



Celebrate Every Moment Specialty Holiday Card Challenge

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KEY DATES

- Open Date: **Jan 6, 2026**
 - Submission Deadline: **Jan 20, 2026 at 10 am PT**
 - Critique Period: **Jan 20, 2026 - Jan 21, 2026 at 10 am PT**
 - Expected Voting Period: **Jan 21, 2026 - Feb 4, 2026**
- All phases end at **10 a.m. PT**
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OVERVIEW

We are excited to kick off the New Year with our Specialty Holiday Card Challenge! Each year, Minted holiday cards make their way into millions of households across the globe. We seek to build an assortment that is as diverse as our customer base, and celebrate the many holidays beyond Christmas! We are looking for a broad range of holidays, styles and greetings.

Please see below for an approximate breakdown of our assortment targets:

- Thanksgiving - 30%
- Hanukkah - 20%
- Lunar New Year - 20%
- Diwali - 6%
- Rosh Hashanah - 6%
- Eid - 6%
- Halloween - 6%
- Kwanzaa - 6%

Here's what we are looking for:

- We are accepting both non-foil and foil-pressed designs to this Challenge, as well as non-photo designs
 - NEW for this year: we are also accepting Tall card submissions in non-foil and foil!
- There is **no submission limit** in this Challenge! We encourage you to take risks, try new things, and submit a diversity of work. Please avoid submitting iterations of the same designs and try to submit work that is differentiated from what we currently sell on our site.

Our top priority is to **source these designs authentically**. We received valuable feedback from the community, and we are having Minted team members who celebrate each holiday ensure that the holidays are being represented appropriately and respectfully. If you include any culturally specific images or symbols, or non-English text, and are unsure of whether you are using them correctly, feel free to contact us at artists@minted.com and we can help. If you do include symbols or text in other languages, please **describe their significance or meaning in the comment section** when you upload your design.

Who celebrates each holiday, and what are we looking for?

Holiday	Description	What We Are Looking For
Thanksgiving (November 26th)	Spending Thanksgiving together is a tradition for many families, primarily in the U.S. and Canada. It is a time to come together with loved ones and share gratitude over a Thanksgiving feast.	Greetings: <ul style="list-style-type: none">- Happy Thanksgiving- So Grateful- Thankful for you Icons/Colors: <ul style="list-style-type: none">- Leaves, turkeys, pumpkins, pies, cornucopia- Autumnal colors such as brown, yellow, orange, gold
Hanukkah (December 4th - December 12th)	Hanukkah is an eight-day Jewish festival, commemorating the recovery of Jerusalem. The holiday is celebrated with a nightly menorah lighting, special prayers, a gift exchange, and potato pancakes called latkes. Hanukkah can also be spelled "Chanukah".	Greetings: <ul style="list-style-type: none">- Happy Hanukkah- Love and Light- Shalom (means "Peace" in Hebrew) Icons/Colors: <ul style="list-style-type: none">- Menorah, dreidel, gelt, latkes, sufganiyah (fried donuts), Star of David- Blue, white, cream, gold, silver
Lunar New Year (February 17th)	Lunar New Year is the beginning of the year based on the lunar calendar, often marked by celebrations, decorations, and food. Lunar New Year is observed by numerous cultures, primarily in East Asia, but also in South/Southeast Asia, and Middle/West Asia.	Greetings: <ul style="list-style-type: none">- Happy Lunar New Year / Happy Year of the Goat- Wishing you happiness and prosperity in the new year- Gong Xi Fa Cai (means "wishing you prosperity/wealth" in Mandarin) Icons/Colors: <ul style="list-style-type: none">- Lanterns, zodiac animal (goat in 2027), mandarin oranges, red envelopes- Red and Black
Diwali	Diwali is the Hindu festival of lights, celebrating the new year and the	Greetings: <ul style="list-style-type: none">- Happy Diwali

