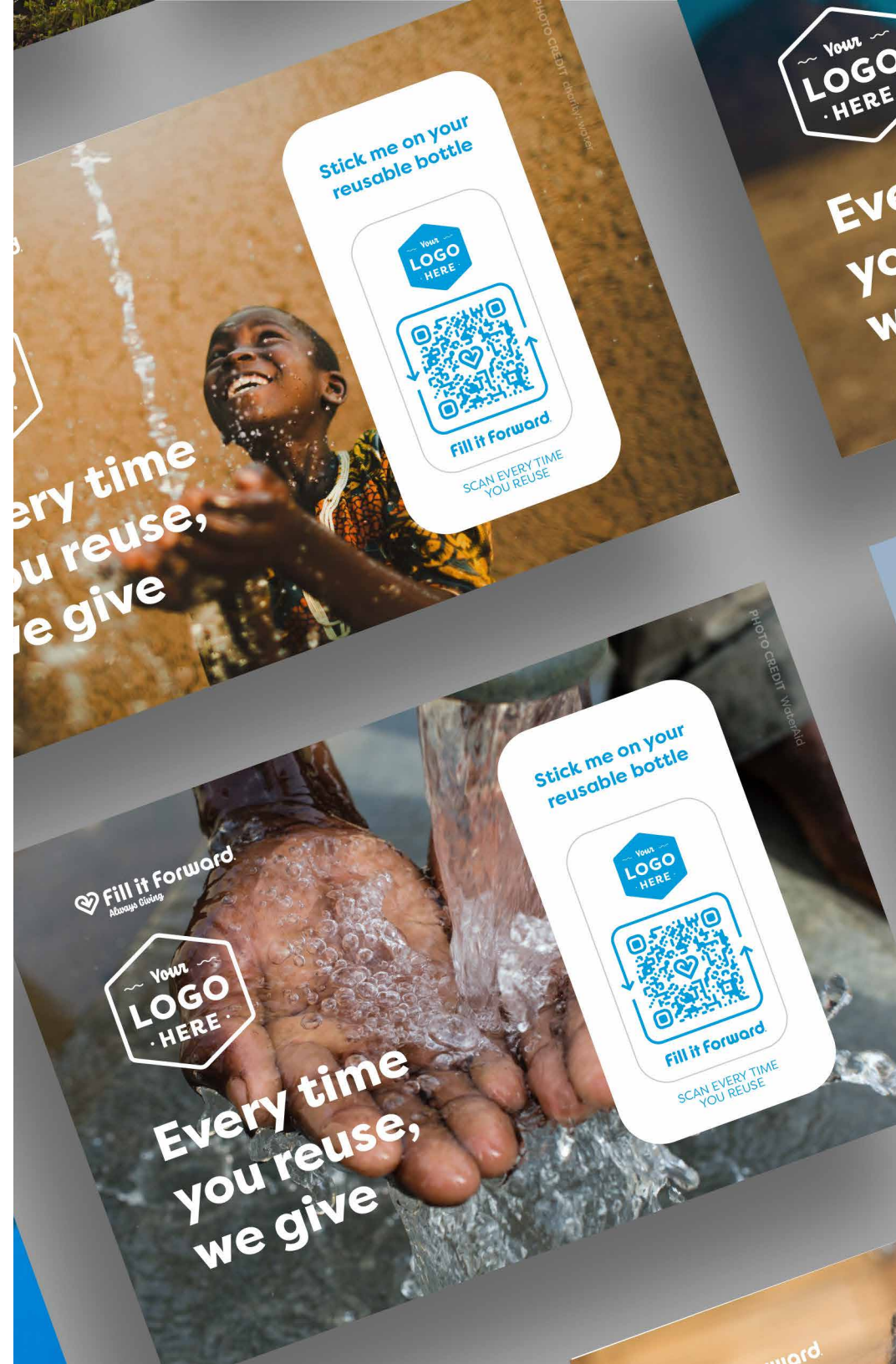




Postcards with a purpose

A quick guide to co-branding our custom postcards
with a Fill it Forward Sticker.





