality, uncoated stock with a .1" bleed. For best results, pick colors from the Pantone® 4-Color Process Guide/Uncoated or Pantone® Color Bridge® CMYK/Uncoated. At this time we are unable to print spot colors, metallic or other specialty inks, and we are unable to allow die-cuts, folds, foil stamping, embossing, ribbons/embellishments, or other 'fancy stuff'.
- c) Your final design will need to be in CMYK and with bitmap elements a minimum 300 dpi at size. If your design is selected, final artwork will be required in **Adobe® InDesign® or Illustrator®** format only. All textual typesetting must be editable in Illustrator or InDesign, however, any font that is used as a graphic element (i.e. tree, animal, flowers, etc.) must be converted to outlines. We will no longer accept Photoshop® files in final artwork. Please include fonts and all linked files. Bitmap elements should be in TIFF format (NO JPEGs).

2 Create low-resolution Submission images using our provided templates

- a) The **Submission Image** of your design **must be no larger than 550 W x 1150 H pixels**, under 200 kb, and in JPEG or GIF format. The JPEG should be in RGB color mode. You must use the provided template ("submission_image_550... .psd"). Please do not place crop marks on your submission. See side bar for tips on how to prepare your submission for the web.

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How to prepare your images for the Web:

- The submission image dimensions must be no larger than 550 W x 1150 H pixels, and no greater than 200 kb in file size. Files that are too large will not be accepted.
- Please use one of the "submission_image_550... .psd" Photoshop templates included with the submission kit. (These files can be found in the Templates folder of the Submission kit, in a sub-folder called "Submission Images for Online".)
- There are several ways of preparing your submission image for the Web for designers using Illustrator or InDesign. We recommend placing a PDF into the Photoshop file 'submission_image_550... .psd'. First, save/export your design as a PDF. Then open in Photoshop the 'submission_image_550...' file that matches your design's orientation.
- Next Place (File > Place...) the PDF that you created into the submission image template and size the placed PDF appropriately. You may want to use the 'Create Clipping Mask' feature to crop the edges of your design (refer to *Photoshop Help* for more information on this).
- Alternately, you can open the PDF as a separate document in Photoshop, crop and size it, and then copy/paste your design into the 'submission_image_550...' document.
- Finally, save your design for the Web. From the File Menu in Photoshop, choose 'Save for Web' or 'Save for Web & Devices...' (depending on your Photoshop version – refer to *Photoshop Help* for more information on this feature). We recommend selecting the Preset 'JPEG High'. Quality 60 is usually fine, but it can be optimized as you see fit to get the best file size/quality ratio. Be sure that the image is less than 200 kb.

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3 Fill out Online Entry Form and submit designs

Submit your design at www.minted.com/submit-design/. You may be asked to log in or create an account. Please fill in the form completely, and upload your Submission images. **PLEASE ONLY USE ALPHA-NUMERIC CHARACTERS in your design names (e.g., no commas, semi-colons, dollar signs, etc.)**

4 Read and accept the Terms and Conditions

As part of the Entry Form, you will be asked to thoroughly read the Minted Terms and Conditions for Design Submissions. You will be asked to check a box on the submission form saying that you've read the terms and agree with the conditions. While we won't take your first-born, there is important information that you should know about that you might miss if you just go around checking boxes willy-nilly. The Minted Terms and Conditions is included with this document.

Naming your design:

- Choose a unique name for your design. Be creative, knowing we may get dozens of entries called 'Modern' or 'Simple Flourish'. **Do not submit multiple designs with the same name.** Also, do not include the phrase 'Invitation' or 'Wedding Invitation' in your title.
- Please only use alpha-numeric characters in the design names (e.g., no commas, semi-colons, dollar signs, etc.).
- Be aware that adding spaces or other characters amidst the letters may, in the future, make a *Search* for your design difficult.

Fonts

Minted licenses all the fonts that we use for print and online. While we are continually adding new fonts, we ask that you keep your fonts to those on this list. Fonts used in winning submissions that are not on this list will be substituted. 'Free fonts' that are licensed for commercial use for no charge that are not on this list may also be used.

