

ILLUSTRATE IT *agency*

PITCH DECK BRIEFS

June 25 - GREETINGS DECK
'WORLD OF WONDER'

Creative Brief: A World of Wonder

Objective

Celebrate the beauty of global traditions and rituals, capturing the rich diversity of festive seasons around the world - a respectful, sophisticated exploration of cultural heritage and global celebrations.

Mood & Atmosphere

Elegant, spiritual, and pattern-rich

A nod to craftsmanship, textile heritage, and symbolic beauty

Celebrates unity and tradition through storytelling details

Think: gold-threaded detail, reverent design, and layered meaning

Motifs to Explore

Arabesque and mandala motifs with fine detailing

Lanterns, crescent moons, menorahs, and Kwanzaa kinara rendered with elegance

Spiritual animals in symbolic poses (e.g. doves in flight, elephants with garlands)

Festive objects like decorative bowls of sweets, wrapped boxes, and heritage ornaments

Celebratory still life scenes with candles, textiles, and traditional food

Supporting Pattern Ideas

- Intricate Geometry: Inspired by Islamic tiles, Indian mandalas, or African mosaics
- Floral and Textile Patterns: Kantha stitches, ikat, or handwoven-style linework
- Borders and Frames: Paisleys, lotus petals, vines, or prayer archways
- Gold-lined Iconography: Abstract stars, moons, flames, and festive motifs
- Layered Motif Grids: Blending cultural symbols into graphic arrangements

Seasonal Touches & Materials

- Use texture and layering to evoke artisanal, hand-crafted aesthetics
- Pair metallic details with rich patterns on dark, elegant grounds
- Add messages such as “Peace on Earth,” “Shalom,” “Eid Mubarak,” “Happy Diwali,” and “Unity & Light” in calligraphic or cultural styles
- Embellish with heritage motifs like woven trim, embossed surfaces, or layered transparencies

★ Please use the Pinterest board for reference/ideas - add to it if you like, (I’ve started it off, but I didn’t search for all of the motifs suggested in the brief) - but please stick as close as possible to the colour palette provided 🙌 If you need to extend the palette, please only add neutral colours.

Pinterest board - Please use this board for inspiration only - please do not copy anything from here:

<https://pin.it/5JfmfxwvY>



~ Example artwork found on Pinterest

Colour Palette:



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! But please try to make the new sheets in this size - eventually they will all be the same.

✓ Page orientation - not fussy 😊

✓ Preferably at 200dpi - but keep a min 300dpi copy for yourself.

✓ When submitting work for the new trending themes - please use the theme when naming your image (important) - all of the evergreen work can be named anything, and please also include your name or initials on all of your work (eg. MEL-home4holidays01).

✓ Please aim to provide a new mini-collection artwork for at least one of the trending pitch deck themes - but please bear in mind that the more you are able to send to me, the more I can pitch for you 😊

✓ **Submit using your personal Airtable form by 30th June - thank you.**

I cannot wait to see what you create ★ 🔥 ❤️ 💎