

*freshly minted:*

## The Chronicle Books-Minted Design Challenge

**Submission Deadline: Tuesday, May 24, 2011 at 10am PST**

Participate in the very first Minted design challenge in which our community produces content for another brand! Design leader and independent book publisher **Chronicle Books** wants to see fresh, modern stationery designs from you, the Minted design community, and we are thrilled. The winning designs of four talented designers will be featured in a **notecard collection** published by Chronicle Books and will be sold in stores around the world, as well as on Minted.com as custom stationery. Both Chronicle Books and Minted will publicize the winning designers and will feature the notecard collection on their websites.

**Chronicle Books** is seeking designs for its chic, new portfolio **notecard** format, which holds eight notecards (four designs, two of each). **These non-personalized folded cards feature artwork on their front and do not include text.** Chronicle Books will choose four different designs from four different designers and will offer them in one "Best of Minted" portfolio, complete with envelopes. The editor's favorite pick will be featured on the cover of the collection. As reflected in the Pantone colors we've provided for inspiration, the Chronicle Books team is especially looking for **over-the-top pretty designs.** [SEE SIDEBAR FOR MORE INFO](#)

### CHRONICLE BOOKS CHALLENGE PRIZES:

Four different designers will each receive prizes of **\$500 cash + a \$500 Chronicle Books gift certificate.** Awarded by the Chronicle Books Stationery Team, these designs will be published by Chronicle Books and will be sold as printed notecard portfolios on Chronicle Books' website at [www.chroniclebooks.com](http://www.chroniclebooks.com), in all three Chronicle Books retail stores, as well as fine boutiques and shops around the world. The name of the designer will be featured on the back of each individual card, and winners will receive a total of 4% of net sales of the products sold by Chronicle Books (1% for each of the four designers). Additionally these designs will be sold on Minted.com as individual personalized stationery.

### MINTED PRIZES:

In addition to the Chronicle Books prizes, the best designs as decided by Minted community vote will be awarded these cash awards:

**1st prize – \$1,000 ■ 2nd prize – \$500 ■ 3rd-20th prizes – \$100 each**






### EDITORS' PICKS AWARDS:

Minted will select additional designs for sale on Minted.com as Editors' Picks, with those designers receiving \$100 each. The top 20 designs, Chronicle Books' Picks, and Editors' Picks will all be sold on Minted.com.

Designers will receive **6% of net sales** of the products sold on Minted.com, in addition to cash prizes.

### Creative Notes:

- **Dimensions:** 4.25" x 5.5" folded card. (Design is on the face of the card only) Orientation can be either portrait or landscape. Please allow for a .1" bleed.
- **Color Palette:** Chronicle Books has chosen a '**foundation palette**' to work with.

	Pantone DS 5-1 C : 0 M : 80 Y : 100 K : 0
	Pantone DS 56-1 C : 0 M : 20 Y : 100 K : 0
	Pantone DS 291-1 C : 60 M : 0 Y : 100 K : 10
	Pantone DS 254-5 C : 50 M : 0 Y : 25 K : 0
	Pantone DS 45-7 C : 30 M : 30 Y : 50 K : 20

"The designers don't need to use all these colors in their card designs, we just wanted to give them a foundation palette to work off of. We're definitely open to the addition of accent colors as well, but would like to remind the designers that they should work with colors that work with the foundation palette as they will all be living together within a set."

- **Personalization:** Chronicle Books is asking for **non-personalized** cards with no text incorporated into the design. Winners of Minted prizes will be asked to repurpose their designs as personalized flat or foldover cards.

## Other things to consider:

- In submitting multiple designs, do not submit the same design in multiple colorways, (or slight variations of the same design).
- Choose a unique name for your designs. Be creative, knowing we may get dozens of entries called 'Modern' or 'Simple Flourish'. Do not submit multiple designs with the same name. Also, please only use alpha-numeric characters in the design names (e.g., no commas, semi-colons, dollar signs, etc.).

## 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. 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! A few weeks after the close of voting, the winners of the challenge will be announced, and the winners will be contacted by email with directions on how to submit their art files and collect their prizes.

## File Request Requirements

- If your design is selected for sale on Minted, you will be asked to repurpose your design as a personalized flat or foldover stationery card, and to submit **matching address labels** and **backer designs**, plus **two additional colorways** for all pieces. More details will follow in the file request email. Please read the Terms and Conditions at the end of this packet for more information. If you have any questions, email [designers@minted.com](mailto:designers@minted.com).

## ABOUT CHRONICLE BOOKS

One of the most admired and respected publishing companies in the U.S., Chronicle Books was founded in 1967 and over the years has developed a reputation for award-winning, innovative books. Recognized as one of the 50 best small companies to work for in the U.S. (and the only independent publisher to receive this award), the company continues to challenge conventional publishing wisdom, setting trends in both subject and format, and sells its published books across America.