Fill it Forward Sticker Packaging

Our custom postcards are a fun and impactful way to present your Fill it Forward Stickers. They also inform your community on how their participation supports people and the planet.



FRONT



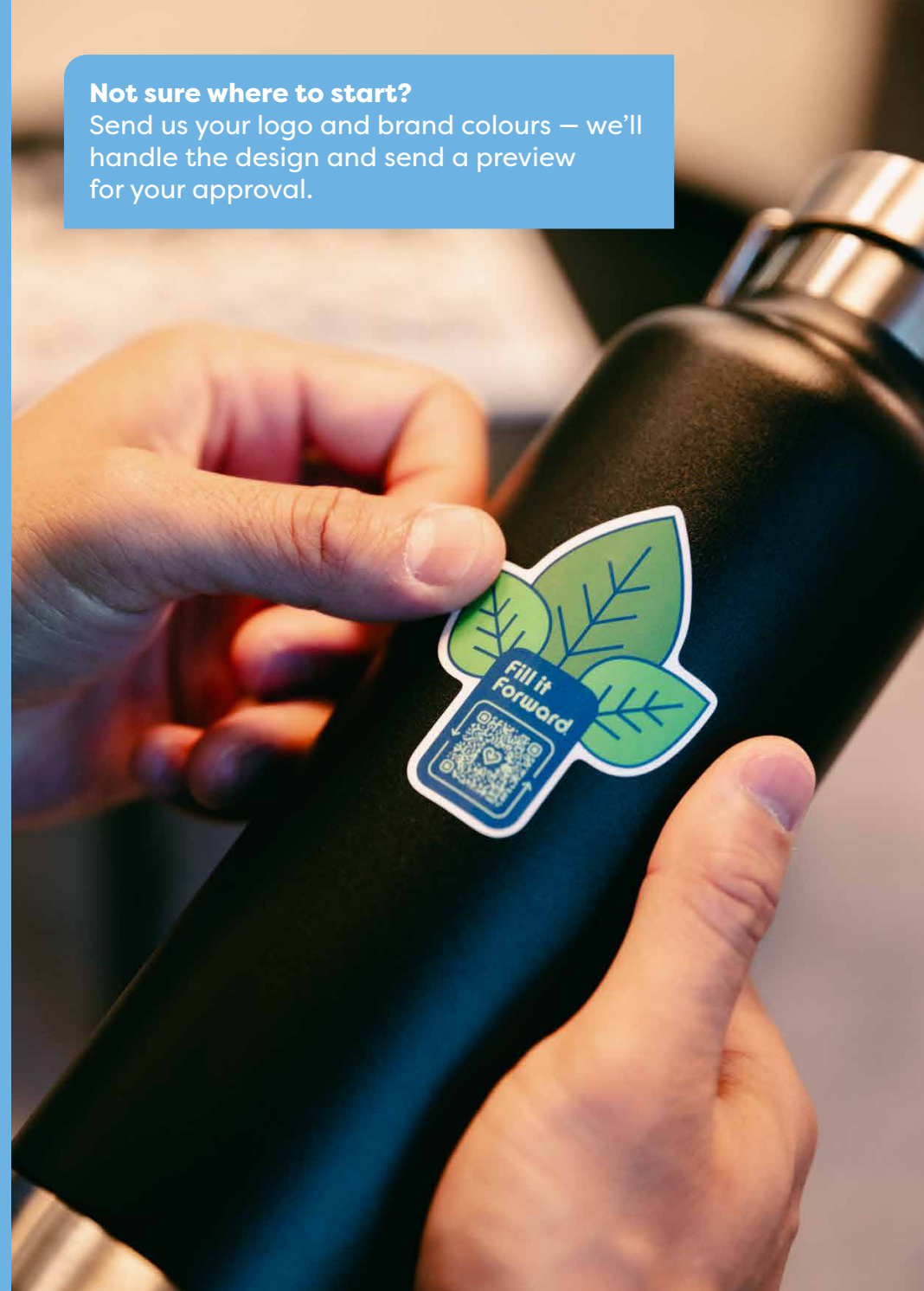
BACK

Custom Postcard Design Guidelines

- Minimum font size: 6 pt (convert fonts to outlines).
- Maximum artwork size: 6"W x 4"H per side.
- Do not flatten artwork; keep on separate layer.
- Save in RGB color mode.
- Only the colors on the backside of the card can change.

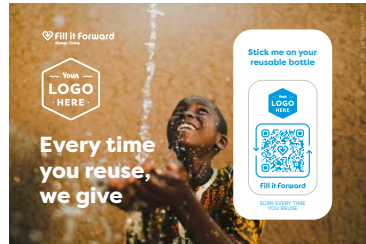
Not sure where to start?

Send us your logo and brand colours — we'll handle the design and send a preview for your approval.





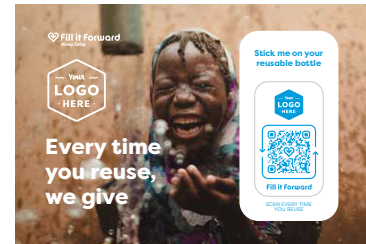
Our Pre-Made Library - Horizontal Layout



