THE NOTED. CREATOR GUIDE

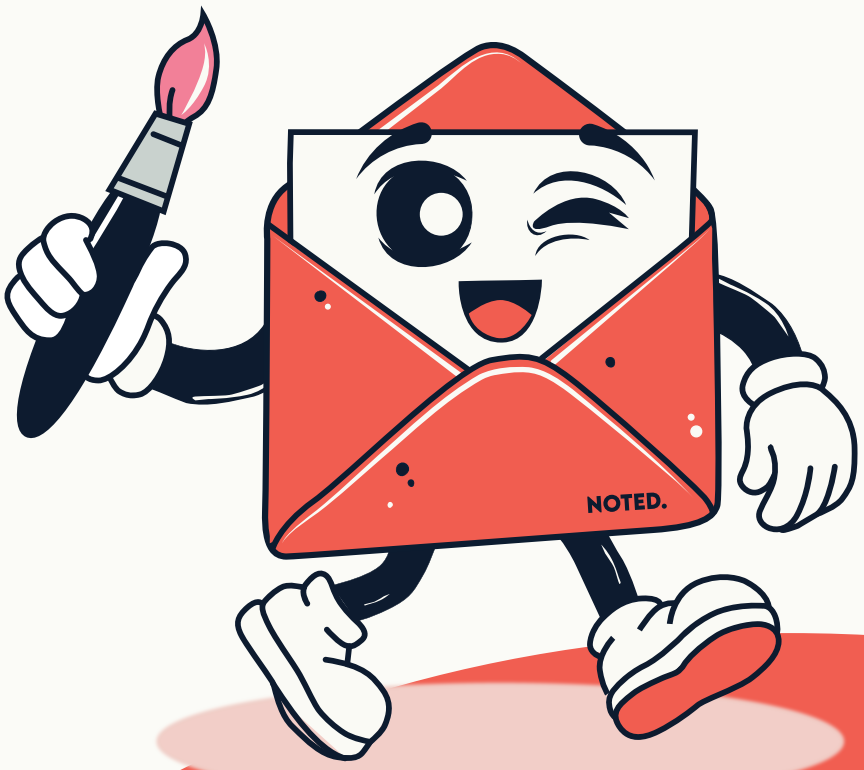
(a.k.a. The one where we tell you how to make magic and money)

HEY YOU!

YOU TALENTED, SARCASTIC, WILDLY CREATIVE HUMAN.

Welcome to the inside scoop.
This is the **creator guide**, your go-to for how to upload your designs, what files we need, how to get approved, and all the little things that make your cards pop (and sell).

Once you sign up as a creator, you'll get your very own **Creator Profile**. This is your dashboard for uploading card designs, tracking sales, and getting paid (aka your ✨money-making HQ✨). Being part of our creator community is absolutely free to join.



So before you start uploading your brilliance, give this a scroll. We'll keep it short & useful. Yalla.

THE TECHNICAL BITS

(aka: Don't skip this)

Here's what we need to make sure your card prints like a dream and not like a glitchy meme from 2008:

CARD SIZE:
All designs must be A5 (148mm x 210mm).
It's non-negotiable, like pineapple on pizza debates.

CARD ORIENTATION:
All designs must be Portrait.
We don't judge, but our platform doesn't like it landscape.

ONE-PAGE DESIGN:
We only accept designs for the front of the card. Please don't design the inside. Customers will write their own custom messages there.

BLEED & CROP MARKS:
We don't want them / we dont need them...

RGB FORMAT: (APPLICABLE TO AI AND PS - NOT CANVA ARTISTS)
RGB is absolutely fine, we'll handle the conversion our end! because it needs to look good both on your screen aswell as in your hand!

RESOLUTION:
300 DPI minimum, because pixelated vibes are not the goal.
(A5 / 1748 X 2480 Pixels)

FILE FORMAT:
We need PNG files only. This stops the web changing your colours.

SAFE ZONES:
Keep any important stuff (like text, punchlines, your artistic genius) at least 5mm from the edge. Nobody likes a punchline cut in half.

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MAKE YOUR PROFILE COME ALIVE

People don't just buy the card. They buy into the creator behind it too.