Adine Kimberg Script
Adobe Caslon Pro Family
Adobe Garamond Family
Adobe Jenson Pro
Affair
Albemarle Swash
American Typewriter Medium
Aquiline
Archive Antique Extended
Archive Penman Script
Arial Rounded Bold
Artistamp Medium
Avante Garde
Bajer Script
Bank Gothic
Baskerville Family
Bebas
Bell Gothic Family
Bell MT/Bell MT Italic
Bembo
Berkely Book
Bernhard Modern Family
Berthold Script
Bickham Script Pro
Black Jack
Bodoni
Bookman Old Style
Briannes Hand
Budmo Jiggler
Burgues Script
Calisto MT

Caslon Open Face
Caslon Small Caps
Century Gothic
Chalet Family
Chevalier
Christmas Card
Chopin Script
Clarendon Light / Bold
Cochin
Commerce Gothic
Compendium
Cooper Black
Copperplate Light / Bold
Coquette/Coquette Light
Cottonwood
Courier
Coventry
Currency
Cursive Standard
Daisy Lau
Daresiel
Dearest
Didot
Divona
Dry Gulch
Edwardian Script
Engravers MT
Engravers Gothic
Estilo / Estilo Script
Euphorigenic
Extra Ornamental No. 2

Feel Script
Filosofia Family
Filosofia Grand Family
Filosofia Unicae
Fling
Font Diner
Frankfurter Inline
Franklin Gothic
Freebooter Script
Futura Family
Gala Condensed
Garamond Family
Gill Sans Family
Geosans
Gotham Family
Gotham Rounded Family
Goudy Old Style Italic
Grajon Roman/Granjon SC
Gwendolyn
Helvetica Neue Family
Isbell Bold
Jugend WF
Juniper
Jupiter Pro
Kepler Medium
Kravitz Extra Thermal
Kuenstler Script Medium
La Portenia de la Boca/Recoleta
Learning Curve
Little Daisy
Love Letter

Lubalin Graph Std.-Book
Mea Culpa
Memimas Medium
Mesquite
Meta Bold
Modern No. 20
Modified Gothic
Mr. Sheffield
Mrs. Blackfort
Mrs. Eaves Family
Myriad Bold
News Gothic
Nuptial Script
Odile
Old Claude
Optima
Orator
P22 Cezanne
P22 Declaration
P22 Vincent Regular
P22 Zaner Pro One/Two
Palantino
Phinster Fine
Pluma Family
Poetica Family
Pushkin Script
Rockwell
Rockwell Sketch
Romeral
Rose Caps
Rosewood

Sabon MT
Sakurachan
Schoon
Scotch Roman
Serlio Regular
Sexsmith
Sheer Beauty
Shelley Allegro Script
Sloop - Script One/Three
Stella
Stuyvesant
Sudestada
Sweetheart Script
Tamarillo
Times New Roman
Torino Medium
Trade Gothic Family
Trajan Pro
Tropicana
Typo Upright
Univers 55/Univers Bold 65
Urania Czech
Vendetta Family
Walkaway Bold/Black
Wendy Medium
Worstveld Sling
Zapfino

Minted, LLC Terms and Conditions for Design Submissions

Minted appreciates your participation in our “Freshly Minted: Love at First Serif Wedding Invitation Challenge” contest (“Contest”), via your submission of a design for a wedding invitation and response card (hereinafter the “Design”). By submitting your Design to Minted, you agree to the following terms and conditions (“Terms and Conditions for Design Submissions”):

You acknowledge that each and every Design you submit to Minted is your own original work, has not been previously published, is not and has not been offered for sale anywhere by any means, and does not contain any trademarks, logos, copyrighted material, content subject to right of publicity or privacy, or any other intellectual property belonging to any third party, other than that which has been provided to you by Minted. You acknowledge that you will not use any content provided to you by Minted, for any purpose other than to submit Designs incorporating such content to Minted in connection with this Contest.

You acknowledge that Minted may decline to select a Design, or may decline to display a Design on the Minted website for voting, for any reason in its sole discretion. If your Design is selected to be displayed by Minted for voting on our site, then you grant us the right to upload, modify, reproduce, create derivative works and display your Design for the purposes of promoting Minted and this Contest, on our site and otherwise throughout the world, in Minted's sole discretion.

