Lettering Live with CBTV Live

Chapter 1 - Chapter 1
Hand Lettering
(upbeat music) - Hey everybody, welcome to Creativebug live, and we're live like we always are on Tuesdays and Thursdays. I'm Courtney and I'm here with - Hi, I'm Michaela from Sakura of America. - You guys probably recognize Michaela, she's done several live shoots with us. Can you talk a little bit about Sakura of America, what is that? - Sure, we are known for jelly roll pens, pigma micron, Koi watercolors, and lots of other fun products. - A lot of our artists use a ton of the Sakura products. I've been really enjoying the Koi, little set, paint set. - Oh yes. - I keep it in my backpack, I love it. - It's good for on the go. - It's awesome, it has a little cool water brush in it, Lisa Congdon uses a lot of their products, Jennifer Orkin Lewis, who's on our site, I think I used a ton of the Koi brush pens for the service design class. - You did (laughing) - I use the all the time. And Michaela's been here all week with us, and she's been filming some classes on. - Letter writing, and also calligraphy, modern calligraphy and lettering. - We're super excited, we have a 30 day lettering challenge coming up with Michaela, and that is gonna come up this Spring, there'll be more on that a little bit later. But also, because next month is national. - It's national letter writing month, so it's encouraging you to send snail mail, and write letters to each other, just to kind of connect to one another, get off your devices, and put pen to paper. - Which I love, I feel like I hear that complaint from artists, - Yes - And creatives all the time, people who used to draw, like in high school, or maybe even in college, but now are like graphic designers, or maybe don't even have creative fields, and they're like, I'm always on my phone, or I'm always on my computer but I never pick up a pen. I feel like writing a letter, as opposed to an email is so nice. - Yeah, it's really personal, people get to see your handwriting, you can have a lot of fun addressing envelopes, decorating your cards, and just connecting with one another. - I love that, as an adult, I feel like everything I get is bills in the mail, and so it's really nice to get some cards and some post cards, I personally send a ton of mail to friends, I have a friend who's in Hawaii right now who I send a lot of packages to, the guy I'm dating I send a lot of post cards to, it's like so fun. - That's cool. - Yeah, it's like really cool, do you write a lot of letters? - I do, I like writing thank you cards, it's one of my favorite things to do, I like making them, and then just writing, like something nice, about how the gift mattered to you, and like, what it means and how you're using it, I think that's nice to do. - So, in addition to us and Creativebug loving writing and sending some mail art, Hello Lucky, who's one of our artists, - Yes. - And Egg Press, they've teamed up to do this entire campaign called Write On. - Yeah, so, you can visit WriteOnCampain.com, and there are a ton of resources there to help you kick start your letter writing habit. Basically, the whole campaign stated in 2014, Tess Darrow of Egg Press challenged herself, and her staff to write 30 letters in 30 days for the month of April. - And you know we love a good challenge. - Yeah, and so they also have like a great website, it's got tons of resources, some days you might get stuck, like what do I write today, it'll, they'll have prompts like, write a note to your favorite teacher. - I love that. - Letting them know what they meant to you, send a note to your best friend saying I'm thinking of you. Things like that and. - Allie's gonna be posting a link to that too. - Oh yes, and they're encouraging people to use a hashtag Write on, with an underscore between Write and On, and document all the letters you're writing, and they post those on their website, they have a feed of like, everyone using the hashtag, and showing the kind of mail they're sending out, it's really cool. - I love that, so you can connect with a friend that you're writing the