[www.chroniclebooks.com](http://www.chroniclebooks.com)



CHRONICLE BOOKS

## *freshly minted:*

## The Chronicle Books-Minted Design Challenge

### 1 Create your designs

You will be designing a **Non-personalized Stationery Notecard** that is for a foldover A2 (4.25" x 5.5") card. (Design is for the face of the card.) Both landscape or portrait orientations are fine. You may submit multiple designs, however, you cannot submit the same design in multiple colorways.

- 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’.
- 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, motifs, flowers, etc.) must be converted to outlines. We no longer accept Photoshop® files in final artwork. **Please include all linked files.** Bitmap elements should be in TIFF format (NO JPEGs).

### 2 Create low-res Submission Images using our provided templates

Please see the ‘How To’ side bar at right.



### 3 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.

**NOTE:** Terms and Conditions are updated each challenge, and there is important information that you should know about. The Minted Terms and Conditions are included with this document.

### 4 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 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 120kb, and in JPEG or GIF format. Files that are too large will not be accepted. JPEGs must be in RGB color mode.
- You must use one of the “submission\_image... .psd” Photoshop templates included in the Templates folder of the Submission Kit.
- 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

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 Kimberg Script	Adobe Caslon Pro Family	Fling	Modified Gothic	Schoon
Adios Script	Caslon Open Face	Font Diner	Monsieur La Doulaise	Scotch Roman
Affair	Caslon Small Caps	Frankfurter Inline	Mr. Sheffield	Sedona Script
Albemarle Swash	Century Gothic	Franklin Gothic	Mrs. Blackfort	Serlio Regular
AlexandriaFLF	Chaparral Pro	Freebooter Script	Mrs. Eaves Roman / Small Caps	Sexsmith
American Typewriter Medium	Chevalier Stripes Cap	Futura Family	Museo 500	Sheer Beauty
Aquiline	Chopin Script	Gala Condensed	Myriad Pro Family	Shelley Allegro Script
Archer Family	Christmas Card	Adobe Garamond Family	News Gothic	Sloop - Script One/Three
Archive Antique Extended	Clarendon Light, Regular & Bold	Garamond Family	Nuptial Script	Station
Archive Penman Script	Cochin	Geosans	Odile	Steelfish
Arial Rounded Bold	Comfortaa	Gill Sans Family	Oklahoma	Stella
Artistamp Medium	Commerce Gothic	Goudy Old Style	Old Claude	Strangelove
Avante Garde	Compendium	Granjon Roman / Small Caps	Optima	Stuyvesant
Baker Script	Cooper Black	Gwendolyn	Orator	Sudestada
Bank Gothic	Copperplate Light / Bold	Hellenic Wide	P22 Cezanne	Sweetheart Script
Baskerville Family	Coquette Regular / Light	Helvetica Neue Family	P22 Declaration	Tamarillo
Bebas Neue	Cottonwood	Hoedown	P22 Dearest	Telegraphem
Bell Gothic Family	Coventry Script	Isbell Bold	P22 Vincent Regular	Texas Hero
Bell MT	Currency	Adobe Jenson Pro	P22 Zaner Pro One/Two	Torino Modern
Bembo Family	Cursive Standard	Jugend WF	Palatino	Times New Roman
Berkeley Book	Cyclone	Juniper	Pea Jane in a Hurry	Trade Gothic Family
Bernhard Modern Family	Daisy Lau	Jupiter Pro	Phinster Fine	Trajan Pro Regular / Bold
Berth Script	Daresiel	Kepler Regular / Medium	Pluma Family	Tropicana
Berthold Script	Didot	Kravitz Thermal	Poetica Family	Typo Upright
Bickham Script Pro	Divona	Kuentler Script Medium	Pushkin Script	Univers 55/65
Birch	Dry Gulch	La Portenia de la Boca/Recoleta	Quicksand Family	Urania Czech
Black Jack	Eccentric STD	Learning Curve	Rocko FLF	Vendetta Family
Bodoni Family	Edwardian Script	Little Daisy	Rockwell	Walkway Bold / Black
Bodoni Small Caps	Engravers Gothic	Love Letter	Rockwell Sketch	Wendy Medium
Bookman Old Style	Engravers MT	Lubalin Graph Book	Romeral	Worstveld Sling
Briannes Hand	Estilo / Estilo Script	Mea Culp	Rose Caps	Zapf Dingbats
Budmo Jiggler	Euphorogenic	Memimas	Rosewood	Zapfino
Burgues Script	Extra Ornamental No. 2	Mesquite	Sabon	
Business Penmanship	Feel Script	Meta Bold	Saddlebag	
Buttermilk	Filosofia Family	Minion Pro Family	Sakurachan	
Calisto MT	Filosofia Regular	Modern No. 20 Regular / Italic	Sansumi	

# Minted, LLC Terms and Conditions for Design Submissions

Minted appreciates your participation in our “The Chronicle Books-Minted Design Challenge” contest (“Contest”), via your submission of stationery notecards (hereinafter the “Design”). By submitting your Design to Minted, you agree to the following terms and conditions (“Terms and Conditions”):

---

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 or by Minted's Designee, 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 or any other party to promote or sell the Design. As used in these Terms and Conditions, “Minted's Designee” means Chronicle Books or any other party designated by Minted.

