



Bonjour Bébé: Baby Shower Invitation Challenge

QUICK LINKS

- [Challenge Page](#)
 - [Overview](#)
 - [Top-Rated Prizes](#)
 - [Special Prizes](#)
 - [Participation Guidelines](#)
 - [Submission Guidelines](#)
 - [Creating and Submitting Your Design](#)
 - [File Submission and Payment Information](#)
 - [Terms & Conditions](#)
-

KEY DATES

- Open Date: **Nov 6, 2025** at 10 am PT
 - Submission Deadline: **Dec 4, 2025** at 10 am PT
 - Critique Period: **Dec 4, 2025** - **Dec 5, 2025**
 - Voting Period: **Dec 5, 2025** - **Dec 19, 2025**
- All phases end at **10 a.m. PT**
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OVERVIEW

Sharing the joy of a new baby is an important milestone for families of all kinds. We are challenging you, our talented Minted community, to shower us with a unique array of baby shower invitations!

As you are designing, consider the themes and venues you would want to use if hosting a baby shower. Please note that there are many types of celebrations to welcome a little one, and expecting parents have become creative in adopting different themes, venues, and formats. Also remember, many couples decide not to learn the gender of their baby before birth and that 50% of babies are boys!

Here's what we are looking for:

- We are seeking non-photo designs only for this challenge
- **Submission limit:** we are limiting artists to **15 submissions per artist**. K-level Baby & Kids artists in our [CMYK Program](#) are exempt from this submission limit

PRIZES

TOP-RATED PRIZES

The Top-Rated pieces, as voted by consumers and artists, will receive the following prizes **plus an ongoing commission of 6% of net sales of the products sold**:

FIRST PRIZE: **\$4,000**

SECOND PRIZE: **\$3,000**

THIRD PRIZE: **\$2,000**

FOURTH PRIZE: **\$1,000**

FIFTH PRIZE: **\$750**

SIXTH –TENTH PRIZE: **\$500**

EDITORS' PICKS AWARDS

Minted will select additional designs for sale as Editors' Picks, with artists of selected designs receiving between **\$200 - \$320** in prizes (depending on number of final files requested), **plus ongoing commission of 6% of net sales of the products sold**. See our "File Submission and Payment Information for Winning Designs" section below for more information.

SPECIAL PRIZES

Among the Top-Rated pieces and Editors' Picks, Minted's Editorial Council will also award Special Prizes* to individual pieces.

1. **Out of the Box Award:** For the most design-forward, boundary-pushing Baby Shower Invitation that you would only find at Minted: **\$700**
2. **Trending Theme Award:** For the best design that coordinates with a themed celebration in a fresh and original way: **\$600**
3. **Original Drawing and Illustration Award:** For the design that incorporates the best original drawing, illustration, or painting that has been made specifically for this Challenge and not used before: **\$500**
4. **Iconic Icons & Motifs Award:** For the best design that features a fresh take on a motif or icon. Icons may include but are not limited to: rocking horses, prams, stuffed animals, baby blocks, hot air balloons, carousels, etc. We are looking to expand on icons we have in our existing assortment and for artists to bring us new ones!: **\$500**
5. **Shimmer & Shine Award:** For the best foil design: **\$400**
6. **Fall Shower Award:** For the best design that features fall colors and addresses fall themes. Think fall produce, foliage, activities, and aesthetics. Remember that fall themed designs tend to be strong performers during the season: **\$400**