© CBTV Live and Creativebug Inc., 2026

card to, or the teacher, or what have you, but then there's this whole online community through the hashtag Write underscore On, which is awesome. - Yeah, and so it was perfect for us, we started working them, with them a couple years ago, both Egg Press, and Hello Lucky print these beautiful cards you've seen them everywhere. And this year they've printed them on beautiful Mohawk, high quality paper, and envelopes. - [Courtney] It's so nice, and you can feel this, it's letter press printed, so it has like a really nice texture, it's gonna take the markers so well, and this is a little six pack? - Yes, so the only place you can get these cards is on their website, and they are kick starter kits, so you basically go ahead, go online, fill out the form, and they have a pay what you will motto, which is really cool, and it's got like a, kind of a pay it forward motto, so you purchase these cards, it comes with one of our pens. - And that's the jelly roll? - Yes it's our jelly roll pens, these are really really great for writing notes because they dry quickly, they're smooth, they write on a lot of nice different paper qualities. And every year they design a new design. - [Courtney] So cute. - [Michaela] So these are the fun designs they came up with this year. This one is Hello Lucky, this one is by Egg Press. - [Courtney] So so cute, I love these. - Yeah, and there's like, like I said, all these resources, so. - And we have a pack for a giveaway. - Yes, one pack for giveaway. - So to enter to win that, you want to share this live shoot with a friend, and then comment below that says you've shared it, so we know. And then we'll contact you via Facebook to get your address, so one lucky winner will get a pack of six cards so that you can be right on time and start your letter writing and ink roll, which is awesome. - Yeah, and if you are a big fan of letter writing, they actually have something else on the site called a party kit, and it comes with everything you need to gather all your friends and family together. - Aw, I love that. - And throw like wine a cheese party, and just sit down and write notes. - That's so cool. - And just be together, so be together and send it, and be together with someone else. - We need a little help with inspiration for actual lettering, Michaela is gonna show us some things that she covered. - Sure. - For the 30 days of lettering, which will come out soon. Yeah, so what do we have in front of us? We've got a black card, some craft paper. - [Michaela] Yeah, we've got lots of different supplies. - [Courtney] And a lot of fun, like jelly rolls, some of these write on dark paper. Yeah, maybe start with one of your favorites. - [Michaela] Okay sure, this is one of the cards I made, this is using our Koi water color palette. - [Courtney] I love that. - [Michaela] And I layered Micron pen over this, as well as white jelly roll, which you can use after the paint has dried. - [Courtney] So kind of like a throwback to MC Hammer, can't touch this. - [Michaela] But it's also cactus, so it's funny. - [Courtney] It is a cactus. - [Michaela] And also another watercolor project you can do, this is a Koi wash in the background, and then I've lettered over it with the Koi coloring brush, which is one of Courtney's favorites. - [Courtney] It's my favorite. - [Michaela] And then outlined my writing with a gold jelly roll pen. - [Courtney] I love that. - [Michaela] So it just kind of jazzes it up, and gives it some shine, and makes it stand out, and you know, it's hard to find cards that have like that shine on it, pre printed, they can be really expensive, so you can just make them yourself. - I love that, don't forget about the envelope, because she did my name, which is so fun, in this really beautiful neon red, it's the vermilion. - [Michaela] Vermilion jelly roll moonlight, super smooth, it comes in a couple different point sizes, so you can do thin and thick lines. - [Courtney] And a bunch of neon colors. - [Michaela] Yeah, and just have fun addressing your envelopes - [Courtney] I love that. - [Michaela] Color combinations are one of my favorite to come up with. - Yeah, it's so much fun, and I love, just the variety of the styles of lettering, and the scale in the size, it's really cool to have the name take up the entire envelope, which is pretty fun. - Yeah, I give you some tips on laying out your lettering during the month challenges. - Yeah, we're so excited for that, I can't wait. I can't believe we just finished filming it today, so I'm like, when's it

