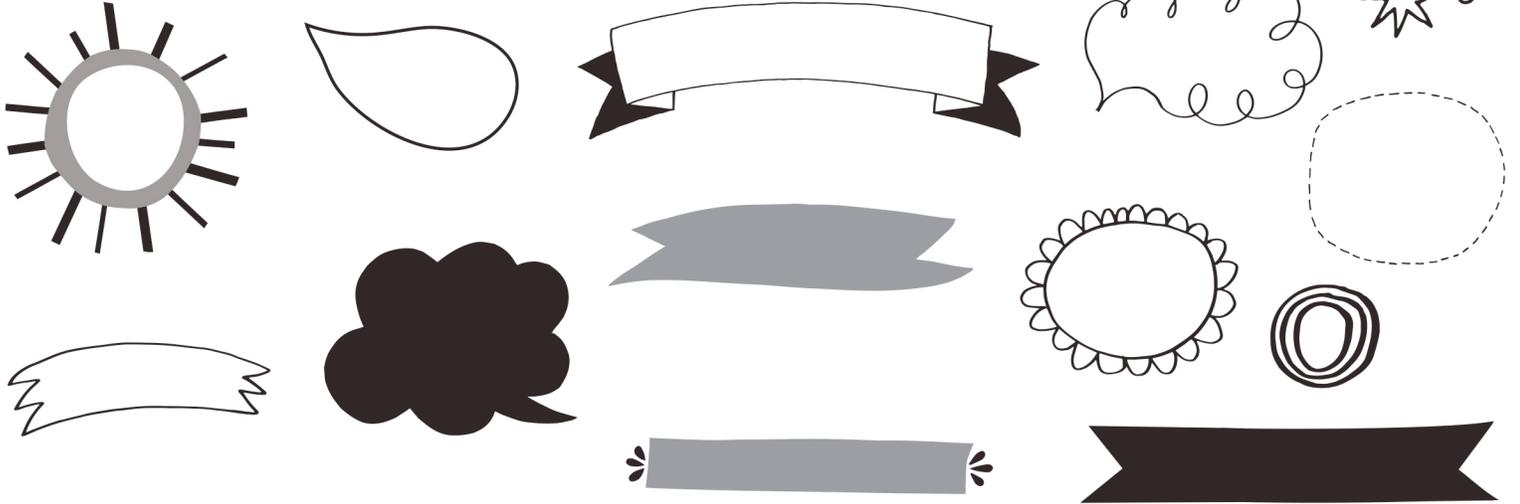


# ENVELOPE TIPS: BANNERS & SHAPES

Using stickers or an icon can help you tell a story on your envelope. Think about who you are sending it to and what would help tell the story of your relationship.

## Pro Tips

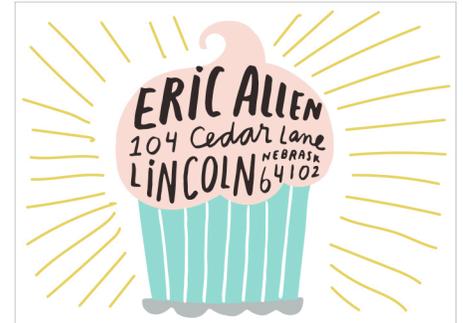
- > Try fitting the letters to the shape—they don't all have to be one size or style.
- > Arrows and banners are fun for putting the name inside with an address underneath.
- > Be sure to make the name and address legible so your creation gets where it's supposed to go!



Flowers—they can be big and graphic and it's easy to fill them in with words.



Draw your name and address first, then add a cloud around it—or smoke coming out of a chimney, or steam over a coffee mug.



Cupcakes are easy to draw, and lots can fit in a big pile of swoopy frosting.



Banners are super easy. Once you've drawn the rectangle-y main shape, just add little triangles on both ends to show where it folds back, then sketch in the tails.



Have fun with word balloons. Let your addresses talk to each other.



Arrows are big fun shapes. Put the name inside, and fit the address in underneath.



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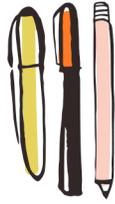
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# ENVELOPE TIPS: Lettering

We firmly believe one of the best parts of sending a card or letter is decorating the envelope. Why not let the recipient know right from the start you think they're a big deal?

## pencils & markers

Tools: Pencils, pens and markers in a range of colors and styles. Thick and thin. Metallic, white, glitter. Brush tips, wide nibs, calligraphy.