7. **Winter Shower Award:** For the best design that features winter colors and addresses winter themes (including winter holidays). Think winter activities, landscapes, and holiday party themes. Remember that winter themed designs tend to be strong performers during the season: **\$400**
8. **Pattern Award:** for the best design featuring a pattern. Toile, stripes, gingham, and checkers are most common with baby centric designs, but we look forward to seeing what new patterns you will add into your designs, too: **\$300**
9. **Nursery Rhyme Award:** for the best design that integrates copy, icons, or illustrations inspired by classic nursery rhymes. (If you have questions about what nursery rhymes are not protected under copyright law, please reach out to Artist Relations): **\$200**
10. **Contemporary Typography Award:** For the best design using serif or sans serif for our modern customer: **\$200**
11. **Copywriter Award:** Our customers often fall in love with a design just because of its unique copy. This award is for the card that best leverages clever wording: **\$200**
12. **Alternative Events Award:** for the best design for a party alternative to a baby shower including but not limited to sprinkle showers (celebrations that welcome a second—or third!— child), nesting shower, couples shower, gender reveal party: **\$200**
13. **Shape Award:** For the best holiday design that features one of our die cut shapes or a square shaped design: **\$200**
14. **First-Time Winner Award:** For the best design from a designer winning for the first time: **\$200**

*Special Prizes will be awarded at Minted's sole discretion.

PARTICIPATION GUIDELINES

When you submit to a Minted Challenge, we ask that you adhere to our policies and community standards. Below, we've listed the key requirements you should meet.

- All submissions to Minted Challenges **must be your own original work**. We take design originality and integrity very seriously at Minted. Any work you submit should be 100% of your own creation. Copying or tracing a design or artwork in full or in part is not permitted and could result in a suspension or permanent ban from Minted activity. [Please see these FAQs](#) for more information on design integrity and how to ensure your work is truly original
- **AI-Generated Art:** Per our Terms & Conditions, Generative AI tools are only allowed for editing and file production workflows. Artists are responsible for ensuring they understand [Minted's AI policy](#) and that their work meets these requirements. See our [full AI Policy and FAQs](#) as well as our Terms & Conditions for more information.
- Work cannot currently be for sale elsewhere and, once submitted, **[cannot be used anywhere else for 90 days after the submission deadline](#)**
- Don't submit repurposes of your designs already for sale on Minted to this Challenge (Not sure if your design is a repurpose? [Find out here](#))

- You may submit multiple designs; however, do not submit multiple designs with different colorways or minor tweaks. [Learn about iterations here](#)
 - During the [Critique Period](#), you may edit and refine your submission; however, don't upload completely new designs to replace '[placeholder](#)' submissions or your entry will be disqualified
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SUBMISSION GUIDELINES

When creating your submission, we ask that you meet a few creative requirements. These requirements are meant to ensure our products can be produced at the level of quality Minted is known for and that customers can easily tailor designs to their needs. Below, we cover the format your design should be in and how you may use, stock art, elements, and fonts.

FORMAT

- We're looking for non-foil and foil-pressed designs without photos
- Designs can be in landscape, portrait, or square orientation
- Your design should suit A7 (5" x 7") or square (5.25" x 5.25") card dimensions, and allow for .1" bleed
- **Please only submit a design for the front of your card in one colorway.** If your design wins, please see the section "File Submission and Payment Information For Winning Designs" below for file submission information

FOIL-PRESSED ELEMENTS

- Only non-customizable text and elements can be foil-pressed
- Our foil colors include:
 - **Foil Colors:** Gold, Rose Gold, Ice Blue, Silver, Bronze, Strawberry (pink), Glittery Gold
 - [See examples of each foil color here](#)
- ***Please review [these requirements](#) for using Minted Foil colors**
- Optimize your design submission for the unique process of foiling, using [Minted's insider tips](#)

CUSTOMIZABLE ELEMENTS

- Make sure your design can accommodate the average length of a full name — about 20 characters
- Don't apply textures, patterns, glyphs, warped effects, or flourishes on any text a customer should be able to customize on their own
- Keep each word one color (i.e. do not use alternating colors for letters within one word) if it will be customizable by a customer on their own
- Be clever with your design elements! Customers love that we offer unusual, customizable details on our cards, especially moveable text/design elements.