© CBTV Live and Creativebug Inc., 2026

coming out? - I know. (laughing) - It's been super inspiring to watch her do her work and like, get to it, and we're gonna talk about quotes, brush lettering, large scale, small scale, all kinds of good things. - Alphabets. - Lot's of alphabets. - Yeah. - So what kind of card do you wanna make? We were gonna just play with these cards, and also make a few of our own. - [Michaela] Sure, let's do, I'll do black, you do craft paper. - [Courtney] Perfect. I don't know what to start with. - [Michaela] I'm gonna probably do like a pattern, and then do a fun word here. - [Courtney] Okay, I love that, these perma paints, I wasn't as familiar with these, I really like these, and they go on dark paper too right? - [Michaela] They do, I used them here, this is a gray paper. - [Courtney] Fun. - [Michaela] And on craft paper they kinda give this sort of like washed out look which is really cool. - [Courtney] Wow that's like a subtle texture. - [Michaela] Yeah, and they're actually archival, so if you send this card to someone they can keep it forever and it won't fade. - [Courtney] I love that, it's kind of like a paint marker but it's not smelly at all. - [Michaela] It doesn't smell, you don't have to shake it, you don't have to pump it, it's really easy and quick to use - [Courtney] It's really nice. I'm gonna play with these. - [Michaela] Oh patterns are fun, let's see, what am I gonna do? And they come in both metallic and bold colors. - [Courtney] Oh, I love that, and they also have a dual tip right, like chisel and a bullet. - [Michaela] Mm hmm, I like using the white on black, it gives kind of like that faux chalkboard look. - [Courtney] Oh cool... I'm gonna start with a pattern. Remember, we're live, so if you guys have questions for Michaela, she's so knowledgeable about all the different kinds of pens, and even paints and things from Sakura, so feel free to write in and ask us questions. Right now we're just playing, making some cards for national write a letter month, which starts in April, and if you share this post with a friend, and comment in this particular live feed below, then we'll know you shared it, and you can win a pack of these really cool letter press cards from Hello Lucky and Egg Press to get your letter writing off to a good start, starting April 1st. - [Michaela] If you don't wanna wait, you can just hop on their website and grab one. - [Courtney] Love that - [Michaela] Mm hmm. - [Courtney] Oh my god, so pretty. - [Michaela] Like chalk board, like a bistro marker almost, but on paper. - [Courtney] I love that. Mine's not gonna look as nice as Michaela's. - [Michaela] I'm actually gonna do some stardust jelly roll, which comes with like, a pigmented color in glitter. So I'm just gonna color inside here. - [Camera Woman] We have our first question. - [Michaela] Okay. - [Camera Woman] Hattie asks, are any of the products permanent on fabric? - On fabric, I think I heard this whole thing when I went to the Sakura headquarters. - You did. (laughing) So for fabric, we don't really carry anything that's like a fabric marker necessarily. It depends on what you're gonna use it on, I have heard quilters use it, use Microns, but we don't recommend drawing with our products on any fabric that you're intending to wash frequently, so for example I do, one of the classes we do for the challenge is writing on a canvas tote bag, and that's not something I would wash every single day, or every week necessarily. - So not like a tea towel, or a T shirt. - Yeah so, something that we could recommend for that is Identipen, which is a dual tip permanent marker, and it comes in, I think eight colors. - Yeah, it's really nice, it actually has like, no odor like a lot of permanent markers. But the thing with a lot of these markers and so forth, is for something to stay into fabric, it needs to be dye based, and these are, a lot of these products are pigment based, right? - Right, and you know, it depends on your detergents. - [Courtney] Too many variables. - [Michaela] Too many variables, so it's probably not something I would recommend. - [Courtney] Good question. I'm trying to remember my lesson, thick on the down stroke, light on the up stroke, but I think I've just made everything thick. - [Michaela] That looks good. - [Courtney] I'm not sure. - [Camera Woman] We have our next question. Do the markers bleed? - Yeah, good question, so someone's asking, do the markers bleed? - Well Courtney's using the Perma pick right now, and

