Celebrate the Holiday Season with Interledger!

Holiday Card and Sticker Contest

This document outlines the official rules, judging criteria, participant brief, and submission workflow for the Interledger Community Holiday Card and Sticker Competition.

Submit your design here: LINK

Creative Brief

Your mission, should you choose to accept it, is to design an end-of-year card or sticker that puts your own spin on Interledger. Celebrate the connections we've made, the things we've built together, or the endless possibilities ahead.

Make it clever, funny, cute, heartfelt, wonderfully nerdy, or something no one has thought of yet.

We've packed a creative toolkit with templates, colors, illustrations and graphic elements to help you get inspired, but feel free to take the design your own route. Just make something you'd be proud to share, send, or stick on your laptop.

We hope you have as much fun as we do, and may the best creatives win!

Need help? Reach out to Bibi Souza in Slack or at bibiana@interledger.org

Design Specs

You can choose **any medium** to create your designs: digital, painted, photography, hand printed, the list goes on.... We just ask that handmade designs be scanned to a high resolution, and delivered in a digital format.

Formats for final file submission are as follows:

Format	Dimensions	File Formats
Sticker	Maximum 3 × 3 in (7.62 × 7.62 cm) Shapes: Circle, square, horizontal rectangle, vertical rectangle, freestyle (vector dye-cut)	AI, SVG, PNG 300dpi
Holiday card	4.25 × 5.5 in (10.80 × 13.97 cm) Please only design the card's front cover, we're keeping the back reserved.	AI, SVG, PDF, PNG 300dpi

Need inspiration? Check out Design Kit created by our team, featuring sample compositions and color inspiration Design Kit

What's in the Design Kit:

- Templates stickers
- Templates cards
- Brand Font
- Brand Colors
- Iconography Library
- Illustration Style Reference - for inspiration if you need it.
- Logos
- Logo Usage
- Brand icons: negative and positive

Design Categories

To ensure inclusive holiday messaging across global cultures, all submissions must align with an inclusive "end of year" theme (e.g., no Christmas-specific imagery) and should be aligned with our community mission of advancing open payment infrastructure and financial inclusion. See the Judging Criteria for more details.

- **Theme ideas:** Connectedness, open technology, new beginnings, global nodes
- Designs must focus on global reflection, gratitude, community, and looking forward to the new year.
- **Exclusions:** Avoid specific religious-only imagery to ensure the designs are inclusive across cultures, holidays, and secular celebrations worldwide.

Have fun!

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Timeline

A judging panel from our team will select the top 5-10 finalists, followed by a community vote to choose the final winning designs. Key campaign milestones include:

- **Oct 22:** Submissions open
- **Nov 11:** Community Call showcase and final submission push
- **Nov 13:** Submissions close
- **Nov 16:** Internal judging panel selects 5-10 finalists
- **Nov 17–23:** Community voting window
- **Dec 1:** Winners announced
- **Dec 5:** Print orders sent

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Judging Criteria & Selection Process

Submissions will be evaluated through a two-stage selection process.

Stage 1: Internal Screening

We will review all eligible entries and select 5-10 finalists per category based on the following rubric:

Criterion	Weight	Evaluation Focus
Theme Alignment	30%	Captures end-of-year spirit, inclusivity, and global community connection without bias.
Creativity & Originality	30%	Unique visual interpretation, compelling composition, and personal artistic expression. **Human-made art is highly encouraged.**
Print Feasibility	20%	Meets technical specifications (300 DPI, correct size and format).
Versatility & Appeal	20%	Translates effectively across physical print formats and digital showcase spaces.

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Stage 2: Community Voting

- The top 5-10 finalist designs in each category will be published for public community voting.
- Voting will open on November 17 and close on November 23.
- Members will vote via email form.

Official Competition Rules & Policies

Eligibility

The contest is open to Interledger Members. If you haven't already joined the Membership, fill out this Membership sign-up form. Only registered Members who provide their address will receive the mailed sticker and card.

Theme & Cultural Inclusivity

- **Campaign:** "End of Year Celebration"
- **Theme:** Connectedness, open technology, new beginnings, global nodes
- Designs must focus on global reflection, gratitude, community, and looking forward to the new year.
- **Exclusions:** Avoid specific religious-only imagery to ensure the designs are inclusive across cultures, holidays, and secular celebrations worldwide.

