

ILLUSTRATE IT *agency*

Brief Pack
Celestial

CELESTIAL

Creative Direction:

Welcome to a world where the sun smiles, stars giggle, and the moon watches over sleepy dreamers. This theme celebrates the gentle magic of the cosmos through the eyes of a child — full of warmth, curiosity, and wonder.

Artists are encouraged to capture the timeless beauty of the sun, moon, stars, and planets, creating artwork that feels both modern and nostalgic. Think of glowing skies, soft cosmic shapes, and friendly celestial characters that invite imagination and comfort. Your designs should feel tender and uplifting — perfect for nursery spaces, baby apparel, or bedtime story moments.



Mood & Atmosphere:

- Dreamlike, peaceful, and full of quiet joy
- A balance of soft pastels and twilight hues to evoke the transition from day to night
- Whimsical and reassuring — the universe made small and safe
- Textured and tactile — gentle brushstrokes, painterly dots, or subtle linen textures
- Think of bedtime hush, lullabies, and wonder before sleep

Visual Motifs & Elements:

- Smiling suns, crescent moons, twinkling stars, and gentle planets with soft faces and friendly personalities
- Sun and moon pairs — day meeting night, light meeting calm
- Planetary orbits, solar systems, and cosmic constellations simplified for children
- Clouds, comets, and shooting stars dancing across the sky
- Suns surrounded by rainbows, moons cuddling stars, planets holding hands
- Sleepy animals nestled on moons or riding comets — bunnies, bears, mice, or foxes

Supporting Pattern Ideas:

- All-over scattered star or moon-and-cloud prints for pyjamas and blankets
- Repeating planetary orbits or cosmic rings with soft, painterly lines
- Day-to-night transitions: half motifs in sunrise tones, half in twilight hues
- Solar system stripes with suns, moons, and stars aligned in rows
- Subtle constellation maps formed from playful dot patterns

Application Ideas & Markets:

Designed for the children's lifestyle and nursery markets, this theme shines across multiple product categories:

- Nursery Décor: wall prints, mobiles, lampshades, cushions, and bedding
- Apparel: baby grows, pyjamas, bibs, and cosy sleep sets
- Gift: keepsake boxes, milestone cards, journals, and wrapping paper
- Stationery: notebooks, calendars, cards, and educational prints
- Toys: puzzles, soft toys, stacking blocks, or activity mats with celestial motifs

Final Thoughts & Creative Challenge:

Create an illustration or collection that captures the balance of day and night – where suns beam gently, moons dream quietly, and stars twinkle softly between them.

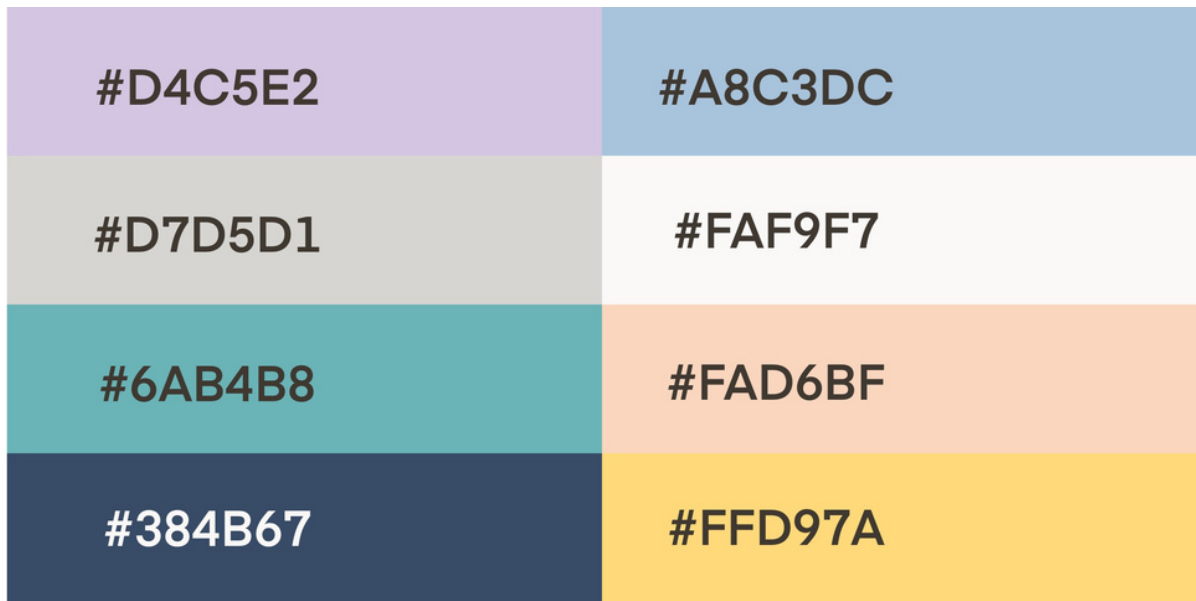
Design a hero piece that celebrates connection and comfort under one sky – whether it's a family of stars, a moonlit hug, or a smiling sun rising over sleepy planets. Then create one supporting repeat pattern inspired by your main artwork – a starry scatter, orbit trail, or celestial stripe.

Let your creativity float among the stars – soft, glowing, and full of joy. 🌞🌙⭐🚀



Color Palette:

Feel free to add your own colours to this palette



Moodboard:

You will find our Pinterest [moodboard here](#)

Inspiration only - please do not copy work seen here.

