



AMBASSADOR & CONTRIBUTOR KIT

Your complete guide to spreading the joy of real mail

Welcome to the flock.

Together we reconnect the world — one postcard, one real moment at a time.



From the ends of the Earth to the hotel lobby — real mail still matters.

2026 Edition

Welcome to the Pombly Family

Thank you for choosing to become a Pombly Ambassador or Contributor. You are joining a global community of people who believe that in a world of instant messages and disappearing stories, the weight of a postcard, the curve of handwriting, and the journey of a physical postcard still hold unmatched power.

This kit is your starting point. It explains who we are, what we stand for, how you can contribute, and how we support you every step of the way.

Our Mission

Pombly makes it possible to send real physical mail — postcards with thoughtful notes — from anywhere in the world to anywhere in the world. Whether you are standing on a beach in the Caribbean, sitting in a hotel lobby in Asia, flying high above the clouds, or watching waves crash in Antarctica, you can put real paper into real hands.

We exist to keep human connection tangible. Digital is fast. Real mail is memorable.



Even our perpetually grumpy carrier usually manages to deliver.

Why Real Mail Still Matters

- A postcard can be held, reread, kept on a fridge door for decades.
- A postcard from a faraway place carries the dust of the journey.
- Handwriting is a fingerprint of presence — proof that someone paused for you.
- In a noisy digital world, something quiet and physical cuts through.

Real Mail, Real Moments

Pombly is for every kind of traveler, dreamer, and connector. Here are just a few of the moments our community lives:

From the Edge of the World



Even in the most remote places, a green postbox waits. A penguin (or a determined human) can still send a postcard home. No signal required — just postcard, a stamp of intention, and the will to connect.

In the Heart of the Journey



Hotel lobbies around the world become little post offices. Families pause to choose the perfect postcard — “For Your Loved Ones” — and turn a holiday memory into something that will arrive long after the suitcase is unpacked.

Every Seat, Every Shore

30,000 Feet Above the Ordinary



Even mid-flight, inspiration strikes. A magazine page becomes a reminder that the best trips are the ones you share on a postcard. Real mail turns “I was there” into “I thought of you while I was there.”

Where the Ocean Meets the Page



Children on the sand, crayons in hand, writing the day's adventures. These are the first postcards many of us ever receive — and the ones we never throw away. Pombly keeps that simple magic alive for the next generation.

Ambassadors & Contributors

There are two ways to fly with us. Both are valued equally, and many people do both. Choose the path (or paths) that fit your energy.

Ambassador

You are the face and voice of Pombly in your community — online and offline. Your core role is endorsing and spreading the word about Pombly. You share stories, make recommendations, and help more people discover the joy of real mail.

Ambassadors earn a little for their efforts, especially through referrals.

- Share authentic moments of sending or receiving mail
- Post, like, refer friends, and talk about Pombly
- Represent the brand at local events or travel meet-ups
- Invite others into the flock

Contributor

You are the heart of Pombly's mail. Your core role is creating and sending physical postcards/mail, which brings the experience to life for recipients. You get paid for successful orders (when your mail is sent and received by a Sender).

Contributors also help shape the emotional side of mail through creativity.

- Send beautiful, meaningful physical postcards
- Write about your own mail journeys or capture the emotion of sending/receiving
- Design postcards, illustrations, templates, or suggest new ways to make mail special
- Share stories, images, or videos that show the real impact of tangible mail

Early-bird incentive

The first 100 qualifying Contributors who sign up and complete 3 successful orders (cards sent and received) will receive a \$10 USD bonus credit.



Even our grumpy carrier has to admit... every contribution is celebrated.

Content Guidelines

When you create for Pombly, keep these principles close. They protect the warmth and authenticity of the brand.

Be Real

Show genuine moments. A slightly messy handwritten note is more powerful than a perfect staged shot. People can feel sincerity.

Celebrate the Journey

Mail travels. Show the stamps, the postmarks, the waiting, the surprise of arrival. The story is not only the message — it is the miles it crossed.

Keep it Warm

Our tone is friendly, hopeful, and a little playful. We never shame digital communication; we simply offer something slower and more lasting alongside it.

Respect Privacy

Never share private addresses, personal letters without clear permission, or images of children without parental consent. When in doubt, ask.

Visual Style Notes

- Prefer natural light and real environments over heavy filters.
- Soft, rounded compositions feel true to our world.
- Include the human (or animal!) element whenever possible.
- Our mascot — the Pombly pigeon — is a perpetually grumpy, long-suffering carrier who always looks mildly annoyed at the universe. He can appear in illustrations or as a sticker, but never force him into every photo.



Even our perpetually grumpy carrier needs a coffee break.

Brand Assets & How to Use Them

You will receive access to a shared folder containing logos, the pigeon illustrations, colour values, and templates. Until then, here are the essentials.



Primary mark (circular) and wordmark. Always keep clear space around them equal to the height of the red dot.

Colour Palette

Navy #1B3A5F — primary text and deep backgrounds

Red #E63946 — accents, highlights, the stamp

Cream #FDF8F0 — page and soft backgrounds

Warm Gray #5A6A7A — secondary text

The Pombly Pigeon

Our carrier is a grumpy, unlucky, but stubbornly dedicated professional — tired from the journey, often frustrated by weather, lost stamps, or surprise rainstorms, yet he keeps going. Use the official illustrations only. Do not redraw or alter the character without approval. The pigeon can grumble, glare, dust himself off after a mishap, or mutter under his breath — just like the rest of us.



"That was worth it... I think." — the feeling we want every recipient to have.

What You Receive

As a recognised Ambassador or Contributor you gain:

- Early access to new features and limited-edition postcards
- A personal referral code so friends can try Pombly with ease
- Feature opportunities on our channels and in the community newsletter
- Occasional surprise mail — because we practice what we preach
- Direct line to the Pombly team for questions, ideas, and collaboration
- Invitation to private online gatherings and (when possible) real-world meet-ups

Getting Started in Three Steps

1. Introduce yourself

After completing the signup form, you'll receive a welcome email from us.

Reply to that email with a short note telling us why real mail matters to you and which role (Ambassador, Contributor, or both) feels most natural.

2. Claim your assets

You will receive a private link to brand assets including logos, illustrations, caption templates, and usage guidelines.

3. Send your first piece of Pombly mail

Nothing teaches the magic faster than experiencing it yourself. Send a postcard or letter through the service, then share the moment with the community (if you wish).

We are genuinely glad you are here.

The world needs more people who still believe a stamp can change someone's day.



Real Mail Anywhere to Anywhere

Questions? pomblyadmin@gmail.com