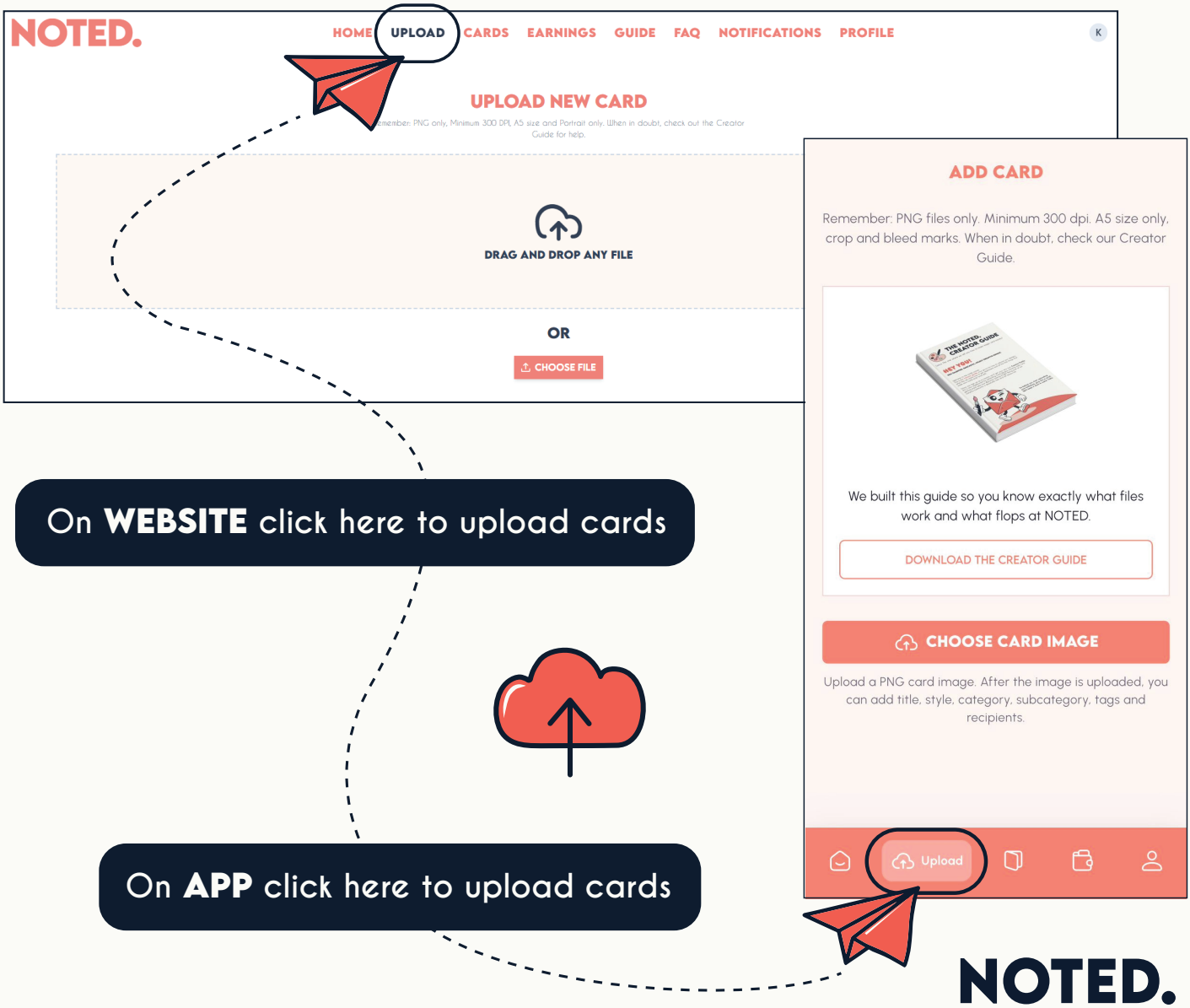
Add a profile picture and a short bio so customers can get to know the person behind the designs. Tell them a little about who you are, where you're from, what you create, or what inspires you.



A few tips:
- Use a clear, friendly profile picture that feels like you
- Keep your bio short, personal and interesting
- Give people a reason to remember you
- Keep it genuine. You don't need to sound like a CV!