FONTS

- We encourage artists to use new and interesting fonts in their submissions! We look to artists to find trends and use the font that feels right for their design. There are some considerations to keep in mind when choosing fonts:

- Minted licenses all the fonts that we use for print and online. We are not able to distribute fonts, so each artist must purchase their own. Our [Minted Font List](#) tells you which typefaces we currently have this licensing for.
- There are some fonts we already know we are not able to license. **Please do not submit designs that use fonts that are on our [Cannot License list](#).** If your design does use one of these fonts and is selected, you are required to replace it with a Minted font before submitting your final files.
- Please note that free font sites usually do not offer the kind of licensing Minted needs, unless they specifically call out a SIL or open source license.

STOCK ART

- We encourage you to use your own original artwork in your submissions. However, you may [use stock art in a transformative way that reimagines the elements](#). They must be royalty-free with a usable license, without payment of any royalty by Minted or any other limitations

CREATING AND SUBMITTING YOUR DESIGN

1. CREATE HIGH-RES ARTWORK

Create your design in Adobe Illustrator using the templates and textures in the Challenge Kit.

[Learn more about how to create your submission](#). Only submit a design for the front of your card in one colorway

Pro Tip: Focus on quality over quantity. One great way to curate your submissions is to [ask for feedback from your peers](#)

2. CREATE A LOW-RES SUBMISSION

Save a smaller version of your design for viewing in the Challenge gallery — under 600 kb and sized at exactly 1100 pixels on the longest side (Not sure how? [See instructions here](#))

Note: If submitting a JPEG, it must be in RGB color mode

3. READ AND ACCEPT TERM AND CONDITIONS

While submitting, you will be asked to thoroughly read and agree to the Minted Terms and Conditions for Design Submissions, which are included at the end of this document

Note: Terms and Conditions are updated each Challenge

4. SUBMIT YOUR DESIGNS

Submit your design at www.minted.com/contest. You will be asked to log in or create a Minted artist account, fill in the form, and upload your submission. Be sure to choose a unique title for your artwork, using letters and numbers only. On the submission page, check each box that applies to your design. [Learn more about what these checkboxes mean](#)

Troubleshooting Tip! When submitting your creative URL, be sure to only use letters (no numbers or special characters) and to only enter the end of your desired address (e.g. enter “mintedartist” for a final URL of “www.minted.com/creative/mintedartist”

5. CONNECT WITH THE COMMUNITY

Minted fosters a supportive community of artists to help you learn, grow professionally, and build relationships with like-minded creatives. We recommend you reach out to artists through the [Minted Artist Community Slack](#) and attend Minted artist meetups

WHAT HAPPENS NEXT?

- Once submitted, you can [edit](#) or [remove](#) your design before the submission deadline. At that point, the [Critique Period](#) begins, during which you can give and receive feedback with fellow Minted artists and continue to edit your work. (Quickfire Challenges may or may not include a Critique Period). The Critique Period is immediately followed by the [Voting Period](#)
 - We analyze voting results to determine the Top-Rated winners. Additionally, Minted's Editorial Council reviews all submissions and voting data and considers further factors such as diversity of style, risk-taking, and gaps in the current assortment to help select [Editors' Picks](#). We share anticipated winner announcement timelines on our [Weekly Updates page](#). Winners are announced via email and on our [winners page](#)
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FILE SUBMISSION AND PAYMENT INFORMATION FOR WINNING DESIGNS

If your design is selected as a winner in this Challenge, you'll be asked to provide certain files in order to receive prize payment. So you know what to expect, we've listed the technical requirements of final files for winning designs and detailed our flexible prize payment structure below. When you submit to a Minted Challenge, we ask that you adhere to our policies and community standards.

Winners will receive a file request to submit via our internal file upload tools or Dropbox. The final artwork must meet the following criteria.

- Must be in Adobe Illustrator® format
- Be in CMYK mode (no RGB colors)
- [Have all typesetting editable in Illustrator®](#)

We use a [flexible Editors' Pick Prize payment policy](#). We classify each file as "required" or "optional" and you can choose your overall time commitment through these options.

