

Speak Out Wisely

Brief Instructions

1. **Speak Out** - Use these images to create bumper stickers that are large enough to say something meaningful, relatively inexpensive, durable through rain and cold, and easy to apply & remove. It's empowering to speak out.
2. **Saving Images** - Select an image for a bumper sticker or social media post and open it. To save the image:
 - On an iPhone or iPad - Tap the box with arrow out icon. On the pop up menu, choose the Save Image icon (box with arrow in). The image will be in your Photos app.
 - On an Android phone or tablet - Tap the Share icon. On the pop up menu, choose the Upload to Photos icon. The image will be in your Google Photos.
 - On a Windows PC - Right click and select "Save Image" (not Copy Link). Choose where you would like to store the image.
 - On a Mac - Right click and select "Save Image As" (not Copy Link). Choose where you would like to store the image. On a MacBook track pad, you can Right Click by clicking with two fingers or holding the Control key when clicking.
2. **Usage** - You are free to use, publish and distribute these images for non-commercial purposes as long as the content is not modified.
3. **Social Media** - Freely use the image on any social media site - Facebook, Twitter, etc. Or share photos of your car's bumper sticker (without your license plate) on Speak Out Wisely or on social media.
4. **Make a Bumper Sticker** - Freely use the image to create a bumper sticker¹:
 - a. Purchase **Con-Tact Brand Clear Covering Self-Adhesive** shelf liner. This is sold in 18 inch by 9 foot rolls at most hardware stores(\$3 - \$4) and online at [Amazon](#) (~ \$7) It comes in matte or clear - either works well. From an 9 foot roll you should be able to cover about forty-two 7 in. wide bumper stickers (less than 10¢ per bumper sticker). This self-adhesive clear cover coat is also great for making the covers of soft bound books more durable.
 - b. Print out the image. For best results, **print in color and landscape**. In landscape, the full size image will be about 10 in. wide by 4.25 in. tall. If you want a smaller image to fit better on your bumper, you could scale the print size. On a Mac using the Preview app, printing with a 70% scale yields a 7 in. by 3 in. bumper sticker. Printing with a 90% scale yields a 9 in. by 3.8 in. bumper sticker. On a Windows 10 PC using the Windows Photo Viewer app, a 5x7 photo print yields a 7 in. by 3 in. bumper sticker. On an iPhone or iPad, you can print directly from the Photos app but you won't have any control over the size. Using the Pages app and inserting the selected photo allows control of the image size to be printed.
 - c. Trim off the white space around the printed image. Lay the printed image on the back of the cover coat, which has a 1 cm. grid on it. Cut out a piece of the cover coat that is about 2 cm. (about 0.75 in.) larger than the image on all sides.

¹ Applying and removing the bumper sticker should not damage the paint on a car with paint that is good condition. Application of the bumper sticker is at the user's discretion. Speak Out Wisely, LLC is NOT liable for any damage that occurs to a car's paint or bumper.

- d. Strip the cover coat backing off and put it on a table sticky side up. Carefully put the printed image face down on the cover coat leaving a 2 cm. border on all sides. To prevent bubbles or wrinkles, start from one edge and gradually roll the rest down.
- e. Clean your bumper of grime and dirt. Carefully apply the bumper sticker to the bumper starting at the top edge and rolling it down. Be careful not to have any wrinkles along the top edge, so the bumper sticker is protected from rain. Due to the curvature of the bumper some minor wrinkles may occur on the sides or bottom - that is normal. Do not apply bumper stickers to car paint or bumpers if the poor surface condition of the paint or bumper could result in damage.
- f. The bumper sticker should last for many months or longer, through rain and cold. But since your total investment is small, you can remove it whenever you want. And optionally replace it with another bumper sticker about a more recent issue.
- g. When you want to remove the bumper sticker, carefully peel off the cover coat. If there is any sticky residue left, then it can be removed with Goo Gone.¹ These bumper stickers are much easier to remove than a large vinyl bumper sticker because the sticky surface is just around the edges, not in the center, and the cover coat adhesive is not as permanent as vinyl bumper sticker adhesive.