

## *freshly minted:*

### The Keep in Touch *Good Housekeeping* Design Challenge

**Submission Deadline:** 9 AM PST Monday, January 25, 2010

Our personal stationery and brand new Skinny Wrap™ return address labels were hot gifts during the 2009 holiday season, and our customers are clamoring for more. We are now seeking new designs for stationery note cards and matching Skinny Wrap™ address labels.

**Creative notes:** Minted's goal is to be the destination for exciting men's, women's, and children's designs. To that end, we want to offer a very diverse assortment so there are no style parameters or limits to your imagination; our customers are looking for both subtle, conservative note cards, as well as bright, never-seen-anything-like-it-before masterpieces.

We urge you to have fun with our new Skinny Wraps! They add so much color and excitement to an envelope. The design should ideally take advantage of the label's unique format and complement the card's aesthetic.

**Prizes:** The **top design in the Women's, Men's, and Children's categories**, as voted by our community, will each win **\$250**. The next **seven highest scoring** placeholders will each win **\$100**. **Guest Judge Courtney Murphy, of *Good Housekeeping* magazine**, will award one **\$200 judge's prize**. Minted will select additional designs for sale as Editor's Picks, with those designers receiving \$100 prizes. The top 10 designs, Judge's Pick, and Editor's Picks will be sold on Minted.com, with those designers receiving 5% of net sales of the products sold, in addition to the cash prizes.

**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:** A2 (4.25" x 5.5") flat or fold-over card, one-sided printing. (You will be designing for the face of the card, so flat and fold-over dimension are the same.) Skinny Wrap™ (7.25" x 0.75") return address label. See details on page 4 of this document. Please allow for a .1" bleed on all items.

**How to Submit:** Please go to [www.minted.com/submit-design/](http://www.minted.com/submit-design/) for instructions, templates, and Online Entry Form.

**Questions?:** Email us at [designers@minted.com](mailto:designers@minted.com)

#### Tips:

- **Personalized correspondence cards**, in addition to any design motifs, typically include only the name or monogram of the individual.
- **While some people like lots of room to write and would prefer a card with lots of white space**, others just want to dash off a quick note and are excited about large graphics and illustrations.
- **The only requirement for the Skinny Wrap labels is that they have a return address in the designated area.**
- **Be aware of our printing method (4-color process) when designing.** With this printing method, thin pale lines tend not to print well.

## *freshly minted:*

### The Keep in Touch *Good Housekeeping* Design Challenge

#### 1 Create your design

- a) You will be designing a **Personal Stationery Note Card** that is a flat or fold-over A2 (4.25" x 5.5") card, (design is for the face of the card, so flat and fold-over dimensions are the same,) as well as a **Skinny Wrap™ Return Address Label** (7.25" x 0.75"). **You may submit multiple designs, however, you cannot submit the same design in multiple colorways.**
- 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 x 550 pixels**, under 120kb, 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.

Continued on next page...

### How to prepare your images for the Web:

- The submission image dimensions must be no larger than 550 x 550 pixels, and no greater than 120 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 120 kb.

...Continued from previous page

## 3 Fill out Online Entry Form and submit designs

Submit your design at [www.minted.com/submit-design/](http://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 'Note Card' or 'Personal Stationery' 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. For a linked list of free fonts that you can use in Design Challenges, check out this great post in the Minted forum: [http://www.minted.com/forum/comments.php?DiscussionID=15&page=1#item\\_0](http://www.minted.com/forum/comments.php?DiscussionID=15&page=1#item_0)

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  
Baker Script  
Bank Gothic  
Baskerville Family  
Bebas  
Bell Gothic Family  
Bell MT/Bell MT Italic  
Bembo  
Berkeley 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

