



A2 Boutique Greeting Cards Challenge

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KEY DATES

- Open Date: **Sep 8, 2026**
 - Submission Deadline: **Sep 29, 2026 at 10 am PT**
 - Critique Period: **Sep 29, 2026 - Sep 30, 2026 at 10 am PT**
 - Expected Voting Period: **Sep 30, 2026 - Oct 14, 2026**
All phases end at **10 a.m. PT**
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OVERVIEW

We're excited to kick off our A2 Boutique Greeting Cards Challenge and ask you, our talented community of independent artists and writers to design unique cards with meaningful messages. Remember, we're looking for cards that cover a range of tones, relationship types, and message lengths.

Here's what we are looking for:

- **Target Audience:** Millennial & Gen Z shoppers who have a higher bar for design and appreciate a boutique, artisanal, one of a kind feel.
- **Aesthetic Direction:** Illustration-first designs with a hand-painted/drawn touch, vibrant saturated colors, and expressive/punchy typography
- **Copy Direction:** All A2 cards will be blank inside. The occasion and sentiment must be clear at a glance on the front cover.
- We are accepting non-foil, foil-pressed, letterpress, embossed, debossed, spot UV, and die cut submissions.
 - About 40% of our picks will be non-foil.
 - About 60% of our picks will be special printed

- The submission limit for this Challenge is **15 submissions**. K-level Greeting Card artists in our [CMYK Program](#) are exempt from this submission limit.
- Winning designs will be sold under the Minted brand name through our retail partners

In this challenge, we are sourcing greeting card designs in the following categories:

- Birthday (~40%)
 - Adult Birthday (~40% of Birthday)
 - Feminine Birthday (~40% of Birthday)
 - Masculine Birthday (~20% of Birthday)
- Wedding (~10%)
- Anniversary/Love (~10%)
- Thank You (~10%)
- Congrats (~10%)
- New Baby (~10%)
- Evergreen (~10%)

We reserve the right to use only the artwork or only the copy from your submission and/or make design or copy updates. In these instances, we would approve the changes with you before moving forward and, whenever possible, give you the chance to make the revisions yourself. Minted would own the complete original submission, but you would still earn full commission and prize payment.

PRIZES

TOP-RATED PRIZE

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

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

NEW! FOREFRONT PRIZE

Introducing the Forefront Prize, a new category built to celebrate a wide range of standout styles.

Forefront Prizes are essentially the “Best of the Editors’ Picks.” This prize highlights designs that bring something fresh and differentiated to our assortment, selected using voting *as well as other signals*.

Forefront Prizes, will receive the following prizes **plus an ongoing commission of 6% of net sales of the products sold**:

FIRST FOREFRONT PRIZE: **\$800**

EDITORS’ PICKS AWARDS

Minted will select additional designs for sale as Editors’ Picks, with artists of selected designs receiving **\$180** in prizes, or \$90 if created in collaboration with a writer from the community, **plus ongoing commission of 6% of net sales of the products sold (or 3% if created in collaboration with a community artist or writer)***. See our “File Submission and Payment Information for Winning Designs” section below for more information.

***Note:** You are welcome to collaborate with a writer for the community on your submissions in this Challenge. See our Special Prizes section for more info on Minted-provided copy for this Challenge.

NEW! COMMUNITY PRIZES

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

1. **Artists’ Pick Award:** For the design that earns the highest ratings from the artist community itself. *Please note: Top Rated overall designs are not eligible for Special Prizes. Therefore if the Artists’ Pick design is the same as an overall Top Rated winner, the next highest-rated design will win this special prize.* **\$500**
2. **First-Time Winner Award:** For the best design from a designer winning for the first time: **\$200**

SPECIAL PRIZES

Among the Top-Rated pieces and Editors’ Picks, Minted’s Editorial Council will also award Special Prizes** to individual pieces. Special Prizes are a form of Editors’ Pick and are selected from previously announced Editors’ Picks and Top-Rated selections.

1. **Special Printing Award:** For the best design that use special printing, such as embossing, debossing, letterpress, or spot UV to create dimension and texture detail that enhances the printed piece: **\$750**
2. **Die Cut Award:** For the best design featuring a die cut edge treatment or a bespoke die cut that elevates the card and makes it feel unique: **\$500.**
3. **Watercolor Award:** For the best design featuring original watercolor style artwork. We're particularly looking for whimsical and editorial illustrations that bring a playful personality to the card: **\$500**
4. **Trendsetter Award:** For the best design that introduces a fresh visual direction or creatively reinterprets an emerging design trend (think trending fonts, colors, icons, and hand-drawn aesthetic): **\$500.**
5. **Envelope Award:** For the best envelope design that complements the greeting card while enhancing, not overpowering, the overall design: **\$400**
6. **Punchy Copy Award:** For the best designs that feature short, punchy, and playful copy that cleverly ties back to the artwork and brings the whole design together: **\$400**
7. **Illustrative Typography Award:** For the best design featuring expressive, hand drawn lettering where the text itself serves as the main hero artwork on the card cover: **\$400**
8. **Pattern Award:** For the best design with original patterns. We'd love to see block print floral, unique chinoiserie & toile, textile inspired patterns, stripes and any other trending patterns you're seeing: **\$300**
9. **Full Ink Coverage Award:** For the best design that uses bold or creative color on both the front and back of white paper, making the piece look as though the design was printed on colored paper and making color a defining element of the overall piece: **\$300**

