

ILLUSTRATE IT *agency*

PITCH DECK BRIEFS

**‘GALENTINES’
FOR GREETINGS, PAPER,
STATIONERY & GIFT**

Creative Brief: GALENTINES

Theme: Love You Like a Sister (But With Snacks)

Galentine's Day is all about celebrating female friendships with heart, humour, and a healthy dose of glitter. This week's brief invites you to dive into the warm, joyful world of sisterhood and sass - design a collection that feels like a long overdue brunch, a secret-sharing sleepover, or a soul-soothing group chat. Whether your collection is heartfelt, hilarious, or a little of both, it should radiate love, laughter, and the joy of platonic connection. Think bold typographic sentiments, sweet treats, florals, fizz, and fierce femme energy.

Inspiration & Direction

Mood & Atmosphere

Galentine's Day is upbeat, unapologetically girly, and full of affection. Think of it as the Valentine's Day remix: less romance, more realness. Your designs should capture the love between friends—silly, supportive, and full of personality. The tone can range from warm and emotional to cheeky and irreverent.

Visual Motifs & Elements

Here's what could inspire your collection:

- Heart-led design: Classic hearts, broken hearts, candy hearts with a twist
- Florals: Roses, daisies, tulips—stylised or whimsical
- Brunch & Treats: Pancakes, pastries, cocktails, coffee cups, prosecco bottles
- Gifts & Surprises: Wrapped parcels, confetti, balloons, sparkles
- Characters & Icons: Feminine faces, friends hugging, diverse groups of women, animals as stand-ins for BFFs (e.g. llamas, sloths, cats)
- Typographic focus: Phrases, puns, and punchy one-liners are a must

Application Ideas & Markets

Design your collection for these key areas:

Stationery & Paper Goods

- Greeting cards (especially for February 13th)
- Notecard sets or mini envelopes for love notes between friends
- Sticker sheets, journals, planners with Galentine's affirmations

Giftware & Lifestyle

- Mugs, coasters, candles, or keychains with slogan-based designs
- Gift bags, wrap, and tissue paper featuring motifs or character patterns
- Wall prints or decorative mini signs with empowering messages

Optional Crossover Appeal

- Some designs could be versatile enough for general encouragement, birthdays, or self-love—not just February 13th!

Punspiration Station!

Here are some pun ideas you can sprinkle throughout the designs:

- “Brunch Bunch Forever”
- “You're my better half (of this cheese plate)”
- “Gal Pals Before Guys”
- “Soul Sisters & Snack Addicts”
- “Love you more than bottomless mimosas”

- “I only have fries for you”
- “You're the jam to my toast”
- “Slay My Name”
- “You had me at carbs”
- “Lattes & Laughs with My Faves”
- “More love, less drama”
- “You're my cup of tea (with extra gin)”

Final Thoughts & Creative Challenge

Galentine's is more than a date on the calendar—it's a celebration of friendship, laughter, and all the little things that make life sweeter together.

Ask yourself:

- How can you show friendship without relying on romance?
- What visuals will make someone laugh out loud—or feel seen?
- Could your product feel at home in a boutique gift shop or an independent card line?

Create a warm and witty collection that celebrates platonic love in style.

Collaborate on Pinterest



DELIVERY:

- ✓ Sell sheets containing at least 2 images and a maximum of 9 images eg. 1 placement and 1 pattern, or 2 placements, or up to 9 patterns boxes - but mix of pattern and placement is best.
- ✓ size 8.5in x 11in - if you have A4 size already that's fine! Sell sheet templates are provided.
- ✓ Page orientation - not fussy 😊
- ✓ Preferably at 200dpi - but keep a min 300dpi copy for yourself.
- ✓ When submitting work for the pitch deck themes - please use the theme when naming your image (important) - and please also include your name or initials on all of your work (eg. MelA-bejewelledbugs01).

I cannot wait to see what you create 🌟❤️💎