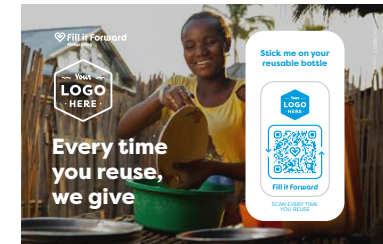
charity: water 1



charity: water 2



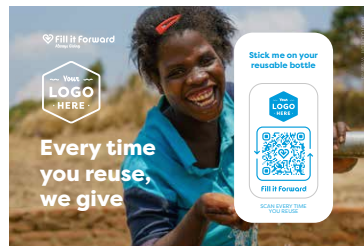
charity: water 3



charity: water 4



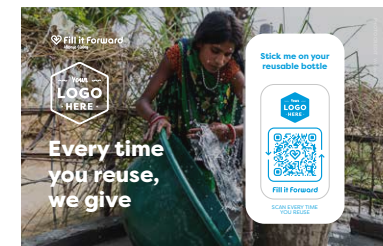
Water Aid 1



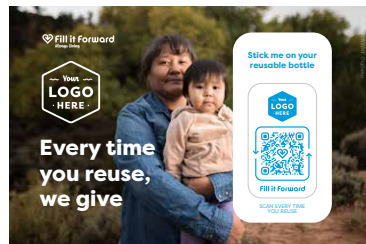
Water Aid 2



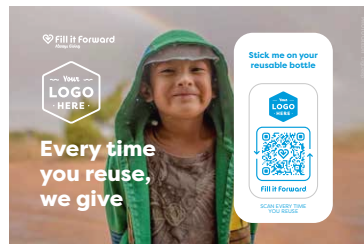
Water Aid 3



WaterAid 4



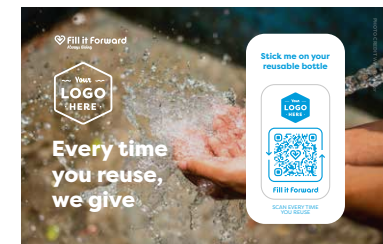
DigDeep 1



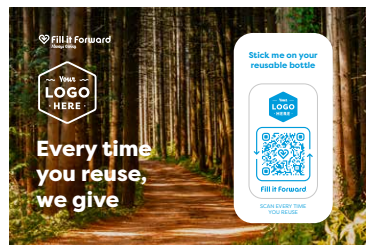
DigDeep 2



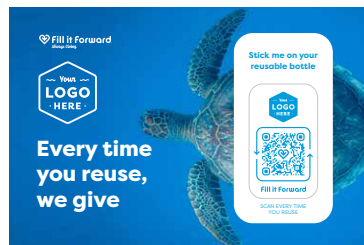
One Tree Planted



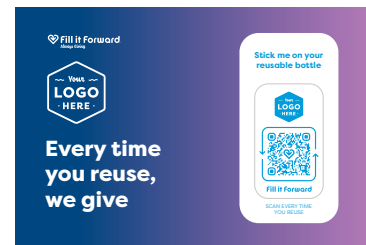
Wine To Water



