



2026 Non-Photo and Corporate Holiday Card Challenge

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KEY DATES

- Open Date: **May 5, 2026** at 10 am PT
 - Submission Deadline: **May 26, 2026** at 10 am PT
 - Critique Period: **May 26, 2026** - **May 27, 2026**
 - Expected Voting Period: **May 27, 2026** - **Jun 10, 2026**
- All phases end at **10 a.m. PT**
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OVERVIEW

For the first time, we are combining our Non-Photo and Corporate Holiday Card Challenges into one, joint Challenge! We seek a range of styles, themes, and greetings that can be used for both individuals/families and corporate customers.

Important Notes:

- **Submission Limit:** 30 total submissions (15 non-photo and 15 corporate submissions). K-level Holiday artists in our [CMYK Program](#) are exempt from this submission limit
- We are accepting both non-foil and foil-pressed designs, however the majority of selections will be non-foil. While we are accepting photo designs for our Corporate customer, we will primarily be sourcing non-photo cards.
- New! For this year's Challenge, we are accepting Tall format submissions instead of running a separate Challenge for these formats. Please see the Submission Guidelines section below for more details!

Please see the chart below for all of this year's Holiday Challenges and what to expect for each one.

Challenge	What we will be looking for:
Non-Foil Holiday Photo Card Challenge <i>(mid March - mid April)</i>	Non-foil holiday photo card designs across a range of styles that celebrate the holidays in a secular way. Non-religious greetings should be submitted to this Challenge, as well as common religious greetings that have become secularized, such as “Merry Christmas”. Please find our guide to what we are considering “general Christmas” versus “religious greetings” here .
Foil-Pressed Holiday Photo Card Challenge <i>(late March - mid April)</i>	Foil-pressed holiday photo cards in a range of styles that celebrate the holidays in a secular way. Designs submitted to this Challenge should be unique from those submitted to the non-foil Challenges (do not submit repurposes of non-foil designs). Please note that we will be taking fewer picks from this Challenge than from the non-foil Challenge.
Religious Christmas Photo Card Challenge <i>(late April - early May)</i>	Faith-centric Christmas photo card designs in a range of styles with religious sentiments (e.g. “Christmas Blessings” or “Rejoice”), scripture greetings and/or religious design elements. Please do not submit designs with the “Merry Christmas” greeting. Please find our guide to what we are considering “general Christmas” versus “religious greetings” here . We will be accepting both non-foil and foil-pressed designs, but the majority of picks will be for non-foil designs.
Non-Photo + Corporate Holiday Card Challenge <i>(early May - late May)</i>	Non-photo + corporate holiday cards in a range of greetings — from general holiday, to religious, to New Year — and styles. We will accept both non-foil and foil-pressed designs, though the majority of picks from this Challenge will be for non-foil-pressed designs.
New Year Photo Card Challenge <i>(late May - mid June)</i>	New Year photo cards in a range of styles that celebrate and reflect on the prior year and look ahead to the next one. We will accept both non-foil and foil-pressed designs, though the majority of picks from this Challenge will be for non-foil-pressed designs.

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: **\$1,350**

THIRD PRIZE: **\$600**

FOURTH - TENTH PRIZES: **\$300**

EDITORS' PICKS AWARDS

Minted will select additional designs for sale as Editors' Picks, with artists of selected designs receiving **\$170, 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:** For the most design-forward, risk-taking non-photo holiday card that you would only find at Minted. Patrick Priore, VP of Merchandising, will personally select TWO winners of this award (one Non-Photo and one Corporate): **\$1000 for each winner**
- 2. Gallery Award:** For the best card featuring an original painting that feels elevated enough to stand alone as its own work of art: **\$1000**
- 3. Holiday Illustration Award:** For the best design that features original drawings or illustrations of holiday motifs (i.e., wreaths, trees, winter scenes, nutcrackers, Santas, etc). We are looking for a broad range of styles and diverse representations of these subjects: **\$750**
- 4. Gratitude Award:** For the best design that expresses gratitude for a company's clients, customers, and employees alike. These should be designs that a company could send to any recipient, regardless of religious beliefs or affiliations, to wish them a happy holiday season and convey their appreciation: **\$450**
- 5. Classic and Formal Award:** For the best classic design that would appeal to the customer seeking elegance. Think East-Coast formality!: **\$400**
- 6. Sparkle and Shine Award:** For the best foil card design that feels intentional and impactful—foil that truly elevates the design: **\$400**
- 7. Religious Christmas Award:** For the best non-photo design that features religious Christian messaging, including scripture greetings or other religious phrases, or iconography (i.e. crosses, mangers, angels). Please note that we are not sourcing religious Corporate designs: **\$400**
- 8. New Year Cheer Award:** For the best non-photo or corporate design with a New Year theme and greeting: **\$300**
- 9. Pattern Award:** For the best design featuring a pattern, including, but not limited to toile, block print, geometric, plaid, gingham, icons, abstract, stripe, polka dot, wallpaper/textile inspired, etc. We are looking for patterns across a range of styles: **\$300**
- 10. New Home for the Holidays Award:** For the best non-photo holiday design that celebrates the season and allows customers to announce a new home: **\$300**