The more personality you put into your profile, the easier it is for customers to connect with you, follow your work and come back for more.

UPLOADING YOUR CARDS



STYLE VIBES & WHAT FLIES



WE'RE LOOKING FOR PERSONALITY, NOT PERFECTION.

Your style is your power, weird, heartfelt, sarcastic, niche... all welcome.

FUNNY? YES.
If it makes us laugh, it already has our attention.

CHEEKY? 100%.
A little sass goes a long way

CREATIVE? TOTALLY.
Show us something we havent seen before,

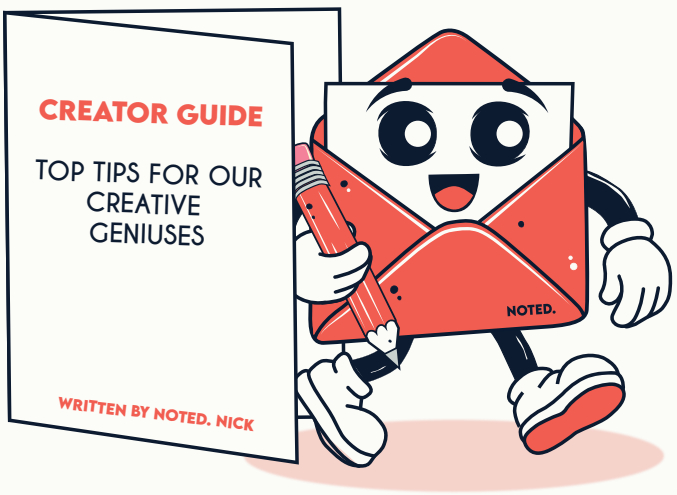
SLIGHTLY RUDE? GO FOR IT.
Just keep it clever, not offensive

FULL-ON EXPLICIT? GIVE IT A TRY
Push boundries, but if it's too much we might reject it.

WE NEED CARDS ACROSS ALL CATEGORIES.

From "you're dead to me" to "you made it through Monday."

Pro Tip!
check the website or app to see which categories are low on cards. Create those and there is higher chances of getting noticed and selling fast. You're Welcome



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CREATIVITY THAT SLAPS

We love evergreen classics… but we also love a card that feels like it was just written last night after scrolling TikTok for 3 hours.

Pro tip: Keep an eye on memes, trending audio, pop culture moments, viral tweets, awkward celeb interviews, that thing everyone's suddenly posting on Instagram…

If it's trending and you can flip it into a card that makes people laugh, relate, or awkwardly send it to their ex; do it. Fast. **Topical = timely = shareable = sellable.**



AI IS ALLOWED AT NOTED. - JUST USE IT RESPONSIBLY.

You can use AI, generative design tools and other creative tech to help bring your ideas to life. Whether AI creates part or all of your artwork, you are responsible for making sure you have the rights to use and commercially sell everything you submit.

Before uploading, make sure:

- The AI tool you used allows commercial use of the output.
- Your design doesn't copy or infringe someone else's artwork, characters, brands or other intellectual property.
- You have any licences, permissions or releases needed for third-party content.
- Your submission complies with our Creator Terms & Conditions, Content Standards and Creator Guide.

Important: Using AI doesn't shift responsibility to the AI platform (or to us!). If you upload it, you're confirming that you have the necessary rights and permissions for NOTED. to print, market and sell it!

ABSOLUTE DON'TS WHEN IT COMES TO YOUR DESIGNS (PLUS TRY TO USE SOME COMMON SENSE):

- Racist, hateful or discrimitory content. (Jumeriah jane jokes fine)
- Graphic or realistic nudity
- Content insulting religions or religious groups
- Religious symbols (Xmas tree ok, cross not ok)
- Defamatory or delibirately offensive content about the UAE



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TAGS = BIG DEAL

(aka: Pay Attention)

If your design is 🔥 but you didn't tag it properly…it's basically hiding in a dark corner of the internet hoping someone stumbles into it.

Tags are how people find your card.
They tell our search engine what your design is about, who it's for, and why someone should send it.

So how do you tag like a boss?