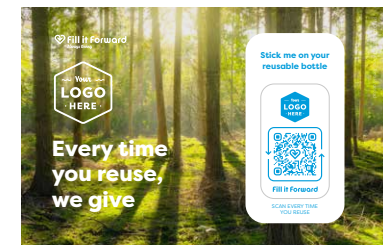
Forest Trail



Deep Blue Turtle



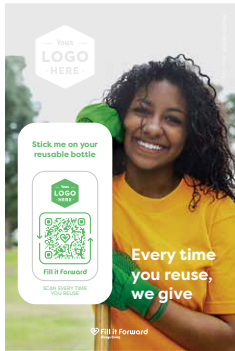
Smooth Gradient



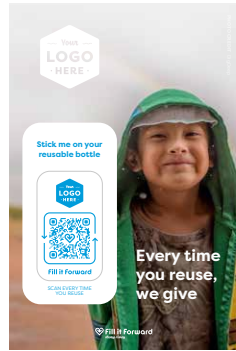
Sunshine Forest



Our Pre-Made Library - Vertical Layout



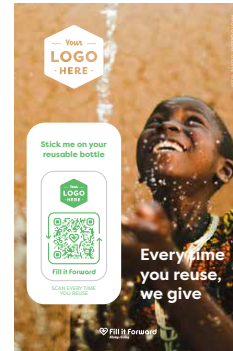
Arbor Day



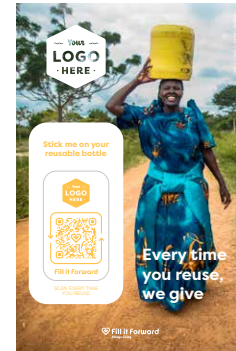
DigDeep



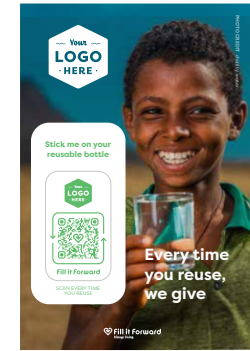
charity: water 1



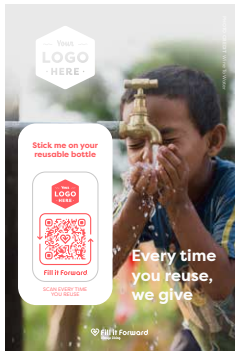
charity: water 2



charity: water 3



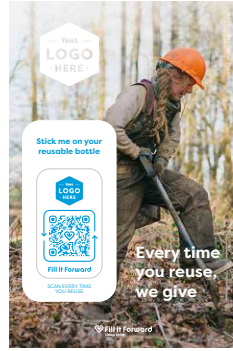
charity: water 4