Without limiting the foregoing, Minted may (or may permit Minted's Designee to), 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 your Design is selected for sale by Minted or Minted's Designee, you may not reproduce, sell, or submit the Design to others for any purpose for ninety (90) 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 your product has not yet been selected for sale. If a customer orders a product incorporating the Design, the Design will be deemed selected for sale by Minted 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 your Design has been selected for sale, 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 or by Minted's Designee in this Contest, then we shall pay a lump sum Cash Prize and a Sales Commission, as follows:

## **MINTED PRIZES:**

As voted by the community:

1st prize: \$1000

2nd prize: \$500

3rd – 20th prizes: \$100

The top 20 designs voted by the community will be sold on Minted.com. Chronicle Books Challenge winners are also eligible to win the Minted prizes.

## **CHRONICLE BOOKS CHALLENGE PRIZES:**

Four different designers will each receive prizes of \$500 cash + a \$500 Chronicle Books gift certificate. Awarded by the Chronicle Books Stationery Team, the Chronicle Books Challenge prize designs will be sold as printed notecard portfolios published by Chronicle Books and on Minted.com as individual personalized stationery. The notecard portfolios will be sold on Chronicle Books' website at [www.chroniclebooks.com](http://www.chroniclebooks.com), in all three Chronicle Books retail stores, as well as fine boutiques and shops around the world. The name of the designer will be featured on the back of each individual card.

Minted will select additional designs for sale as Editor's Picks, with those designers receiving \$100 prizes. The top 20 designs, Chronicle Books' Picks, and Editors' Picks will all be sold on Minted.com.

The top 20 designs and Editors'/Judges' Picks will be sold on Minted.com, with those designers receiving 6% of net sales of the products sold, in addition to the cash prizes. The Judges' Picks will also be sold by Minted's Designee, with those designers receiving a commission on net sales of the products sold, as described below.

**SALES COMMISSION:** Designer will be paid six percent (6%) 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. In the event that your Design is sold by Minted's Designee, then you will be paid 1 percent 1% commission on the net amounts received by Minted's Designee from the sale of any products sold by Minted's Designee which wholly incorporate your Design; provided, however, that in no event will you be paid a commission that exceeds the amounts actually received by Minted from Minted's Designee, pursuant to the agreement between Minted and Minted's Designee, with respect to the sale of such products. Minted (or Minted's Designee) may offer any products incorporating the Design at any price, for any amount of time in any market, in Minted's (or Minted's Designee's) sole discretion. Sales Commissions with respect to Minted products sold by Minted shall be paid to you within 90 days from the end of each calendar quarter. Sales Commissions with respect to products sold by Minted's Designee shall be paid to you within 30 days of receipt by Minted from Minted's Designee. 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 (or from Minted's Designee), as Minted (or Minted's Designee) 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 Designs for two additional colorways, including matching backers and coordinating address labels, selected for sale, 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 or by Minted's Designee, 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,

Minted's Designee, or their respective 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.

In the event that you post, submit or upload non-Design Materials ("NDM"), such submission will not change the ownership status of those NDM, and you hereby grant us and our designees a worldwide, non-exclusive, sublicenseable (through multiple tiers), assignable, royalty-free, fully paid-up, perpetual, irrevocable right to use, reproduce, distribute (through multiple tiers), create derivative works of, and publicly display and perform (publicly or otherwise) such NDM. Please note that, while you may retain ownership of your NDM, any design, template or layout in which you arrange or organize such NDM through tools and features made available through Minted are not proprietary to you, and can be used by Minted and others for any purposes. You acknowledge and agree that you have no rights in any such design, template and/or layout, and such template or layout shall be the sole and exclusive property of Minted or its licensors.

You represent, warrant and covenant that (i) you own or otherwise possess all necessary rights with respect to the Materials, (ii) the Materials do not and will not infringe, misappropriate, use or disclose without authorization, or otherwise violate any intellectual property or proprietary right of any third party, and are not unlawful, fraudulent, threatening, abusive, libelous, defamatory, obscene or otherwise objectionable, and (iii) you hereby consent to the use of your likeness, and you have obtained the written consent, release, and/or permission of every identifiable individual who appears in a Materials to use such individual's likeness, for purposes of using and otherwise exploiting the Material in the manner contemplated by these terms and conditions or, if any such identifiable individual is under the age of eighteen, you have obtained such written consent, release and/or permission from such individual's parent or guardian (and you agree to provide to Minted a copy of any such consents, releases and/or permissions upon Minted's request).

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.

**GENERAL:** 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.