

*freshly minted:*

## Quickfire Stationery Challenge

**New Deadline: Wednesday September 22, 2010 10 a.m. PST**

See your design be part of the world's most beautiful stationery collection! Minted is seeking fresh, modern personal stationery cards for women, men, and children, just in time to send as holiday gifts! We are accepting A2 designs for flat stationery cards that allow a customer to feature their name or initials on the card.

**PRIZES:** The top-rated designs, as voted by the community, will receive the following prizes:

**1st prize - \$1000**

**2nd prize - \$500**

**3rd prize - \$250**

**4th – 10th prizes: \$100 each**

In addition, we will be awarding **\$100** to each of a healthy number of Editor's Picks from this challenge. **The top 10 designs 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.**

**DIMENSIONS:** A2 (4.25" x 5.5") flat cards. Please allow for a .1" bleed. Winning designers may be asked to create a matching address label for customers to write their recipient's address, to be adhered to the front of an envelope.

**HOW TO SUBMIT:** Please go to [www.minted.com/contest](http://www.minted.com/contest) and click on the green button to find instructions, templates, and the 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.**
- For the flat card, be sure to leave enough **white space for the message** because these cards will be used for writing short notes.

### Submission Guidelines:

You can download the submission kit by clicking on the green "Download a Submission Kit" link on the contest description page.

### What Happens Next?

After you submit your design, you are able to edit your design as many times as you want, before the launch of voting. To edit your design, simply login to your Design Studio, click on "Manage Your Collection" and click "edit" underneath the design you want to edit.

Voting launches shortly after the close of submission so make your edits quickly! If you have any questions, email [designers@minted.com](mailto:designers@minted.com).

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## Quickfire Stationery Challenge

All Submissions must be received by 10 a.m. PST 9/22/10

### 1 Create your designs

You will be designing a **Personal Stationery Card** that is a flat A2 (4.25" x 5.5") card. You may submit multiple designs, however, you cannot submit the same design in multiple colorways.

If your design is selected, final artwork will be required in **Adobe® InDesign® or Illustrator®** format only. Designs will need to be in

- **CMYK**, and bitmap elements at a minimum 300 dpi at size. All textual typesetting must be editable in Illustrator or InDesign; however, any font that is used as a graphic element (i.e. dingbats, flowers, etc.) must be converted to outlines. We no longer accept Photoshop® files in final artwork. **Please include fonts and all linked files.** Bitmap elements should be in TIFF format (NO JPEGs).

Final artwork **must be in CMYK mode**. Please no spot colors or RGB colors. You may use the Pantone® Color Bridge® CMYK/

- Uncoated guide, but be sure to always create your files using the CMYK build. 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'.

### Create low-res submission images using our provided templates

### 2 Please see the 'How To' side bar at right.

### Read and accept the Terms and Conditions

As part of the Entry Form, you will be asked to thoroughly read and agree to the Minted Terms and Conditions for Design Submissions. The Minted Terms and Conditions are included at the end of this document. **NOTE: Page 5 indicates what matching items will be requested along with your original art files.**

### Fill out Online Entry Form and submit designs

### 4 Submit your design by going to <http://www.minted.com/contest> and clicking the green button. You may be asked to log in or create an account. Please fill in the form completely, and upload your Submission Image.

**PLEASE CHOOSE A UNIQUE NAME** for your design, using only alpha-numeric characters (e.g., no commas, semi-colons, dollar signs, etc.)

## HOW TO PREPARE YOUR SUBMISSIONS FOR THE WEB:

- The Submission Image of your design must be no larger than 550 x 550 pixels, under 120 kb, and in JPEG or GIF format. Files that are too large will not be accepted. JPEGs should be in RGB color mode.
- You must use one of the 'submission\_image... .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... .psd'. First, save/export your design as a PDF. Then open in Photoshop the 'submission\_image...' 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). Be careful not to show crop marks on your submission.
- 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...' 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.

## A Few Frequently Asked Questions.

See the the full FAQ at: <http://www.minted.com/designer-faq>

### *Who should I contact if I am experiencing technical difficulties submitting a design?*

With technical difficulties or any other issue or question you may have — although please read through the above FAQ first — please email us at [designers@minted.com](mailto:designers@minted.com) and someone will get back to you. We check this email regularly during the week, as well as the weekend before a submission deadline.