THINK LIKE A BUYER.
Ask yourself: If I was looking for this card, what words would I type?
Examples: "Funny," "Divorce," "Pet sympathy," "Dad," "Ramadan," "Cute AF," "Not sorry."

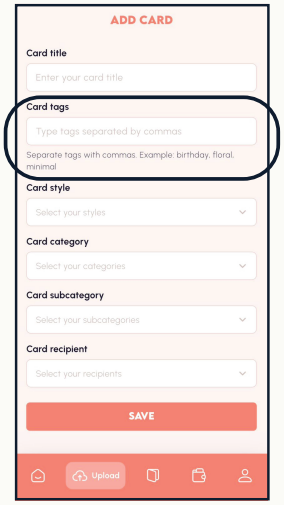
BE SPECIFIC.
The more relevant the tags, the more searchable your card becomes.

MIX TAGS ACROSS TONE, OCCASION & RECIPIENT.
A breakup card that's cheeky and meant for your ex? Tags might be: "Breakup," "Cheeky," "Ex-boyfriend," "You Deserved It," "Funny," "Closure."

DON'T OVERDO IT.
Spammy tagging (adding 30 random words that have nothing to do with your card) = ❌ bad vibes, ❌ lower visibility.

Pro tip: Cards with strong, accurate tags not only get higher visibility,, they get featured more often. So take a few extra seconds. It's worth it.

Picking the correct occasion, style, recipient and milestone is very important.



Use **commas** in between tags.

For example: father, 65, funny OR colleague, promotion, classic

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CATEGORIES, RECIPIENTS & CARD STYLES

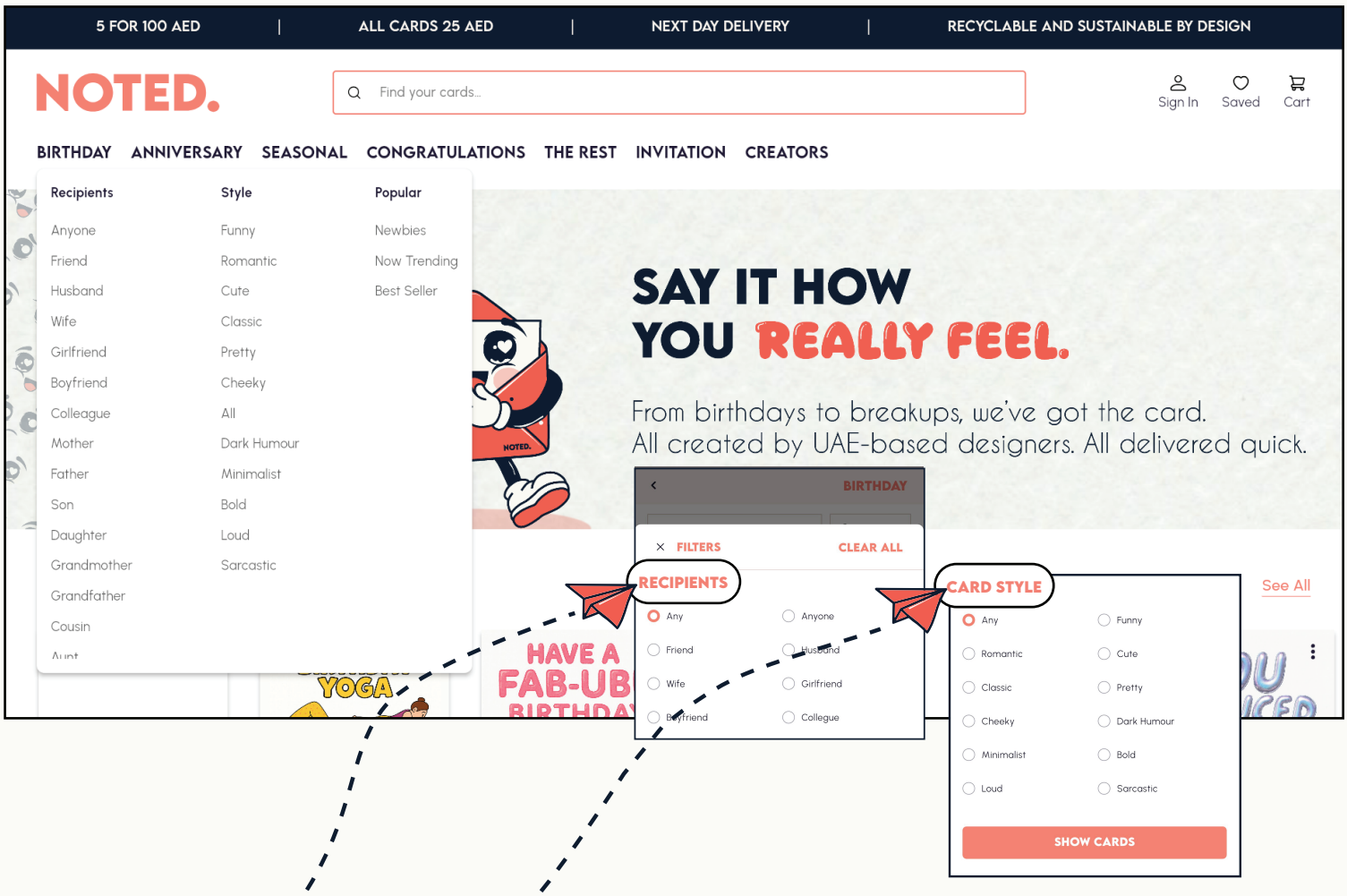
On the next page is your master list of **categories, recipients, and card styles**, basically all the things people use to find the perfect card.