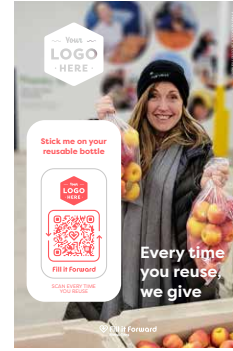
Wine To Water



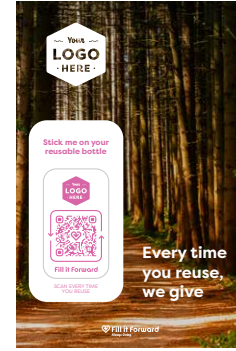
WaterAid



One Tree Planted



Second Harvest



Forest Trail



Deep Blue Turtle

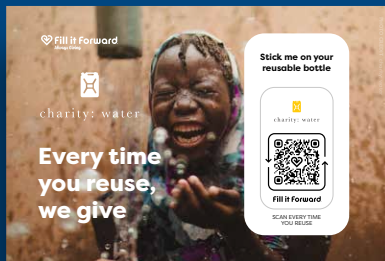


PHOTO CREDIT charity: water

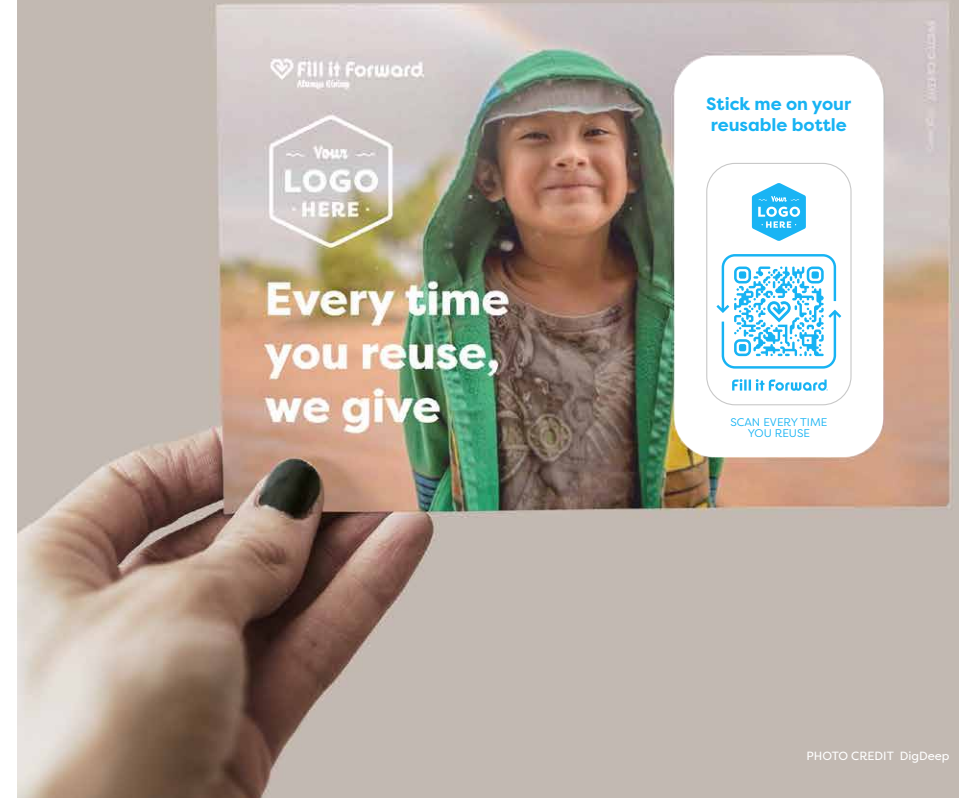
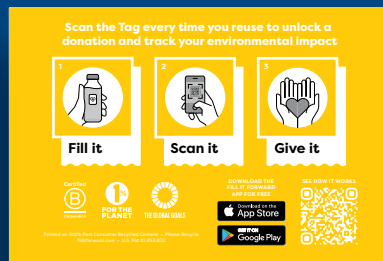


PHOTO CREDIT DigDeep



PHOTO CREDIT WaterAid

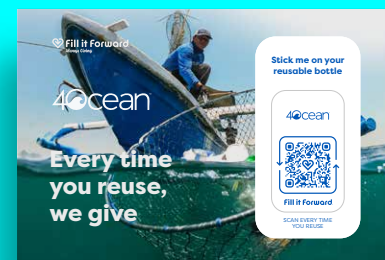


PHOTO CREDIT 4ocean Foundation





Top 10 Designs with Tips



1

Veeamon



Use bold, dynamic designs that drive engagement and more activations.