### *Am I allowed to use iStockphoto images?*

The short answer is no. iStockphoto's license agreement prohibits any of their designs to be reproduced for consumption, which is exactly what Minted does. The specifically relevant clause is: "For example, you cannot superficially modify the Content, print it on a t-shirt, mug, poster, template or other item,

and sell it to others for consumption, reproduction or re-sale." Even if you purchase the design under an extended license provision, we would still have to re-purchase it in order to be the owner and distributor of the design. Unfortunately, Minted can't afford to do this and still be able to take care of you, our wonderful designers. And, furthermore the whole point of Minted is to gather the very best original designs!

### *Can I use clip art in my designs?*

Royalty-free clip art is permitted, but only as long as the source licenses the art for reproduction in items for sale. Many clip art books only allow for reproduction for 'personal use only'. Anything that you have to purchase online is not permitted. The reason for this is that Minted would then have to re-purchase that design if your entry was selected, likely at a much higher premium because of the scale of our reproduction.

## Fonts **Now with new additions, oh boy!**

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. If you have any questions about fonts or potential substitutions, drop us a note at [designers@minted.com](mailto:designers@minted.com) and our resident font expert will happily help you out.

Adine Kirnberg Script  
Adios Script  
Affair  
Albamarle Swash  
AlexandriaFLF  
American Typewriter Medium  
Aquiline  
Archer Family  
Archive Antique Extended  
Archive Penman Script  
Arial Rounded Bold  
Artstamp Medium  
Avante Garde  
Baker Script  
Bank Gothic  
Baskerville Family  
Bebas Neue  
Bell Gothic Family  
Bell MT  
Bembo Family  
Berkeley Book  
Bernhard Modern Family  
Berth Script  
Berthold Script  
Bickham Script Pro  
Birch  
Black Jack  
Bodoni Family  
Bodoni Small Caps  
Bookman Old Style  
Briannes Hand  
Budmo Jiggler  
Burgues Script  
Business Penmanship  
Calisto MT

Adobe Caslon Pro Family  
Caslon Open Face  
Caslon Small Caps  
Century Gothic  
Chaparral Pro  
Chevalier Stripes Cap  
Chopin Script  
Christmas Card  
Clarendon Light, Regular & Bold  
Cochin  
Comfotaa  
Commerce Gothic  
Compendium  
Cooper Black  
Copperplate Light / Bold  
Coquette Regular / Light  
Cottonwood  
Coventry Script  
Currency  
Cursive Standard  
Cyclone  
Daisy Lau  
Daresiel  
Didot  
Divona  
Dry Gulch  
Eccentric STD  
Edwardian Script  
Engravers Gothic  
Engravers MT  
Estilo / Estilo Script  
Euphorogenic  
Extra Ornamental No. 2  
Feel Script  
Filosofia Family

Filosofia Regular  
Fling  
Font Diner  
Frankfurter Inline  
Franklin Gothic  
Freebooter Script  
Futura Family  
Gala Condensed  
Adobe Garamond Family  
Garamond Family  
Geosans  
Gill Sans Family  
Goudy Old Style  
Granjon Roman / Small Caps  
Gwendolyn  
Hellenic Wide  
Helvetica Neue Family  
Hoedown  
Isbell Bold  
Adobe Jenson Pro  
Jugend WF  
Juniper  
Jupiter Pro  
Kepler Regular / Medium  
Kravitz Thermal  
Kuenstler Script Medium  
La Portenia de la Boca/Recoleta  
Learning Curve  
Little Daisy  
Love Letter  
Lubalin Graph Book  
Mea Culpa  
Memimas  
Mesquite  
Meta Bold