(November 8th)	victory of light over darkness through religious rituals, sharing traditional stories, and exchanging gifts. The festival is vibrant, involving diya oil lamps, various sweets, and colorful rangoli artwork (powder/sand).	<ul style="list-style-type: none"> - Shubh Diwali (means “Happy Diwali” in Hindi) - Wishing you a bright Diwali and a prosperous new year - Happy Diwali and Happy New Year <p>Icons/Colors:</p> <ul style="list-style-type: none"> - Diya oil lamps, fireworks, Ganesh (elephant god), rangoli, Om symbol, illustrative patterns and borders - Bright, vivid colors such as red, orange, purple, green, yellow
Rosh Hashanah (September 11th - September 13th)	The most important Jewish holiday, Rosh Hashanah is a time to honor the Jewish New Year and share blessings with others. The celebration traditionally takes place over two days complete with prayer, contemplation, and family.	<p>Greetings:</p> <ul style="list-style-type: none"> - Shana Tova / Shana Tovah (means “Good Year” in Hebrew) - Life is Sweet - Wishing you a sweet New Year - Happy New Year <p>Icons/Colors:</p> <ul style="list-style-type: none"> - Challah bread, honey, apples, pomegranates, shofar (ram’s horn), red wine - Autumnal colors such as red, orange, gold
Eid (March 19th - March 20th)	Eid means “festival” and is a religious holiday celebrated by Muslims worldwide, fostering a sense of community. There are two main Eid celebrations in Islam: Eid al-Fitr and Eid al-Adha. Eid al-Fitr marks the end of Ramadan, where Muslims break their fast and gather for special prayers. Eid al-Adha is a sacrificial holiday where Muslims donate to the less fortunate.	<p>Greetings:</p> <ul style="list-style-type: none"> - Eid Mubarak (means “Blessed Eid” in Arabic) - Happy Eid - Wishing you a blessed Eid <p>Icons/Colors:</p> <ul style="list-style-type: none"> - Crescent moon, lantern, mosque, stars - Traditional colors include green and white, along with vibrant hues such as purple, blue, yellow, and pink
Halloween (October 31st)	Halloween is an October holiday, marking the day before All Saints Day. The holiday is popular among American children and adults, where kids wear costumes and go “trick or treating” and collect candy from houses in their neighborhood.	<p>Greetings:</p> <ul style="list-style-type: none"> - Happy Halloween - Sending spooky greetings - Trick or Treat - Boo - Witty/punny copy (ie Here for the Boos, Merry and Fright, etc) <p>Icons/Colors:</p> <ul style="list-style-type: none"> - Pumpkins, bats, ghosts, haunted houses, crows, and illustrative scenes - Orange and black
Kwanzaa (December 26th - January 1st, 2027)	Kwanzaa is a seven-day celebration of African American traditional culture and history. Kwanzaa has seven principles: unity, self-determination, collective responsibility, cooperative economics, purpose, creativity, and faith. It’s a time to grow together as a family and community - the holiday is not tied to any religion, and is observed by people of all faith backgrounds.	<p>Greetings:</p> <ul style="list-style-type: none"> - Happy Kwanzaa - Wishing you a joyous Kwanzaa - Heri Za Kwanzaa (means “Happy Kwanzaa” in Swahili) <p>Icons/Colors:</p> <ul style="list-style-type: none"> - Kinara (candle holder), 7 principles/symbols - Black, red, green, gold

Foil is only available in a subset of holidays. If you plan on submitting foil-pressed designs, please reference the table below that outlines which holidays offer foil-pressed designs and which colors are available. **Foil is not available for Rosh Hashanah, Eid, Halloween, and Kwanzaa designs.**

										
Diwali Card	x		x	x	x	x	x		x	
Hanukkah Card			x	x	x	x		x	x	
Thanksgiving Card	x		x	x	x	x	x	x	x	
Lunar New Year Card	x		x	x	x	x		x	x	

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: **\$2,500**

SECOND PRIZE: **\$1,500**

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

EDITORS' PICKS AWARDS

Minted will select additional designs for sale as Editors' Picks, with artists of selected designs receiving **\$145, 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, risk-taking card that you would only find at Minted. Patrick Priore, VP of Merchandising, will personally select one winner of this award: **\$1,000**
2. **Grateful Award**: For the best design that celebrates Thanksgiving: **\$500**
3. **Imagery of Hanukkah Award**: For the design that best celebrates Hanukkah and features Hebrew text or iconography such as dreidels, gelt or latkes: **\$500**
4. **Year of the Goat Award**: For the best design that celebrates the Lunar New Year and features the zodiac animal of 2027 – the Goat: **\$500**
5. **Foil Award**: For the best foil-pressed design that celebrates Thanksgiving, Hanukkah, Lunar New Year or Diwali. Be sure to check which foil colors are offered for each holiday! **\$400**
6. **Non-Photo Award**: For the best non-photo design: **\$300**
7. **Give Thanks Corporate Award**: For the non-photo or non-photo corporate design that best captures the sentiment of Thanksgiving: **\$300**
8. **Diwali in Color Award**: For the best design that celebrates the vivid colors of Diwali: **\$200**
9. **Imagery of Eid Award**: For the best design that features imagery that captures the spirit of Eid, such as a crescent moon or lanterns: **\$200**
10. **Heri Za Kwanzaa Award**: For the design that best celebrates Kwanzaa: **\$200**

11. Imagery of Rosh Hashanah Award: For the best design that celebrates Rosh Hashanah and features imagery that define the New Year in the Jewish tradition, such as apples and honey: **\$200**

12. Shape and Format Award: For the best design using a die-cut shape (Waved Frame, Oval, Arch, or Curved Edge), square card orientation, or our new Tall card format: **\$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 artworks; however, do not submit multiple pieces 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 photos, stock art, elements, and fonts.