2

Grand Hyatt Baha Mar

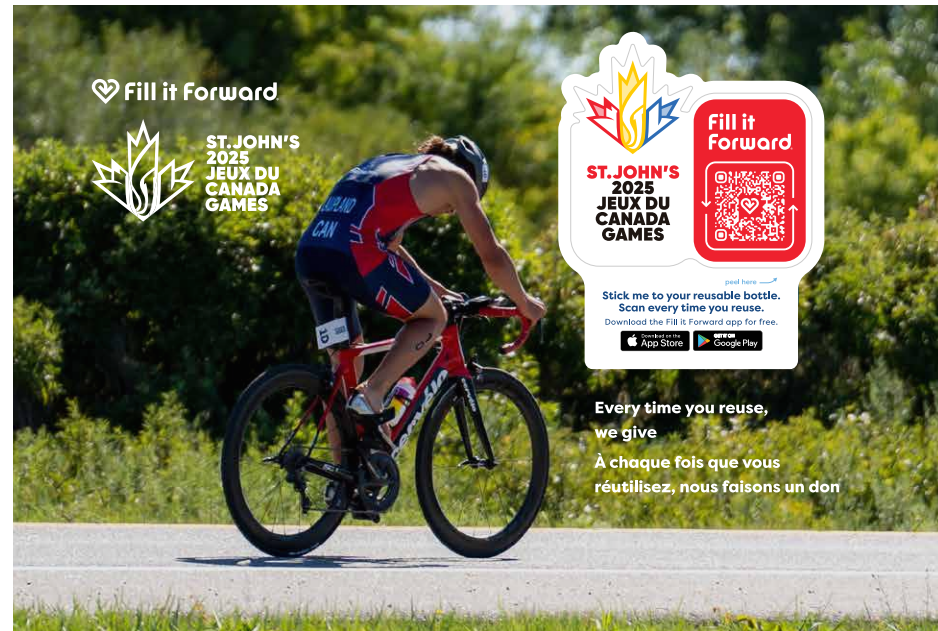


Make room for creativity with a vertical layout—perfect for oversized custom stickers.



3

Canada Games 2025



Reach more people by including a second language
in your design.



4

AGU24 × Esri



Turn your card into a creative wayfinder
to guide attendees to your booth.