When you upload a design, you'll be able to choose from these via a dropdown menu.

Can't find the exact match for your card?
No stress, just **add it as a tag**. And if you think we've missed something big (like "Your roommate finally moving out"), **email us** and we'll consider adding it to the list.

CREATOR@NOTED.AE

We're always down to improve the lineup.



RECIPIENTS **STYLE / TONE FILTERS**

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MASTERLIST

NOTED. CARD CATEGORIES

BIRTHDAY
- Birthday
- Milestone Birthday

ANNIVERSARY
- Anniversary (Could include: Romantic, Work Anniversary, Friendship)
- Wedding Anniversary

SEASONAL
- Ramadan
- Eid
- New Year
- Christmas
- Easter
- Diwali
- Valentine's Day
- St. Patrick's Day
- Mother's Day
- Father's Day
- Women's Day
- Hanukkah
- Halloween
- Holi

CONGRATULATIONS
- New Home
- New Baby
- New Job
- Wedding
- Graduation
- Pregnancy
- Engagement
- Retirement
- Passed Exam
- Divorce
- Promotion
- Achievement

THE REST
- Thank You
- Leaving
- Just Because
- Sympathy
- Get Well
- Thinking of You
- Good Luck
- Sorry
- Break Up

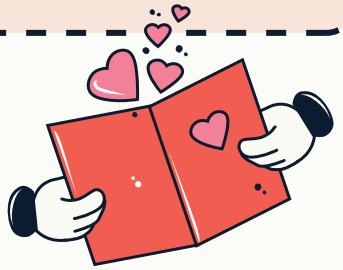
INVITATIONS
- Wedding
- Engagement
- Birthday
- Anniversary
- Baby Shower
- Bridal Shower
- Graduation
- Retirement
- House Warming
- Farewell
- Corporate Event

NOTED. STYLES

- Any
- Funny
- Romantic
- Cute
- Classic
- Pretty
- Cheeky
- All
- Dark Humour
- Minimalist
- Bold
- Loud
- Sarcastic

NOTED. RECIPIENTS

- Anyone
- Friend
- Husband
- Wife
- Girlfriend
- Boyfriend
- Colleague
- Mother
- Father
- Son
- Daughter
- Grandmother
- Grandfather
- Cousin
- Aunt
- Uncle
- Grandson
- Granddaughter
- Brother in law
- Sister in law
- Mother in law
- Father in law
- Son in law
- Daughter in law
- Stepmom
- Stepdad
- Niece
- Nephew
- Godson
- Goddaughter
- Roommate
- Pet



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HOW THE UPLOAD THING WORKS

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UPLOAD IT

You upload your glorious card design



WE CHECK IT

We give it a quick review, checking print specs, quality and whether it's not, like, deeply illegal



YOU'RE LIVE

If it's all good, it goes live!



