

## *freshly minted:*

# The Welcome Home Moving Announcement Challenge

**Submission Deadline: Wednesday, January 18, 2012 at 10am PST**

Minted customers are looking for creative, modern ways to announce their change of address. Customers tend to send these to their entire address book of friends as a unique expression of their style and a reflection of their new home or city. Flex your design skills and show the world what unique moving announcements really look like!

### PRIZES: INDIVIDUAL DESIGNS

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

- **FIRST PRIZE: \$500**
- **SECOND PRIZE: \$250**
- **THIRD - TWENTIETH PRIZES: \$100**

### SPECIAL PRIZES:

We will award **\$150** special prizes to these individual designs, decided by Minted's editorial team:

- **Out of the box award** for a design that is highly creative
- **Whimsy Award** for the best fun or whimsical design
- **Independent Living Award** for the best design to announce a move for someone living on their own
- **Our First Place Award** for the best design to announce a couple's first home together
- **Best over the top pretty design**
- **Best classic with a twist design**

### EDITOR'S PICKS AWARDS:

Minted will select additional designs for sale as Editor's Picks, with those designers receiving **\$100** prizes. All top placeholders, Editor's Picks, and award recipients will earn a commission of 6% of net sales of the products sold, in addition to the cash prizes.

### Creative Notes:

- Designs should be able to accommodate average-length names (about 20 characters for a full name).
- Moving announcement designs may include photo(s) (that will be uploaded by our customers). Photos for you to use are provided in the Submission Kit. We would like a variety of photo and non-photo designs.
- (Please submit a design for only the front of your card. Winners will later be asked to submit 2 alternate colorways and matching accessories (a matching backer and coordinating Skinny Wrap address label) for their design.
- **DIMENSIONS:** A2 (4.25"x5.5") or square (5.25" x 5.25") flat card, double-sided printing. Both landscape and portrait orientations are fine for the rectangular shape. Please allow for a .1" bleed.
- Be sure to use the templates provided in the submission kit. Using the templates will make your designs look their best and will provide a beautiful, cohesive look for the submission gallery.

### 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 unique names 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, do not include the phrase 'Moving Announcement' in your title. This will be added automatically.
- Please use only 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.

### 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.

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### The Hats Off Graduation Challenge

All submissions must be received by 10 am PST, 1/18/12.

#### 1 Create your designs

You will be designing **moving announcements** (dimensions: 4.25" x 5.5" or 5.25" x 5.25"). Both landscape and portrait orientations are fine. You may submit multiple designs, however, you cannot submit the same design in multiple colorways. We have provided templates, along with professionally shot photographs, in the submission kit. Please do not distribute the photos in this kit or use them for any other designs.

- 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 the list included in this submission kit. Fonts used in winning submissions that are not on that 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.

## Minted, LLC Terms and Conditions for Design Submissions

Minted appreciates your participation in our "Welcome Home Moving Announcement Challenge" contest ("Contest"), via your submission of a moving announcement design (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, 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 ninety (90) days after the winners from the challenge are launched on the site (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:**

As voted by the community:

- FIRST PRIZE: \$500
- SECOND PRIZE: \$250
- THIRD - TWENTIETH PRIZES: \$100

**SPECIAL PRIZES:**

We will award \$150 special prizes to these individual designs, decided by Minted's Editorial team:

- Out of the box award for a design that is highly creative
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- Independent Living Award for the best design to announce a move for someone living on their own
- Our First Place Award for the best design to announce a couple's first home together
- Best over the top pretty design
- Best classic with a twist design

In addition, we will be awarding \$100 to a healthy number of Editor's Picks from this challenge. The top 20 designs, as voted by the

community, Editor's Picks, and award winners will be sold on Minted.com, with those designers receiving 6% of net sales of the products sold, in addition to the cash prizes.

**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. 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 ninety (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 and Designs for two additional colorways, including a matching backer, thank you card, and Skinny Wrap Address label, 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, 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.

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.

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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.