© CBTV Live and Creativebug Inc., 2026

she's doing it on craft paper. - Which is very fibrous, anything that was, is like really inky would bleed, but it totally is not, it's staying really nicely. - That really depends on the type of paper you're using, so the smoother the paper, the less likely you'll have bleed out. Usually bleeds come from fibrous papers, anything that's really toothy, and you wanna make sure your pen is paired with the correct kind of paper. For example, if you're using like a water based pen, like our Koi markers, you'd wanna do that on a watercolor paper, and not like, a printer paper, or drawing paper, 'cause that can make it. - Or marker paper works too. - Right, and that can make it pilly otherwise, - Yes - So you wanna make sure your paper is intended for the pen that's being used on it. - Yeah, that's a good question, you wanna make sure you're setting yourself up for success. - [Michaela] Yeah, and good quality pens, and good quality paper make a big difference. - [Courtney] Totally. I did not follow Michaela's tutorial, where I'm supposed to keep my negative spaces similar. - [Michaela] Why don't you color in your negative spaces with like, a bright color or something, that's something fun you can do. And then, if you do the moonlight, they're actually opaque, so. - [Courtney] Okay. - [Michaela] Like paint markers, you can correct them, and make your two Ls very similar by covering up some of the blue. - [Courtney] That requires me to be perfect in this step. - [Michaela] But it's a tiny nib, so you should be able to have a little more precision. I'm just doing a neon drop shadow on my letters. - [Courtney] This really is amazing coverage, I'm doing light over dark here, which is pretty incredible. Oh these look like little bunny ears. - [Michaela] Cute, Easter card. - [Courtney] Yeah, hello bunny. - [Camera Woman] We have our next question. Shawna is asking if you can use watercolor on those cards? - Hi Shawna, welcome, we're not using watercolor paper at the moment, I would recommend, just like we were talking about using the right combination of pens to paper, same thing for paint, if you're working with something that's really light weight, you're gonna get more rippling. - Yeah. - Even with the Koi watercolor set, like anything you introduce water into, you need to make sure that there's a paper that's either mixed media, or watercolor paper. - And the craft paper is a store bought, pre folded card, but my black paper is just Strathmore Artagain, so this is a card that I folded myself, if you wanted to do watercolor paper, you could make that yourself by cutting and folding too. - Totally, good questions you guys. What else am I gonna do? - [Michaela] I know, it's so fun. - [Courtney] I think I'll do this too. Plus like, sending a card to someone totally makes their day, especially if they got their utility bill in the same day, because then they got one good piece of mail and one bummer piece of mail. - [Michaela] Yeah. - [Courtney] To balance out. - [Michaela] Do you wanna do some envelopes next? - [Courtney] Yeah. - So the Hello Lucky and Egg Press Write On cards come with also six envelopes, and they're blank, and white, and you can decorate them. They're also pre printed with official Write On correspondents, and so you can actually track what number letter this is, so say, it's day three of the letter writing challenge, I would put number three, and it has like a little website and do dad here, so that if the person receiving letters is interested they can go check it out too. - [Courtney] I love that. - [Michaela] It keeps paying forward the letter writing. - [Courtney] That's awesome. Okay, I started an envelope earlier, I love this hand motif from Hello Lucky, and I was thinking I was gonna send my mom a note and she's obsessed with Halloween, so I was kinda doing Halloween motifs. This was fun, I used the, this is the Permapaque for this, which is so nice, that's just one pass, and it's like, so rich, and painterly. And then I was using the Pigmabrush pen, because it's permanent. - [Michaela] Yeah, these are good materials to use because when you send them in the mail if it's raining, it won't run. - [Courtney] I love that. - [Michaela] I'm gonna do a border on my envelope. - [Courtney] Oh yeah, tell me about that pen, I wasn't familiar with that pen until you came and filmed with us. - [Michaela] This is a Pigma Calligrapher pen, so, you've probably seen calligraphy pens on the market before,