**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 photos, stock art, elements, and fonts.

FORMAT

- We're looking for non-foil, foil-pressed, embellished, letterpress, embossed, debossed, spot UV, and die cut designs without photos
- Designs should be in portrait orientation only
- Your design should suit A2 (4.25" x 5.5") card dimensions, and allow for .1" bleed
- Due to new packaging and back of card details, you now have full room to design on the back of the card. White and black logo variations are provided in the template for design contrast.
- **Please only submit a design for the front, back and envelope in one colorway.** If your design wins, please see section "File Submission and Payment Information For Winning Designs" below for file submission information
- You must use the design template - including both the front and back of the card + envelope - that is provided in our Challenge Kit. **Entries that do not use the provided "front and back + envelope" template will be disqualified**

FOIL-PRESSED ELEMENTS

- Only non-customizable text and elements can be foil-pressed
- Our **foil colors** include:
 - [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](#)
- **Wholesale Production Capabilities & Restrictions:**
 - Foil can live on both the front and back of the card
 - You may use up to 2 foil colors per card

- Each foil color must be placed on its own separate layer
- Foil areas should not overlap with each other
- Foil cannot be printed on the envelope

LETTERPRESS ELEMENTS

- Please review [these requirements](#) for designing letterpress submissions
- **Wholesale Production Capabilities & Restrictions:**
 - Limit to a maximum of 3 ink colors total, including black
 - Can be paired with 1 foil color
 - Paper background must be the paper color “white”
 - Skip gradients and stick to solid colors and clean lines
 - No light ink printed over dark ink, so use knockout or foil if you want lighter elements to pop
 - Use our color palette as inspiration but feel free to choose any color
 - Letterpress can only live on the front. Do not use it on the back or interior of the card

EMBOSSING/DEBOSSING ELEMENTS

- **Wholesale Production Capabilities & Restrictions:**
 - Pair with foil or leave blind
 - Pair with no more than 2 foil colors
 - Avoid ultra fine lines and tiny text or details as they won't push through the paper evenly
 - Can only live on the front. Do not use it on the back or interior of the card

SPOT UV ELEMENTS

A finishing technique that adds a clear, glossy coating to specific areas of a printed design. A great way to selectively highlight elements of the artwork. Adding contrast, shine, and a subtle sense of dimension without changing the underlying color or design. The UV coating is applied on top of the printed design.

- **Wholesale Production Capabilities & Restrictions:**
 - Can be used on the front and back of the card
 - Because it is a clear coat, there are no limits to how many colors you can treat on an individual design
 - Can be combined with foil or embossing/debossing, but please do not overlap print areas

Technique	Placement	Color Limit	Can Be Paired With	Key Rules
Foil	Front & back (not envelope)	Up to 2 foil colors	Non Foil Letterpress 1 color (max 2 foil color) · Embossing/Debossing (max 2 foil colors) · Spot UV	Each foil color on its own layer; no overlapping foil areas
Letterpress	Front only (not envelope)	Up to 3 ink colors total (incl. black)	Non Foil Foil (max 2 foil color) - only with 1 Letterpress color	White paper only; no gradients (solid colors, clean lines); no light ink over dark ink
Embossing/Debossing	Front only (not envelope)	Blind (no color) or paired with foil	Non Foil Foil (max 2 foil colors) · Spot UV	Avoid ultra-fine lines/tiny text; won't push through evenly
Spot UV	Front & back (not envelope)	Unlimited (it's a clear coat)	Non Foil Foil · Embossing/Debossing	Applied over the printed design; no overlapping print areas with other techniques

DIE-CUT ELEMENTS

- All designs should be submitted using our embellishment-specific Greeting Card template that includes separate layers for die-cuts.
- **Please make sure that you dictate all desired die-cut shapes within the “Comments About Your Design” section of the submission page for our team to review.**
 - Die-cut shapes should be indicated in your submission using a clipping mask with a gentle drop shadow over the front and back of your card
 - Die-cuts can take any shape - these are not limited to the die-cut shapes we currently offer on Minted.com, and we encourage you to be creative!
 - Make sure to include a bleed of 0.1” between your design and the edge of the card
 - Keep in mind that all die-cut shapes must allow our team to accommodate our essential back-of card content: logo, brand statement, UPC code, artist name, and design name
 - Die-cut cards must fit comfortably within our A2 envelopes
 - All die-cut shapes must include a minimum of a 2” folded edge between the front and back of the card in order to open and close the folded Greeting Card

ENVELOPES

- Envelopes are euro flap.
- Non-foil print only and support full bleed coordinating artwork using light/neutral background colors so customers can write on them.

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

OCCASIONS TO SUBMIT

We will accept submissions for the following occasions/caption types:

- Feminine Birthday
- Adult Birthday
- Masculine Birthday
- Wedding
- Anniversary/Love
- Thank You
- Congrats
- New Baby
- Evergreen

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 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 upload tool. 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®](#)

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 note that Minted reserves the right to only use the artwork or only use the copy from a greeting card design. In the event that Minted requests or makes design or copy changes to your design, you will still receive the full

sales commission and prize payment. In the rare event that we pair design from one artist with writing from another artist, each party would split the sales commission and prize payment.

Required Files	(1 colorway max) Front, back + coordinating envelope (if applicable) 1 Total Required Items
Total Potential Editors' Pick Prize	\$180 For 1 File (Required)

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 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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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.

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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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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.

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