FORMAT

- We're looking for non-foil-pressed and foil-pressed designs with and 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

TALL CARD FORMAT DETAILS

- We will accept non-foil and foil-pressed tall format card submissions.
- The tall format card size is 4" x 8.25" (portrait) and 8.25" x 4" (landscape).
- We are looking for single photo, multi-photo, and non-photo designs for this format.
- Rounded Corners is the only die-cut shape available for this format.

FOIL-PRESSED ELEMENTS

- Only non-customizable text and elements can be foil-pressed.
- Our foil colors include:
 - **Foil Colors:** Gold, Rose Gold, Silver, Glittery Gold, Bronze, Ice Blue, Red, Green
 - [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](#)

PHOTO NOTES

- Download the Photokit for this Challenge [HERE](#)
- Do not use photos from prior years’ kits or from other Challenges

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 that allow a design to work with an array of photos

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
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CREATING AND SUBMITTING YOUR DESIGN

- **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](#)

- **CREATE A LOW-RES SUBMISSION**

Save a smaller version of your design for viewing in the Challenge gallery — under 600kb 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

- **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

- **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”)

- **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. 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 Holiday Photo Cards:

Required Files	(3 colorways) Front (3 colorways) Single Pattern (Backer + Liner) ¹ (3 colorways) Matching Envelope 9 Total Required Items
Optional Files <i>\$0 payment</i>	(up to 3) Additional colorways (3 colorways) Alternate Orientation ² (3 colorways) Second Pattern (Backer or Liner only)
Total Editors' Pick Prize	\$145 For 9 Files (Required)

1 To save artists time, we combined backer and liner files into a single pattern file requirement.

2 Alternate orientations are only optional for non-foil-pressed, single photo designs with either a portrait or landscape photo space.

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:

You promise, represent and warrant that each and every Work you submit to Minted (a) is your own original work, (b) has not been previously, and is not currently being, published, distributed, sold or reproduced anywhere by any means in any physical medium (including in any books or magazines) other than (i) in a single original work if the Work was first produced in a tangible medium (e.g., watercolor or other painting or photographic negative) and/or (ii) no more than twenty five copies total of the Work having been sold by you prior to submission to Minted, (c) does not contain any trademarks, logos, or copyrighted material other than those which have been provided to you by Minted, those that you solely own, or those that you have notified us of and have the right to use and license to Minted in accordance with these Terms and Conditions, and (d) does not contain any content subject to any right of publicity, likeness or privacy (or similar rights). You must notify Minted with your submission of any third party-owned intellectual property included in your submitted artwork. You may not use any content provided to you by Minted for any purpose other than to submit Works incorporating such content to Minted in connection with this challenge.

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.

Please read the “Mandatory Arbitration” and “Class Action Waiver” sections towards the end of these Terms and Conditions as they contain a mandatory binding arbitration provision and a class action waiver that governs any disputes between you and Minted.

Use of Generative Artificial Intelligence (Generative AI) Tools. Minted allows limited use of Generative AI tools in producing your Work. The only Generative AI tool you may use in connection with the creation or production of your Work are tools within the Adobe Suite, and text-based models such as ChatGPT. The use of any other Generative AI tool is subject to Minted’s prior written approval. In general, the use of Generative AI tools (including Adobe) is only allowed for editing and file production workflow. In particular, generative AI tools may **not** be used to:

- 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

We reserve the right to delete, move or edit images, or suspend viewing or printing of any Materials if, in our sole discretion, we deem any submission to be in violation of these Terms, abusive, defamatory, in violation of laws or rights of privacy or publicity, copyrights, or other intellectual property rights, or otherwise inappropriate or having the potential to lead to civil or criminal liability.

Please note that our community members may report Materials they believe inappropriate. Minted has the right, but not the 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.

You acknowledge that Minted may decline to select a Work for voting on Minted.com (together with our other owned websites, our “Site”) or as the winner of a cash award as part of a challenge (a “Prize”) for any reason in its sole discretion. Nothing in these Terms and Conditions obligates Minted to promote or sell the Work, even if the Work is selected for a Prize. You agree not to use our Site to promote or link to any products or services of any company that operates in competition with Minted including, without limitation, Etsy, Society6, Zazzle, Shutterfly/TinyPrints, Paperless Post and Café Press.

Challenge and Trial Period; Name and Likeness License

If the Work is selected to be displayed by Minted for voting on our Site, then upon such selection, you hereby grant us the right to use, upload, modify, reproduce, create derivative works of, and display the Work for the purposes of promoting Minted and this challenge on our Site and otherwise throughout the world, in Minted’s sole discretion, both during the challenge and during the Trial Period (as defined below).

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 name and identifying information and image ("Artist Name") for purposes of promoting the Work, this challenge and Minted both during and after the Trial Period.

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General

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