



35th Annual Louie Award Category List

GREETING CARD OCCASIONS

To qualify for these categories, cards must be sold as single counter cards and come from a production run of 200 pieces or more. Entries are divided by two price points: \$5.50 and below, or above \$5.50 unless otherwise stated.

- **Birthday (General)**
- **Birthday (Humorous)**
- **Birthday (Small Company) **not divided by price***
 - Company must have five employees or fewer.
- **Blank**
 - Must not have verbiage on either the front or the back
- **Children's**
- **Congratulations/Special Occasion**
 - Includes Graduation, Good Luck, New Baby, Retirement, Promotion, New Home, Bon Voyage, Wedding, Engagement, etc.
- **Friendship/Encouragement (General)**
- **Friendship/Encouragement (Humorous)**
- **Get Well/Feel Better**
- **Romantic Occasions**
 - Includes Love, Wedding, Anniversary, Engagement, etc. Excludes Valentine's Day
- **Sympathy**
- **Thank You**
- **Trends and Events**
 - Cards that reflect trending topics in the current culture, ranging from social media and entertainment to political or social causes

SEASONAL GREETING CARDS

To qualify for these categories, cards must be sold as single counter cards and come from a production run of 200 pieces or more. Entries are divided by two price points: \$5.50 and below, or above \$5.50.

- **Christmas/Seasonal (General)**
- **Christmas/Seasonal (Humorous)**
- **Father's Day**
- **Halloween**
- **Mother's Day**
- **Non-Religious Celebrations**
 - Includes Thanksgiving, New Years, St. Patrick's Day, Memorial Day, etc. Excludes Halloween and Valentine's Day.



- **Religious Celebrations**
 - Includes Easter, Hanukkah, Christening, Communion, Rosh Hashanah, Bat/Bar Mitzvah, etc. Excludes Christmas.
- **Valentine's Day**

CARD SETS

Includes all cards sold in sets, whether boxed or in other packaging (bagged/banded/wrapped, etc.).

- **Christmas/Seasonal Boxed Set** **not divided by price*
 - Cards sold "separately" as individual cards, and holiday photo cards, are not eligible and should be entered in their relevant category. The complete set as sold must be submitted.
- **Everyday Boxed Set** **not divided by price*
 - Includes blank note cards, thank you cards, assorted greeting cards, etc. The complete set as sold must be submitted.

INVITATIONS & ANNOUNCEMENTS

To qualify for this category, cards must be from a production run of 50 pieces or more.

- **Invitations & Announcements (Wedding)** **not divided by price*
- **Invitations & Announcements (Non-Wedding)** **not divided by price*
 - Includes any card that is designed to incorporate a customer photo or carry a personalized printed message. Includes graduation announcements, moving announcements, birth announcements, Save the Dates, personalized holiday cards, personalized or photo greeting cards, general invitations, etc.

DIVERSITY CATEGORIES (*NEW*)

These categories were created to highlight and celebrate cards from traditionally under-represented communities. To qualify for these categories, cards must be sold as single counter cards and come from a production run of 200 pieces or more. Any company, regardless of background, can and is encouraged to enter these categories.

- **Celebrating LGBTQIA+**
 - For cards that feature artwork & copy that celebrate any and all aspects of LGBTQIA+ communities. Any cards that feature references or tribute to the LGBTQIA+ communities (e.g., drag, pride, various queer identities, LGBTQIA+ history, queer culture) qualify in this category. This new submission category will be judged with a curated rubric, specific to diversity and inclusion.



- **Celebrating Latinx Culture**
 - For cards that feature artwork & copy that celebrate any and all aspects of the Latinx communities. Any cards that feature references or tribute to Latinx cultures (e.g., Latinx heritage, holidays, communities, languages, and history) qualify in this category. This new submission category will be judged with a curated rubric, specific to diversity and inclusion.
- **Celebrating Black Culture**
 - For cards that feature artwork & copy that celebrate any and all aspects of the Black community. Any cards that feature references or tribute to Black culture (e.g., Black heritage, holidays, communities, languages, and history) qualify in this category. This new submission category will be judged with a curated rubric, specific to diversity and inclusion.
- **Celebrating AAPI Culture**
 - For cards that feature artwork & copy that celebrate any and all aspects of the AAPI communities. Any cards that feature references or tribute to the AAPI cultures (e.g., AAPI heritage, holidays, communities, languages, and history) qualify in this category. This new submission category will be judged with a curated rubric, specific to diversity and inclusion.
- **Celebrating Indigenous Culture**
 - For cards that feature artwork & copy that celebrate any and all aspects of the Indigenous (First American, Native American, American Indian, First Nation) communities. Any cards that feature references or tribute to the Indigenous culture (e.g., Indigenous heritage, holidays, communities, languages, and history) qualify in this category. This new submission category will be judged with a curated rubric, specific to diversity and inclusion.