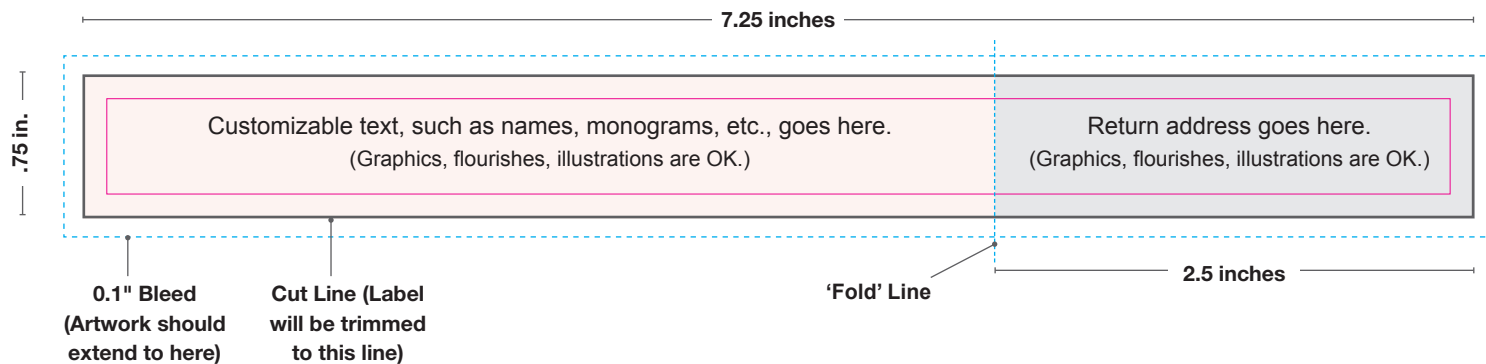
Feel Script  
Filosofia Family  
Filosofia Grand Family  
Filosofia Unica  
Fling  
Font Diner  
Frankfurter Inline  
Franklin Gothic  
Freebooter Script  
Futura Family  
Gala Condensed  
Garamond Family  
Gill Sans Family  
Geosans  
Gotham Family  
Gotham Rounded Family  
Goudy Old Style Italic  
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  
Palatino  
Phinster Fine  
Pluma Family  
Poetica Family  
Pushkin Script  
Rockwell  
Rockwell Sketch  
Romerol  
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  
Walkway Bold/Black  
Wendy Medium  
Worstveld Sling  
Zapfino

## Guidelines for Skinny Wrap™ Return Address Label design

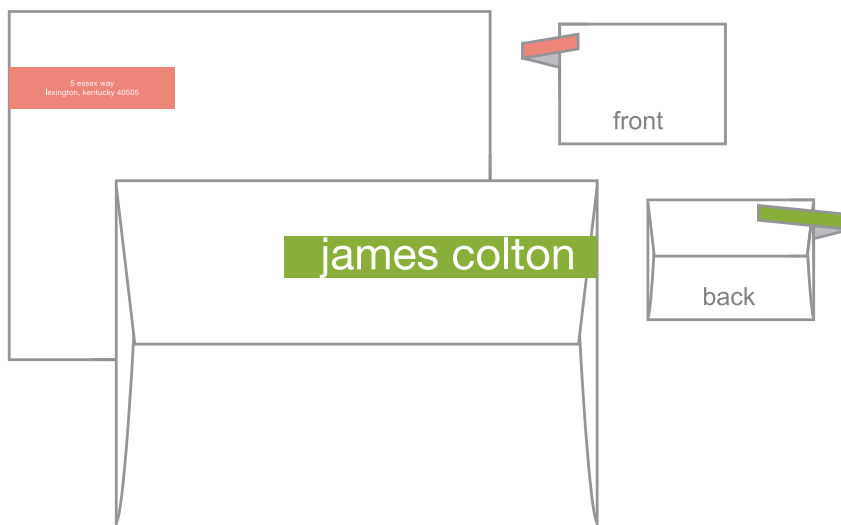
We are asking designers to create matching Skinny Wrap address labels. We ask you follow these guidelines when designing your label.



Skinny Wrap™ Return Address Label



Label shown wrapped around a 5" x 7" envelope.



# Minted, LLC Terms and Conditions for Design Submissions

**Minted appreciates your participation in our “Freshly Minted: Keep in Touch Good Housekeeping Challenge” contest (“Contest”), via your submission of a design for a Personal Stationery Note Card and matching Skinny Wrap™ address label (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 the Design. Nothing in these Terms and Conditions obligates Minted to promote or sell the 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. During this ninety (90) days period, we may display your Design as a product for sale to assess consumer interest, even if we have not yet selected your product for sale. If a customer orders a product incorporating the Design, the Design will be deemed selected and you will be compensated as if the Design were an Editor's pick. 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](mailto: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.

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 top design in the Women's, Men's, and Children's categories, as voted by our community, will each win \$250. The next highest scoring seven placeholders will each win \$100. Additionally, a guest judge will pick her favorite design, for a single \$200 prize. Minted reserves the right to select additional “Editor's Pick” designs for sale; if we select your Design for sale and it is below the 10th place finisher, we will compensate you with \$100 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.

Your acceptance of these Terms and Conditions creates a binding contract under California law. You may not assign or otherwise transfer any right or obligation herein, without prior written consent of Minted which may be withheld in Minted's sole discretion. Any dispute between You and Minted shall be decided under California law, via binding arbitration in accord with applicable rules of the American Arbitration Association. Any such arbitration demand shall be filed in San Francisco, California within one year of the date that any claim may arise.