© CBTV Live and Creativebug Inc., 2026

and they can be like a marker nib, which is fibrous, and kind of soft, after you use it for a while. - [Courtney] Yeah it gets like, fuzzy. - It doesn't withstand pressure that well, this one is actually a plastic nib that feeds the ink between two pieces of plastic, so you can be really rough with this. - It's like, it absorbs pressure. - It's firm. - But also, flexible. - Right, so. - Which is really cool, just watch her use it, it's really fun. - It gives you some really nice lines, let's just do like a regular basic dash line pattern. It's almost like a stamp. - [Courtney] Love it, I wanna try one. - [Michaela] And these are our Pigmainks, so they come, a lot of our products, like Micron, Graphic Pen, we have a Pigma brush pen, - [Courtney] And, I know you said, like you really have to give a lot of pressure for a really clean line. - [Michaela] Mm hmm, and if you lighten up the pressure, which takes a little bit of practice, you can actually get a dry brush effect with that too. - [Courtney] Oh fun. - [Michaela] And we recommend, when you open a fresh pack of these, to kind of play with the nib a little bit to get used, 'cause it's a very different feeling, it's really firm. - [Courtney] Like break it in a little. - [Michaela] Yeah, okay, I'm going to. - [Courtney] This is a pretty mystical envelope I'm working on here. - I love it. (laughing) - It's like magic voodoo. - Yeah, and make sure you leave space for you stamp. - Yes, oh, that's another thing, if you needed any more inspiration, I'm always advocating for going to the post office, because I do send so many post cards, and check, like ask about the stamps, usually there are a few stamps at the register, and they always ask if you want stamps, but it's not always like, the best ones, so ask to see the book, 'cause these Oscar De La Renta ones that just came out are amazing, and I really liked these Wonder Woman ones as well. So it's fun to add like a cool stamp. I think this one will be good for my Halloween. - [Michaela] Oh, pretty. - [Courtney] Kinda themed. - [Courtney] I'm gonna show you, I don't know if we've showed these on live before, but these are the jelly roll gold shadow pens. - [Courtney] Oh, I love that. - [Michaela] And we also have another product called silver shadow, and so basically what it does, is when you write. - [Courtney] Do you want black? - [Michaela] Sure, actually white's better for these. - [Courtney] White, here. - [Michaela] Okay, so when you write with them, they come out in the color you see on the barrel, so this one is, I believe purple, but as the ink dries, and if you use more of like, a porous paper, the ink will dry, and just the center of it will be gold, and the outline of it will be the color you see on the cap. - I love that, yeah, that's another thing, if you're, you've only used a couple types of the jelly roll pens, you can tell the different effects they have because the caps usually have like a little icon, so that's the moonlight, this gold shadow has like a little falling star. Oh I love that. So pretty. - [Michaela] So, these are both like the pinky purple ones, but this one is a silver shadow, and this one is gold shadow, and as it starts to dry you can kinda see the difference. - [Courtney] Yeah, I love that. - [Michaela] So these are really pretty, like if you did someone's name on the lettering, you can add a lot of detail with these. - [Courtney] I love it. - So there's my border, I'm gonna probably do a brush pen. - [Courtney] Oh yeah, do you have something over there? - [Michaela] Some of these guys. - [Courtney] Let's see, I've got a black brush. - [Michaela] Okay, let's do that. Who should I address this to? Let's put Allison. - [Courtney] Oh, I love that. - [Michaela] Is it two Ls? - [Courtney] Yes, two Ls. - [Allison] It is two Ls. - [Michaela] So we're gonna do bold on the down stroke, light up, bold... Bold, light... - [Courtney] I love that. - [Michaela] And I'm gonna do a drop shadow, so. - [Courtney] Do gray... - [Michaela] I'd probably only send mail using the Koy coloring brush pen in the summer. Just because it is a water based, so in case it rains or something. - [Courtney] Which is cool, I know a lot of people use these markers, but because they're water based, you can use them like water colors, so in her class, Michaela shows how to blend them with a water brush, which is really fun. - [Michaela] Allison, do you want some mail Allison? - [Allison] Always. (laughing) We have our next question, Janice is asking, what do you need for supplies? So if