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Do’s and Dont’s

GO WILD! **Make it your own.**	**HANDS OFF!** **Keep the essentials intact.**
Your words: Messages, jokes, wishes, memes, and bold statements.	**Our logo:** If you incorporate our logo, don't stretch, recolour, redraw or remix it. Note that we will incorporate it into the winning designs before printing.
Your compositions: Use elements of our new brand, or don’t! Digital and physically-created art are both accepted and celebrated.	**Offensive or discriminatory content:** No hate speech, profanity, or culturally insensitive material.
Your personality: Make it funny, clever, weird, cute, heartfelt, or unexpected	**Other people's stuff:** No unauthorised artwork, photos, characters, or logos.
Your story: Celebrate connections, achievements and community moments.	**Respect for everyone:** Keep it inclusive, welcoming, and community-friendly.

AI Usage Policy

In alignment with the Interledger Foundation AI Policies:

- **Permitted Support:** AI tools (e.g., Midjourney, DALL-E, Adobe Firefly, ChatGPT) are permitted as support tools for brainstorming, concept drafting, design creation, or refining ideas.
- **Value on Originality:** We value creative thinking and original artistic vision. Submissions relying primarily or entirely on unedited generative AI outputs will be accepted, but evaluated negatively against original human artwork.
- **Mandatory Disclosure:** Every submission must include a brief disclosure stating whether AI tools were used, which tools were employed, and how they contributed to the final piece (e.g., initial ideation vs. final asset generation).

Intellectual Property & Printing Rights

By submitting a design, participants grant the Interledger Foundation full permission to print, reproduce, and distribute the submitted artwork for holiday campaign mailers and promotional materials.

- **Ownership:** Submitting artists retain full ownership and copyright of their original creative assets.
- **Licensing:** By entering, participants grant the Interledger Foundation a perpetual, non-exclusive, worldwide, royalty-free license to reproduce, print, distribute, and display the submitted designs in physical mailings, digital assets, and promotional media.
- **Open Distribution:** Final selected designs will be shared under a Creative Commons Attribution (CC BY 4.0) license with full artist attribution.

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Helpful Tips

If you're using Canva:

- Create a design using the specified dimensions of what you want to create
- Upload your chosen template and any other branded assets you'd like to use (not compulsory!)
- Export your finished design and submit it.

If you're using AI:

- Think of a concept first, don't delegate your thinking to it 😉
- Upload any assets or guidelines you want your AI design tool to follow
- Describe your idea clearly: the message, style, composition and elements you want to use.
- Check your final design against our Dos and Don'ts. AI can get things wrong sometimes!

If you're using Adobe:

- You've got editable vector templates (AI and SVG) to play with. They're organized in layers, so keep your design on the designated layer and hide the guidelines layer before exporting.

If you're hand-making your design:

- Use any medium you want - painting, printmaking, photography, even sculpture.
- Submit your design digitally, in the right size and format (a high resolution scan, scaled to the right dimensions)

If you're creating free-shape stickers:

- Keep the final design under 3 inches in any direction.
- No need to create a cutline! We'll take care of that for you.

- Remove the guidelines before exporting.

One final check before you submit

- Your design follows our Dos & Don'ts.
- No production guides are visible in your exported file.
- Your file meets the specifications for your chosen format.

Submissions

Submissions are limited to Members. Only registered Members are eligible to receive the physical badge and end-of-year mailing package.

- **Submit your design here:** LINK
- **Not a Member? Apply now:** LINK

By submitting a design, you agree to the following:

1. **Creative Commons license.** All submitted designs will be published under the Creative Commons Attribution 4.0 International license (CC BY 4.0). This means anyone, including individuals, companies, and organizations, may use, adapt, and share your design for any purpose, including commercial use, as long as they give you appropriate credit. You can read the full license at https://creativecommons.org/licenses/by/4.0/.
2. **Printing and distribution rights.** In addition to the license above, you grant the Interledger Foundation a non-exclusive, worldwide, royalty-free right to print, reproduce, and distribute your submitted design, in whole or in part, in any format and for any purpose related to the Foundation's mission and activities.
3. **Ownership.** You keep the copyright to your work. Submitting does not transfer ownership to the Interledger Foundation.
4. **Attribution.** The Foundation will credit you as the creator when your work is published or distributed.