

Personalized Stationery

2026 Challenge Resources

minted.

Overview

How is the Personalized Stationery Business Doing & Where Are We Headed?

What do I need to know about this Challenge?

What is Minted looking to source through through this Challenge?

How is the Personalized Stationery Business Doing & Where Are We Headed?

The Personalized Stationery Business is Growing as Customers Move More Premium

- We saw unprecedented growth for the personalized stationery business last year!
- Customers are loving premium formats such as letterpress, foil-pressed designs, and our A7 size more than ever before.
- Customers expect more opportunities to customize and premiumize. We are addressing this by introducing new shapes and other featured to the category this year.



struffoli by chocomocacino

What do I need to know about this
Challenge?

Things to Keep in Mind Design Wise

- Having enough writing space is paramount. Generally, keeping text small and being intentional about any design elements helps accomplish this.
- Borders can help elevate a design. They're a powerful way to transform a minimalist design into something dynamic by adding depth and dimension. Diverse borders across a range of styles are something we've seen competitors lean into heavily as of late.
- Don't forget shapes! Shapes help further premiumize. We are excited to introduce 2 new shapes to personalized stationery this year.

Shapes we're accepting:

- NEW! Mini Scallop
- NEW! Marquee
- Classic Frame
- Rounded Corners
- Waved Frame
- Arch



Settie by Megan Davis

Things to Keep in Mind For the Customer

- Customers purchase personal stationery for themselves and as gifts for others. That means this customer spans every generation from Gen Alpha to Baby Boomers.
- Personal Stationery is an extension of our customer's personalities. Consider how your designs can support their diverse likes and preferences.
- Remember that differentiated copy on personalized stationery is important to help inspire the customer. Think about incorporating copy like, "The Griffin Family," "Thank You" + a name, "From the Future Mrs. Berry"
- Our Personal Stationery customers heavily lean into personalization. They do this by customizing colors, selecting icons and motifs that reflect their interests, and adding shapes and elements in our design tool.



Formally by Sarah Brown

Foil Technicalities

- Only **non-customizable text and elements** can be Foil-Pressed
- Foil is a great place to lean in on icons, borders, and non-custom text relevant to personal stationery (ie “Thank You,” “From the Desk Of,” etc.)

Non-Minted Examples



Letterpress Technicalities

- Any element can be in a design can be letterpressed, custom or non-custom!
- The letterpress customer leans formal and traditional and opts for designs that reflect that aesthetic
- We can accept blind deboss printing too! Customers can achieve this look via inkless imprint

Non-Minted Examples



Monogram Technicalities

- One of the most common and traditional ways to make stationery feel more personal is through monograms.
- What is a monogram? A design or motif made by overlapping or combining two or more letters to form a single, unified symbol.
- We are looking for a wide range of monograms in this challenge ranging from classic and traditional fonts, monograms that incorporate shapes and borders, and even hand-lettered elements.
- Our current assortment of monogram focused designs is quite small, so we're really excited to expand into some of the more traditional styles!

Non-Minted Examples



Classic Initials



Shape Focused



Ornate Letters

What kinds of designs is Minted looking to source through this challenge?

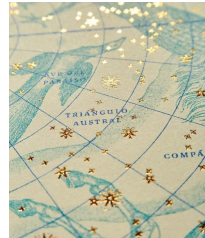
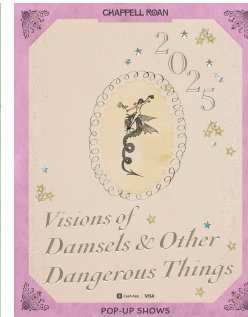
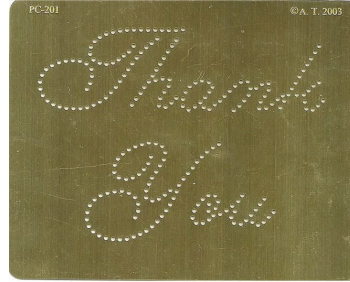
Overview

- Style range matters. We are hoping to source a board range of styles from this challenge.
- With that being said, we are focused on expanding in a few key areas, identified by our special prizes on the coming slides.
- Images on the following slides are for inspiration only. We are relying on you, our talented artist community, to reimagine and put your own creative mark on any inspiration.

Foil

Foil Accents and Icons Award

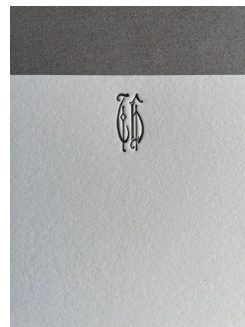
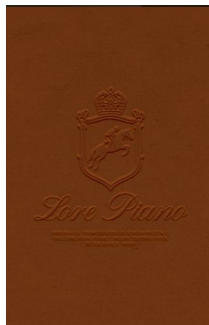
For the design with the best use of foil elements/details in a subtle yet intentional way. Think borders, frames, icons, or other foil accents that are tastefully integrated into the design.



Letterpress

Luxe Letterpress Award

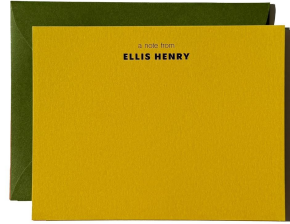
For the best letterpress design. Consider blind deboss (colorless letterpress) and colorway options from our new letterpress color palette.



Contemporary

Classic Simplicity Award

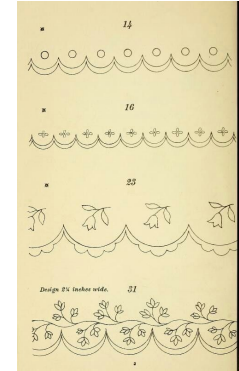
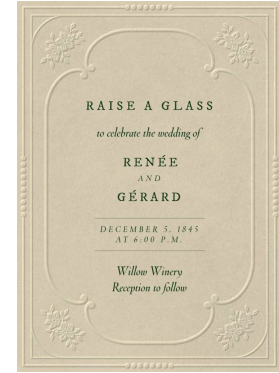
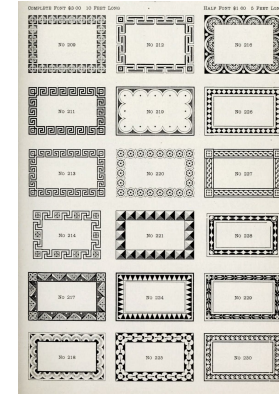
: For the best design that blends classic and formal elements with simple, minimalist style. Think traditional borders, classic script fonts, East-Coast proper, alongside clean serif and sans serif typography and understated composition. Consider incorporating traditional monograms or creative ways to display initials as well.



Borders

Border Innovation Award

For the best invitation design that features a creative or unconventional use of borders—think intricate framing, asymmetrical edges, or layered elements.



Patterns

Pattern Award

For the best design featuring a pattern border, 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.



Icons

Hobbyist Award

For the best design that features icons that highlight personal hobbies (think mahjong, gardening, hunting, vintage cars, boats, tennis, backgammon, rodeos, etc. no hobby is too niche).



Icons

For The Kids Award

For the best whimsical and illustrative design for kids. Think about iconography suited towards kids like trucks, cars, dinosaurs, planes,, ballerinas, flowers, peace signs, and lightning bolts to name a few ideas.



Color Combos

Color Combination Award

For the design that features a creative and unique take on color combinations (think merlot & powder blue, lavender & poppy, etc).