Note: Top-Rated winners will receive the listed Top-Rated cash prize amount for submitting the "Required" files listed below.

Final artwork submitted must match the low-res submission image as voted on by the public, except for changes specifically requested by Minted during the file request process. **Files that deviate from the winning submission will not be accepted; if not corrected, they will be removed from the winners list and will not be launched.** Exceptions may be made, in Minted's sole discretion, for good faith attempts to recreate the winning submission as exactly as possible, e.g. in case of file corruption.

Please understand that our crowdsourcing process works for a reason: it collects accurate feedback from consumers regarding exactly what they want to buy. By changing your design after it has been positively rated by customers, you (and we) risk undoing the magic that makes the design a bestseller.

Required vs. Optional File Policy

- **Required** – You must submit files for all required items in order to receive payment. All items will launch as part of your suite
- **Optional** – You do not receive any additional payment for submitting files for this item. If you choose not to submit files, your suite will launch without that item

We require 3 colorways for Non-Foil and Foil Baby Shower Invitation Cards:

Required Files	(3 colorways) Front (3 colorways) Single Pattern (Backer + Liner) ¹ (3 colorways) Matching Envelope (3 colorways) Matching Thank You Card (3 colorways) 4.25" x 5.5" (A2) Baby Shower Insert Card ² (3 colorways) 5" x 7" Baby Shower Game/Activity Card 18 Total Required Items
Optional Files <i>\$0 payment</i>	(up to 3) Additional colorways (3 colorways) Diaper Raffle Ticket Insert Card (2.5" x 3.5") (3 colorways) Matching Favor Tag (3 colorways) Matching Sticker (3 colorways) Belly Band (3 colorways) Second Pattern (Backer or Liner only)
Total Potential Editors' Pick Prize	\$200 <i>For 24 Files (Required + Optional)</i>

New for this year! Additional Baby Shower Files: We'll be requesting additional files from a subset of submissions <i>Signs: \$30 payment per sign</i>	(3 colorways) Signs (we will be requesting welcome signs, bar signs, menu signs, & party signs from a subset of invitations)
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¹ To save artists time, we combined backer and liner files into a single pattern file requirement.

² We launched two sizes of [baby shower insert cards](#) in 2019, which were well-received by customers as a way to share additional information with their shower guests. Use cases for our 4.25" x 5.5" insert cards include book request, wishes for baby, advice for parents, baby predictions, and display shower. Our mini insert card size (2.5" x 3.5") is used for diaper raffle tickets.

TERMS AND CONDITIONS

Introduction and Limitations on Submissions

You affirm that you are over 18 years of age, are fully able and competent to enter into the terms, conditions, obligations, affirmations, representations, and warranties set forth in these Terms and Conditions, and to abide by and comply with these Terms and Conditions.

By submitting your Work (as defined in “Exclusive License for Winning Designs”) to Minted and checking the box provided in the relevant challenge brief, you agree to the following terms and conditions:

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You may not submit any materials, including, without limitation, photographs or other images, text, graphics, videos, visuals, sounds, data, files, links, or other materials including the Work (“Materials”) that could infringe any rights of privacy or publicity, copyrights, or other intellectual property rights, unless you have the written permission of the owner of these rights and the persons (or their parents or legal guardians, where applicable) who are shown or who have rights in or to 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.

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- Generate an entire photo or work of art for submission
- Generate a complete stationery design
- Generate an icon or an illustration within a broader design, composition, or pattern
- Generate an entire pattern with AI-generated elements, such as for the back of a card

In the interest of using this technology to support creative human work, approved generative AI tools **may** be used to:

- Ideate and brainstorm

- Create an art statement or generate design tags
- Create alternate colorways
- Retouch photos or works of art
- Extend the edges of photos or fine art images
- Extend or retouch Minted photo kit photos
- Turn a non-AI-generated element into a repeating pattern

Materials that Violate these Terms; Restriction on Promotions

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You may participate as a voter in this challenge but you may only have one active Minted account under which you submit your votes. The purchase or barter of additional votes or encouragement of other users to vote under multiple accounts are considered improper voting practices. Minted reserves the right to audit suspicious voting practices and if you are found to be engaging in improper voting tactics, Minted may exclude improper votes from consideration, remove your entry or entries from consideration for this challenge, terminate your account for fraud in accordance with our Terms of Service, or take other corrective action.