SPECIAL CATEGORIES

- **Celebrating Women (*NEW*)**
 - For cards featuring artwork and copy that beautifully capture the essence of womanhood. Any cards recognizing or paying tribute to women (e.g., cards that commemorate feminism, women's history, women's rights, motherhood, and the unique struggles faced by women) qualify for this category. This new submission category is designed to foster a more inclusive, appreciative, and empowering community that values and uplifts women from all walks of life. It will be judged with a curated rubric, specific to these goals.
- **Global Greetings (*NEW*)**
 - For cards that feature languages that are not English. Any cards that feature at least one non-English language, or mix of languages (e.g., a card that features both Spanish and English), qualify in this category. This new submission category will be judged with a curated rubric, specific to diversity and inclusion. English translations are highly recommended for submissions in this category.



- **Letterpress**
 - In addition to the stated Louie criteria, this award recognizes the tradition and artistry of letterpress, including overall design, creativity, and craftsmanship. Entrants must submit three representative cards for the judges to evaluate the collection.
- **Print & Production Excellence**
 - In addition to the stated Louie judging criteria, this award recognizes both innovation and craftsmanship. We are looking for cards demonstrating outstanding utilization of print process and/or special finishing techniques including but not limited to foil stamping, laser or die-cutting, embossing, flocking, or other embellishments. Special attention will be given to innovation, print and production quality, and overall attention to detail.
- **Paper Engineering & Innovation**
 - In addition to the stated Louie judging criteria, this award recognizes innovation and engineering of a card, we are looking for cards demonstrating outstanding utilization of paper engineering which may include, but is not limited to, the use of pop-ups, sound, and lights. Special attention will be given to innovation, print and production quality, and overall attention to detail and elaboration. Limited to 1 entry per company.
- **Superbly Stated**
 - This category celebrates outstanding editorial copy. Only greeting cards featuring original composition are eligible for entry. Text should uniquely or profoundly express a sentiment which elevates the overall card to excellence.
- **Rising Star**
 - Companies that have been in operation for three years or less are eligible to enter this category. Entrants must submit five representative cards for the judges to evaluate the line as a whole. This falls under one entry fee. Companies that have entered, but have not won this category in the past, and are still in operation under three years, are eligible to enter again.

SPECIAL RECOGNITION

- **Writer of the Year**
 - This category recognizes the talent of the amazing writers in our industry. Entrants must submit five representative cards for the judges to evaluate the artist as a whole. This category can be self-nominated, or you can nominate someone in the industry.
- **Artist of the Year**
 - This category recognizes the talent of the amazing artists in our industry. Entrants must submit five representative cards for the judges to evaluate the artist as a whole. This category can be self-nominated, or you can nominate someone in the industry.



OTHER AWARDS

These awards are unique in that makers do not submit directly to them.

- **Consumer's Choice**
 - All the winning cards are automatically entered into this competition. Friends, family, and the public can vote for their favorite card of the year.
- **Maker-of-Note Awards (*NEW*)**
 - These awards honor and elevate the rich diversity of makers and publishers within the vibrant greeting card community. These prestigious awards highlight the remarkable contributions by individuals from underrepresented and diverse communities. The following awards will be given:
 - LGBTQIA+ Maker-of-Note
 - Black Maker-of-Note
 - Latinx Maker-of-Note
 - AAPI Maker-of-Note
 - Indigenous Maker-of-Note
 - To qualify for a Maker-of-Note Award, the designer must self-identify in their Award Force profile as a member of at least one of the highlighted communities listed above when submitting for the Louie Awards.
 - To be eligible, a maker must submit a **minimum of five entries** to any combination of award categories.
 - Maker-of-Note awards will be given to the maker with the highest average score across all their entries.