Minion Pro Family  
Modern No. 20 Regular / Italic  
Modified Gothic  
Monsieur La Doulaise  
Mr. Sheffield  
Mrs. Blackfort  
Mrs. Eaves Roman / Small Caps  
Museo 500  
Myriad Pro Family  
News Gothic  
Nuptial Script  
Odile  
Oklahoma  
Old Claude  
Optima  
Orator  
P22 Cezanne  
P22 Declaration  
P22 Dearest  
P22 Vincent Regular  
P22 Zaner Pro One/Two  
Palatino  
Pea Jane in a Hurry  
Phinster Fine  
Pluma Family  
Poetica Family  
Pushkin Script  
Quicksand Family  
Rocko FLF  
Rockwell  
Rockwell Sketch  
Romeral  
Rose Caps  
Rosewood  
Sabon

Saddlebag  
Sakurachan  
Sansumi  
Schoon  
Scotch Roman  
Sedona Script  
Serlio Regular  
Sexsmith  
Sheer Beauty  
Shelley Allegro Script  
Sloop - Script One/Three  
Station  
Steelfish  
Stella  
Stuyvesant  
Sudestada  
Sweetheart Script  
Tamarillo  
Telegraphem  
Texas Hero  
Torino Modern  
Times New Roman  
Trade Gothic Family  
Trajan Pro Regular / Bold  
Tropicana  
Typo Upright  
Univers 55/65  
Urania Czech  
Vendetta Family  
Walkway Bold / Black  
Wendy Medium  
Worstveld Sling  
Zapf Dingbats  
Zapfino

# Minted, LLC Terms and Conditions for Design Submissions

**Minted appreciates your participation in our “Quickfire Stationery Challenge” contest (“Contest”), via your submission of a flat A2 stationery note card design (hereinafter the “Design”). By submitting your Design to Minted, you agree to the following terms and conditions (“Terms and Conditions for Design Submissions”):**

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You promise 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, for any reason, and 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 that time you immediately and irrevocably assign to 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. You also license us the use of your Designer name and identifying information and image (“Designer Name”) for purposes of promoting the Design. Nothing in these Terms and Conditions obligates Minted to promote or sell the Design.

Without limiting the foregoing, 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 sixty (60) days after the Contest’s submission deadline (the “Trial Period”). During the Trial 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. After the expiration of the Trial Period, if Minted has not notified you that it has selected your Design, then you shall be free to use the Design for any purpose. 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:

**PRIZES:** The top-rated designs, as voted by the community, will be awarded so that 1st prize is \$1000, 2nd prize is \$500, 3rd prize is \$250, and 4th – 10th prizes are \$100 each. Minted will select additional designs for sale as Editor’s Picks, with those designers receiving \$100 prizes. The top 10 designs and Editor’s Picks will all be sold on Minted.com, with those designers receiving 5% of net sales of the products sold, in addition to the cash prizes.

**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 the 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 reasonable 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, plus to-be- determined additional matching items, such as a matching backer and Skinny Wrap™ return address label, deemed suitable for print. You may also be required to submit an Inspiration Board with each winning design, an Inspiration Board being defined as an A7 portrait sized design containing photos or images that relate to and led to the creation of the Design. You must provide credits for all photos and images used, including the name of and link to the source. Inspiration Boards shall be considered “Materials”, and are required for all Designs selected for sale by Minted, regardless of the category.

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 the Design selected for sale within 14 days, then Minted reserves the right to withdraw your prize and refuse you payment for use of the Design.

**MATERIALS REQUIREMENTS.** You may not submit any Materials, including, without limitation, photographs and other images, text, graphics, videos, visuals, sounds, data, files, links and other materials that could infringe any rights of privacy, publicity or copyrights, unless you have the permission of the owner of these rights and the persons (or their parents or legal guardians, where applicable) who are shown in the materials. Furthermore, you may not submit any materials that may give rise to any civil or criminal liability under applicable law, or expose Minted or its legal affiliates or partners to the threat of the same. We reserve the right to delete, move, edit images, or suspend viewing or printing of materials if, in our sole discretion, we deem any submission abusive, defamatory, or in violation of copyright, trademark, or privacy laws or otherwise inappropriate or likely to lead to civil or criminal liability.

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Please note that our community members may report Materials that they believe to be inappropriate. Minted has the right, but no obligation to remove Materials in response to user reports or requests. Minted is not responsible for, and will have no liability for, the removal or non-removal of any Materials.

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