If your Design is selected for sale by Minted, at Minted's sole discretion and as further described below, then you acknowledge that, in exchange for consideration described below, you immediately and irrevocably assign to Minted.com and its subsidiaries and affiliates (hereinafter collectively “Minted”) the entire right, title, and interest in and to the copyright and all intellectual property, ‘moral’ or other rights in your Design, including the right to sue for past infringement and the right to further sublicense the Design, for Minted's sole and exclusive use to promote Minted and in connection with any of Minted's products. You also license us the use of your Designer Name for purposes of promoting your Design.

If your Design is selected for sale, then Minted shall pay you as set forth below, and then Minted shall own the Design. This means that Minted may, among other things, use the Design and identify your Designer Name in any manner, including but not limited to: reproducing the Design and your Designer Name on products, selling products bearing the Design and your Designer Name, changing or reworking the Design by making color or size changes, making derivative works of the Design, using the Design and your Designer Name on the Minted website and otherwise to promote Minted, and registering the Design with the US Copyright Office in Minted's name. You agree to provide Minted with any information as may be required in order to register the copyright in the Design if Minted so requests, at no additional cost to Minted. If your Design is selected, then you may not use the Design (or derivatives of the Design) or allow others to use the Design (or derivatives of the Design) in any manner whatsoever.

Whether or not we select your Design for sale, you may not reproduce, sell, or submit the Design to others for any purpose for ninety (90) days after the date of submission to Minted. If Minted has not notified you that it has selected your Design, within 90 days of submission, then you shall be free to use the Design for any purpose. However, if your Design is reproduced, sold or submitted elsewhere, then you must notify Minted by email — designers@minted.com — so that it can be removed from the Minted website at that time. If the Design is reproduced, sold or submitted elsewhere, then you cannot use the Minted website to promote the Design or the company using the Design and you

cannot enter the Design into any Minted contest. You further agree not to use the Minted website to promote any products or services of any company that operates in competition with Minted. Minted reserves the right to select your Design after (90) days from submission, if you have not notified us, as set forth above, that the Design has been reproduced, sold or submitted elsewhere.

If your Design is selected for sale by Minted in this Contest, then we shall pay a lump sum Cash Prize and a Sales Commission, as follows:

Cash Prizes: The top 10 designs, as voted by the Minted community, will be sold on Minted.com. The 1st place design will receive \$1000, and the 2nd and 3rd place with receive \$500 each. The 4th through 10th place designs will receive \$150 each. Additionally a guest judge will pick her favorite design for a single \$500 prize. Minted reserves the right to select additional designs for sale; if we select your Design for sale and it is below the 10th place finisher, we will compensate you with \$150 cash.

Sales Commission: Designer will be paid five percent (5%) commission on Net Sales of any Minted products sold by Minted which wholly incorporate your Design. Net Sales is defined as the retail price received by Minted from its customer, i.e. the price charged after any promotional discounts, excluding returned and/or defective products. Minted may offer any products incorporating your Design at any price, for any amount of time in any market, in Minted's sole discretion. Sales Commissions shall be paid to You within 90 days from the end of each calendar quarter. Calculation of Sales Commission shall be in Minted's sole discretion, and shall not be subject to audit or other verification by You. If Minted believes that You have breached any provision of these Terms and Conditions, then Minted may cancel or suspend any payments of Sales Commissions to You, without prejudice to any other rights Minted may have against You.

You alone shall be responsible for the payment of any tax that arises as a result of receiving payment from Minted, as we will not withhold any taxes. Payment of any Cash Prizes will be sent within ninety (90) days after Minted receives high-resolution artwork of your Design and a design for a coordinated recipient address label and thank you card selected for sale, deemed suitable for print. If the high-resolution artwork is not deemed suitable for print as determined by Minted in its sole discretion, then Minted will notify you of the reason(s) for its determination by email. If after providing you with written notice to produce high-resolution artwork, Minted does not receive high-resolution artwork for your Design selected for sale within 14 days, then Minted reserves the right to withdraw your prize and refuse you payment for use of your Design.

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