NEEDS A TWEAK?

If it needs changes, we'll tell you what and why so you can update and resubmit.



LET IT SELL

Once it's up, it's ready to be loved, shared, and bought by someone who "totally gets it"



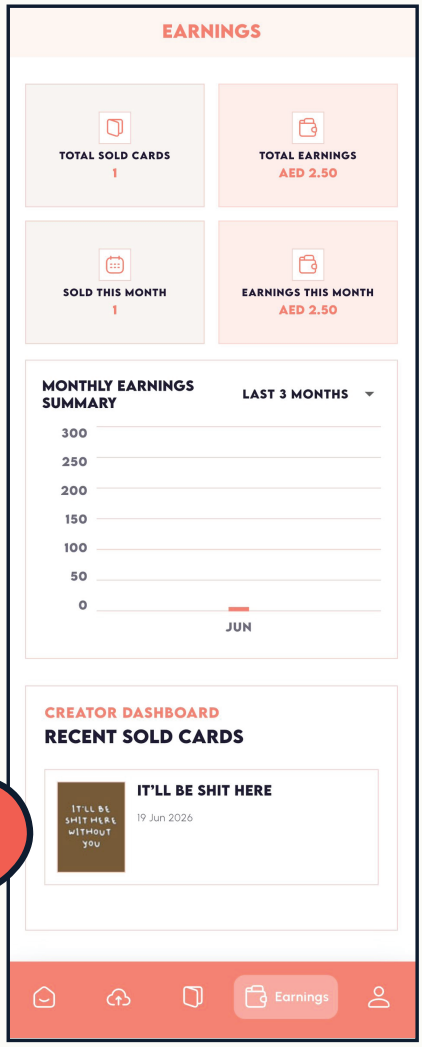
GOOD TO KNOW

We review every card before it goes live. Approval isn't guaranteed, and we may reject designs that don't meet our Creator Guide, Content Standards or Terms & Conditions.

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YOU SELL, YOU GET 10%

Everytime one of your cards sells, you earn 10% of the card price, its as simple as that!



PAY ME, PLEASE

Creator payments are made monthly. Once your earnings reach **AED 50,** we'll pay you within the first 10 days of the following month. If you haven't reached AED 50 yet, your earnings will simply roll over until you do

You can track every cent from your **creator profile** (on both app + website).

It's clear, transparent, and totally drama-free.

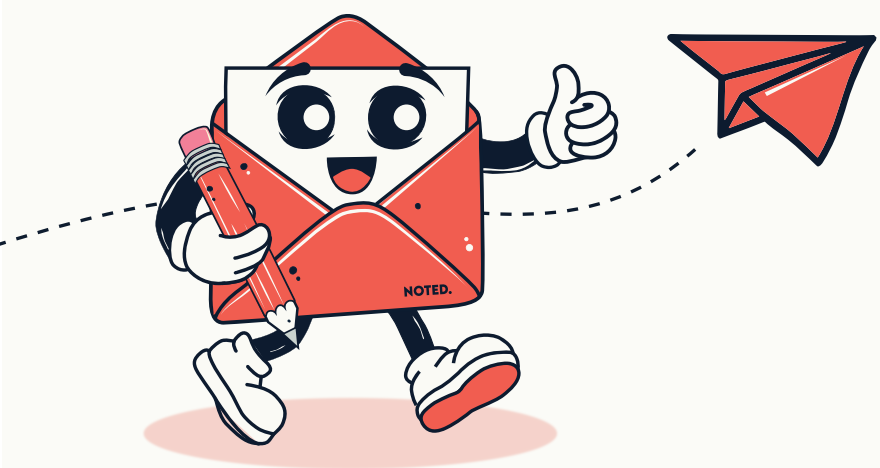
STILL CONFUSED?

We've got an FAQ section for the usual stuff.
But if your brain is still doing backflips, email us:

CREATOR@NOTED.AE

We're psyched you're here.
Now go create something hilarious, heartfelt, awkward, inappropriate-ish, or completely iconic.

MAKE CARDS. MAKE PEOPLE LAUGH. MAKE MONEY.



Don't forget to add your bank details inside your creator profile. Without these we can't pay you. nobody works for free!

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