Whether or not we select the Work for a Prize, you may not offer for sale, sell, or submit the Work to others or otherwise publish, distribute, or reproduce the Work or allow others to do so for any purpose until the date that is 90 days after the challenge’s submission deadline (the “Trial Period”). After the expiration of the Trial Period, if Minted has not notified you that it has selected the Work for a Prize, then you will be free to use the Work for any purpose. Notwithstanding the foregoing, if you have been provided an Artist-specific, branded shopping area on a subdomain of the Site by Minted (a “Store”), to the extent you self-launched products incorporating the Work prior to submitting it to the challenge, subject to the terms and conditions governing your use of the Store, you may continue to sell such products via your Store during the Trial Period. If Minted selects your Work for a Prize, your Work will be subject to these Terms and Conditions, including the applicable challenge brief.

During the Trial Period, we may display the Work in connection with use on products offered for sale to assess consumer interest, even if we have not yet selected your Work for a Prize. You hereby license us the use of your

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Prizes and Sales Commissions

Prize: If your Work is selected for a Prize, then we will pay you a lump sum cash Prize amount and a Sales Commission, as set forth below and in the applicable challenge brief and/or the Ongoing Sales Commissions chart below. All Prize amounts are in U.S. dollars. Minted may, in its sole discretion, also select Editor's Picks and/or recognize other categories of top Works (including as voted by the community) as Prize winners, as specified in the applicable challenge brief, each of which will be deemed selected for a Prize.

If your Work is selected for a Prize, the cash Prize will be sent to you within 90 days after Minted receives a high-resolution version of the Work and all other requirements set forth in the applicable challenge brief are fulfilled. If, after providing you with written notice to produce high-resolution artwork, Minted does not receive a high-resolution version of your Work within 14 days, then Minted reserves the right to withdraw your Prize and refuse you payment for use of the Work.

Sales commission: You will be paid a commission on Net Sales of any Minted products sold by Minted that wholly incorporate the Work ("Commissionable Items") (such commission, the "Sales Commission"). Commissionable Items shall include (a) backers, envelope liners and envelopes that wholly incorporate the Work and (b) with respect to any Minted products that wholly incorporate the Work, all shapes or other changes to basic form factor, such as folded cards. Commissionable Items expressly exclude: (a) backers, envelope liners and envelopes that do not wholly incorporate the Work, (b) higher quality paper, (c) frames, shipping, personalization or addressing services and (d) additional personalization or custom design services provided by Minted. Applicable Sales Commissions are set forth in the Ongoing Sales Commission table below. If a product includes both Commissionable Items and other items, Minted will apportion the proceeds received by Minted among such items as it deems equitable in its sole discretion. "Net Sales" is defined as the retail price received by Minted from its customer (i.e., the price charged after any promotional discounts, fees charged by selling and distribution partners, shipping, and taxes) for the sale of Commissionable Items, excluding chargebacks and returned and/or defective products, and including a portion of order additions or refunds as described below. Minted may offer any products incorporating the Work or the Matching Items 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 in which they were earned. If a customer increases the order size or receives a full or partial refund before commissions are processed, a percentage of those adjustments will be applied to your Commissionable Items. The percentage will be based on the ratio of the sale value of the Commissionable Items to the total sale value of the related product. If Minted releases a product containing the Work of more than one artist, Minted is entitled to split the commission for such product (which shall total the amount set forth on the Ongoing Sales Commission chart or otherwise specified by Minted) as it deems equitable in its sole discretion.