© CBTV Live and Creativebug Inc., 2026

you were just starting out, what supplies would you use for that? - For letting writing, is it Janice you said? Janice is asking what are some good supplies for a beginner, yeah, like if you had to pick just one or two pens to start with. - For letter writing, I would probably recommend one of our fine point jelly roll classics, they come in a lot of really pretty colors. And they dry quick - These guys right? - And then another option you could do, is these are new, pretty new still, I think we talked about these in the bullet journaling - These are the best. - This is our new Pigma Micron PN, and PN stands for plastic nib, and so if you're heavy handed, or actually, even left handed, you can write at all angles with this pen, it's really really durable, and you know, it just withstands a lot of pressure, but still has that same great archival ink. - [Courtney] I love these. - [Michaela] So it's good for letter writing. - I have never been a huge Micron user, just because I'm really hard on the tip, but now that these PNs have come out I'm like, obsessed. - And because the nib is kinda flexible, you can vary your line width, so if you do more pressure it's a little bit of a wider line, if you do light, you can go really fine hair lines. - [Courtney] I love that. - [Michaela] So it's a really versatile pen for like, lettering, drawing, illustration. - [Courtney] Plus what's nice about letter writing is, it's like, so easy to throw in your purse, and just while you're waiting in line, instead of checking your phone, or like at a cafe waiting for a friend or something, it's really easy to just pull out a little card or an envelope and decorate it as you go, the Microns are great just to throw in your bag, if you wanna be a little bit more ambitious, and try some paint, the Koi watercolor sets are really fun. - [Michaela] Yeah, I'm just doing a block print here. - [Courtney] And the jelly rolls are amazing, the fact that you can do light on dark is pretty cool. - [Michaela] Yeah, we have so many products, so many fun things you can try for letter writing. - [Courtney] I love that, that's really fun, so you could color that in or you could leave it as a style, that's awesome. - [Michaela] I'm gonna do a metallic over that. - [Allison] We have another question, Debby is asking, if my Sakura pigment ink pen dries out, can I bring it back to life or must I replace it? - It's probably best to replace them, you don't wanna do anything like take the pen apart, or anything like that, we definitely don't recommend doing that, you're gonna get the best results with a fresh product. And I always recommend people buying the packaged product, because sometimes when you have the open stock in the store, you don't know who's like, played with the pens, or how long they've been there, so I recommend doing like, a blister card set, that's really helpful. - And Michaela was telling me, they also recommend that you store the pens horizontally, right? - Yeah, horizontals. - So in a pen bag is good, so like, instead of a cup, you know, on your desk, like maybe finding a little cubby to stick them into. I saw this really cute DIY where somebody took a wine rack, and instead of putting bottles, they just put cups, and so it was like, all their pen organization. - Oh, that's helpful. - So it's all horizontal, which is also good for the wine, It works for your pens. I love this white jelly roll, cause you can draw on top of the dark, which is really fun, so nice. - [Michaela] I'm gonna show you the souffle pen too, so this is another pen, it looks really similar to the jelly roll, 'cause the cap is the same, but it's different because it's a dimensional pen, so if you write really slow with it, it gives this really nice raised effect, and it works well over dark surfaces, you can do it on white paper. The slower you write, the more raised it is. And sometimes it looks kind of translucent when you first put it down, but as it starts to dry, you'll see the color start to look more like what's on the cap. - [Courtney] I love that, yeah, it's kind of amazing to see. - [Michaela] And I feel like, this pen is cool, because this one, and the stardust, if you use it in your artwork, it's not something you can replicate digitally, Like you can't make a raised edge, you can't make a digital sparkle, so it makes your stuff one of a kind. - [Courtney] I love that, definitely adds to the ability to customize your cards, and your letters. - [Michaela] And you know, it makes people feel special, you spend a lot of time making these things for them, they really appreciate it. -

© CBTV Live and Creativebug Inc., 2026

I know, I could sit here and do this all day, so fun. Awesome, remember guys, if you share and comment below, then you'll be entered to win a set of these awesome cards from Egg Press and Hello Lucky, and tell us again when national writing starts. - [Michaela] It's the month of April, so it's 30 days, 30 letters, and challenge yourself to write something everyday, if you run out of ideas, just head to WriteOnCampaign.com for more inspiration. - [Courtney] That's awesome, and Allie will be posting that link, we're having a few technical difficulties, just give us a second. We'll be back on, you guys can watch us draw for a minute. - [Michaela] That's really cute. - [Courtney] I love this little hand. Are we good? - [Camera Man] Yeah. - Hi again. (laughing) - Tell us again, one more time where we can go. Okay, so you can go to WriteOnCampaign.com and do 30 letters in 30 days, if you run out of ideas, they have a lot of inspiration on the site to help you keep going, and stay motivated. - Which is awesome, and this six pack of letter press cards, plus a jelly roll to start, will kick start your month. Join us for Michaela's 30 days of lettering, which is coming soon to Creativebug. And we'll see you next week for our next live. Thank you for being here all week. - Thanks - See you guys next time. (upbeat music)

© CBTV Live and Creativebug Inc., 2026