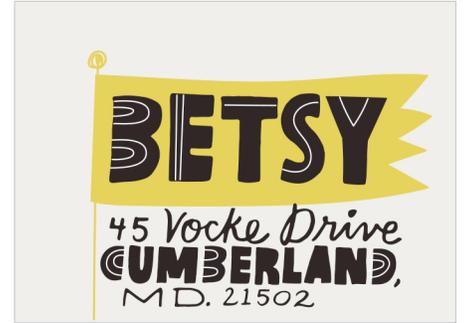


## extras

Embellishments: Stickers, seals, wash tape. Extras: Graph or lined paper, ruler, compass, pencil, and eraser.

## Pro Tips

- > Practice different styles & combinations to see what you like best.
- > Sketch out your lettering before you start on the envelope to fit your layout to your space. Try "thumbnails"—tiny drawings to play with shapes and sizes.
- > Optional: Lightly pencil in your design before you bring out the markers.
- > Don't forget the essentials: Name, address, city, state, zip. For both the address and the return address. The post office will thank you.



## OUTLINE

So many possibilities! Fill them with doodles, patterns, or solid colors, or add drop shadows.



## TALL AND SKINNY LIGHT

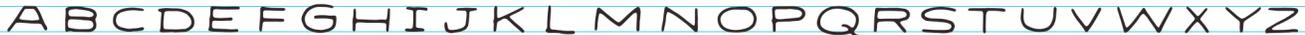


## TALL AND SKINNY BOLD



Add interest with a color in-line

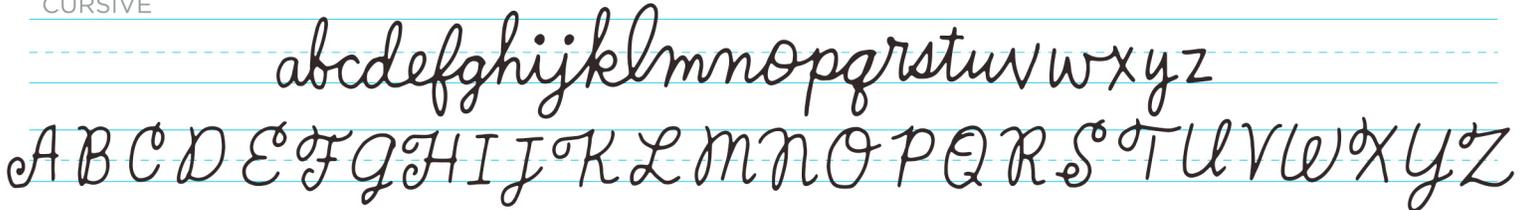
## WIDE AND LOW Handy for shorter words.



## SERIF



## CURSIVE



## MIX of CAPS and LOWERCASE Try doing all the vowels in lowercase. Throw in some cursive. Have fun!



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# CARD and LETTER writing tips

Personal notes are fun to write and lovely to receive. So why wait for a big reason or special occasion? Send some good out into the world today.

## 1. Open it up.

Begin with "dear" or even "dearest." Or try "hi" or "hello" or the old-school charm of "greetings." Add the recipient's name and you're off!



## 2. Say why you're writing.

If you're sending a greeting card with a message, skip this step! Otherwise, let them know what got you thinking of them today

**Pro Tip:** Be specific, like "I heard [name of song]" or "I baked [type of cookie] with your recipe" or some other true, real-life nugget.



## 3. Do on a bit.

Add a line or two more about why you're writing. Add a specific thought about the story, a detail about the day, a compliment, or a comment.

**Pro Tip:** Focus on the recipient and what they might want or need to hear from you.



## 4. Reaffirm your relationship.

Finish with a little reminder of why they matter to you. It can be as simple as "you always make me smile," as serious as "I care about you very much," or anywhere in between.

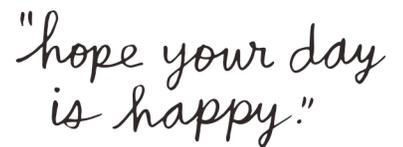
**Pro Tip:** Be you! Your thoughts in your handwriting are what make this special—not big words or flowery sentiments. (Unless that's you!)



## 5. Say it again.

End with a quick reminder of your reason for writing. It's kind of like a bookend...or the closing of one of those five-paragraph essays from high school.

**Pro Tip:** It's perfectly fine to repeat "congratulations," "thank you," or "hope your day is happy."



## 6. Finish STRONG.

There are so many wonderful ways to close a letter. Try one of the phrases below... and sign your name. That's it!

Sincerely      xoxox      Love  
Best wishes      yours truly      Warmly  
Cheers!      your friend

P.S. your note doesn't  
have to be long.  
Just sincere!



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