5

Marriott International Exchange

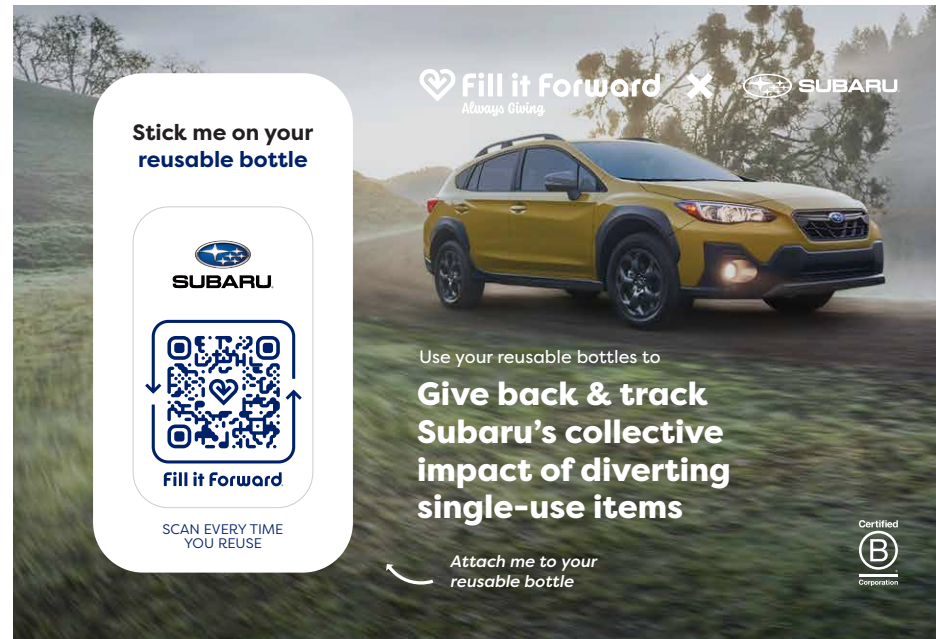


Highlight your city with illustrations of landscapes, skylines, wildlife, or local landmarks.



6

Subaru

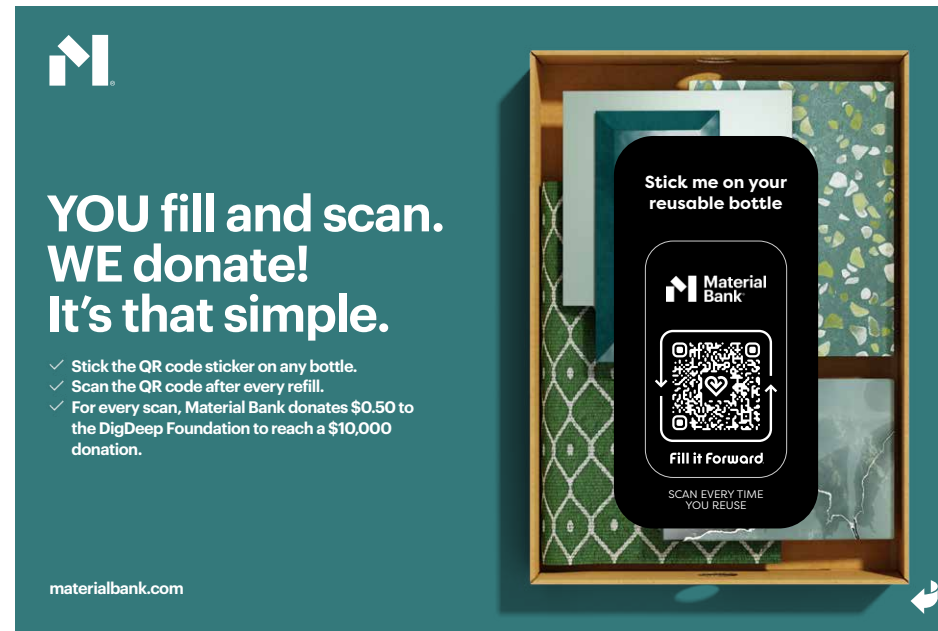


Feature lifestyle photos that reflect your organization's purpose and personality.



7

Material Bank



Design around your bottle sticker to create a bold, unified visual.



8

Contigo



 **Fill it Forward** Always Giving x **contigo**

Refill your reusable Contigo bottle to
**help expand access
to clean, running
water across the U.S.**

With each reuse and scan we are donating \$0.25
to provide a hot and cold running water system
in the home of a Navajo Nation family.

Scan to help us reach our goal of \$5,000
donated to our charitable partner, DigDeep.

— ATTACH ENCLOSED REUSE
TAG TO YOUR CONTIGO

Use the space to communicate your passion for giving back
to people and the planet.



9

Rehrig Pacific



Include powerful images and stories from one of our charitable partners.



10

Xylem × WEFTEC



Add a sponsor's logo for co-branded visibility and partnership alignment.

Let's bring your postcard to life.

Our team has helped thousands of organizations co-brand postcards with Fill it Forward Stickers. Whether you need design guidance, sample postcards, or campaign ideas—we're just a message away.



fillitforward.com
info@fillitforward.com
888.824.7375