Calculation of Sales Commissions 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 (including your representation that the Work does not contain any trademarks, logos, or copyrighted material other than that which has been provided to you by Minted or that you solely own or have the rights to use, and does not contain any content subject to any right of publicity or privacy), then Minted may cancel or suspend any payments of Sales Commissions to you, and recover any Prizes, Sales Commissions or other consideration previously paid 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 from the Prize or Sales Commissions paid to you.

Selection of Work for Prize or Wholesale Partner Collection after the Trial Period

Your Works, including Works that were previously self-launched via your Store, may be selected by Minted at any time after the Trial Period for a Prize or for inclusion in one or more of Minted's wholesale partner collections, in each case in exchange for the consideration offered by Minted. Minted will notify you of its selection and you may accept or reject the Prize or other consideration. If your Work is selected for a Prize or inclusion in our wholesale partner collection and you accept, we will pay you the offered Prize or other consideration as a lump sum cash amount, which will be treated as a Prize hereunder, plus any applicable Sales Commission as set forth herein.

In the case of a Work that was previously self-launched through your store, Minted may, upon your acceptance of a Prize or other consideration, transfer or convert any products bearing the Work or any derivatives thereof, or incorporating the Work or any derivatives thereof, that you previously self-launched in your Store as Minted deems necessary, including converting any such Works into a Limited Edition designation on your Store and deducting the number of such products you sold via your Store prior to the date of such transfer from the available number of Limited Editions of such products.

To the extent that you accept the Prize or other consideration for any Work selected after the Trial Period, including for a wholesale partner collection, these Terms and Conditions will be applicable to your Work, including (i) if you are selected for a Prize, the Prizes and Sales Commissions set forth in the applicable challenge brief or Minted's communication to you, or (ii) if you are selected for a wholesale partner collection, the consideration offered by Minted, which will be treated hereunder as a Prize and shall include your grant of an exclusive license to Minted as provided herein.

General

Submission of the Work and checking the box acknowledging that you have read and agree to these Terms and Conditions and the applicable challenge brief constitutes your acceptance of these Terms and Conditions, the applicable challenge brief and Minted's general Terms and Conditions, and creates a binding contract governed by under California law, without regard to conflict of law principles. You may not assign or otherwise transfer any right or obligation herein without the prior written consent of Minted, which may be withheld in Minted's sole discretion. Minted may assign or otherwise transfer any right or obligation herein without your consent.

MANDATORY ARBITRATION: The parties acknowledge and agree that to conserve each party's time, money, and resources, and to promote a continued amicable relationship between the parties, before filing an arbitration as provided for in this section, the parties will try in good faith to resolve informally any and all claims or disputes between the parties relating to these Terms and Conditions, including your Work and the challenge ("Dispute"). If the Dispute cannot be resolved through such informal means despite each party's good faith efforts, then the Dispute may only be decided via binding arbitration in accordance with applicable rules of the American Arbitration Association. Any arbitration will be held in San Francisco, California. The arbitral tribunal's award shall be final and binding and enforceable in any court of competent jurisdiction in any jurisdiction anywhere in the world.

CLASS ACTION WAIVER: ANY ARBITRATION WILL TAKE PLACE ON AN INDIVIDUAL BASIS. Each party hereby waives the right to have any Dispute brought, heard, administered, resolved, or arbitrated as a class action, or on any class, collective, representative or mass basis.

Injunctive Relief. Notwithstanding anything to the contrary in these Terms and Conditions, nothing will prevent either party from seeking preliminary injunctive relief, or interim or conservatory measures in a court of competent jurisdiction to prevent the infringement or other misuse of intellectual property rights.

ONGOING SALES COMMISSIONS:

Product	Sales Commission
Printed and “Print-It-Yourself” stationery products and fabric products incorporating the Work	6%
Art prints incorporating the Work	10%
All other products incorporating the Work	As determined by Minted upon Minted’s launch of each such product; Minted will notify you of the applicable Sales Commission for each such product