- 11. Nostalgic Christmas Award:** For the best design that captures the nostalgic spirit of Christmas and is reminiscent of childhood memories, multi-generational Holiday traditions, vintage and retro iconography, etc.: **\$250**
- 12. Contemporary Typography:** For the best design using serif, sans serif, or a mix of non-script and script modern fonts: **\$250**
- 13. Color Combination Award:** For the design that features a creative and unique take on the classic Christmas color palette: **\$250**
- 14. Tall Award:** For the best Tall format card: **\$250**
- 15. Square Award:** For the best square shaped holiday card design: **\$250**
- 16. Industry Award:** For the best design that is uniquely suited to a company in a specific industry. Some of our most common industries among customers include real estate agents, financial services (accountants, tax preparers and financial planners), lawyers, interior designers, doctors, and construction businesses: **\$250**
- 17. Company Logo Award:** For the card that most creatively incorporates a company logo into the design. Note: sample logos for you to use are included in the Challenge Submission Kit. Keep in mind that actual customers' logos may vary in shape and size: **\$250**
- 18. Visions of Die-Cut Award:** For the best design that highlights one of Minted's die-cut shapes: **\$250**
- 19. Merrily Matching Award:** Minted tends to promote more heavily those cards which have unique matching Minted Envelope designs. This award is for the most creative envelope styling: **\$250**

*Special Prizes will be awarded at Minted's sole discretion. If for any reason, Minted cannot fulfill the described non-monetary Special Prize commitment, we will award you with a prize of equal or greater value. If you live outside of the United States, we will award you with the monetary equivalent of the non-monetary prize.

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 photos, stock art, elements, and fonts.

FORMAT

- We're looking for non-foil and foil-pressed designs with or 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 tall format card submissions in non-foil and foil for this Challenge
- The tall format card size is 4" x 8.25" (portrait) and 8.25" x 4" (landscape)
- We are looking for non-photo, single photo, and multi-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 holiday foil colors include:
 - **Foil Colors:** Gold, Glittery Gold, Red, Bronze, Rose Gold, Silver, Ice Blue, Green
 - **Gloss:** Iridescent Pearl
 - [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
- **Note:** We provide a variety of photos in our photo kits for you to use that represent Minted's diverse customer base. Our customers find it valuable to see a wide range of people represented in our designs, so we make sure to include a diverse assortment of photos on the first few pages of our final assortments. We strongly encourage you to use a variety of photos in your Minted submissions

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

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 Dropbox or our internal file upload system. 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.

Alternate greetings (unique copy for Holiday, Christmas, Religious Christmas, New Year) are encouraged. These allow customers to ensure that the design they love aligns with the holiday message they would like to send!

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

Note: As part of our efforts to increase your return-on-time at Minted, we raised the payment for required files and included the previous on-time bonus into the amount. However, please note that on-time files are extremely critical to our holiday launch. We ask you to please make every effort to submit files by our stated due date. If your holiday files are late, we cannot guarantee that the design will launch with the main assortment or be on site for a full calendar year before being considered for retirement.

We require 3 colorways for Holiday 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) ¹
Total Editors' Pick³ Prize	\$170 For 9 Files (Required + Optional)

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.

3 Top-Rated winners will receive the listed Top-Rated cash prize amount for submitting the "Required" files listed above.

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 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

3. READ AND ACCEPT TERMS 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. 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](#)

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.

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

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Challenge and Trial Period; Name and Likeness License

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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 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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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.

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