

ILLUSTRATE IT *agency*

PITCH DECK BRIEFS

June 25 - HOME DECOR DECK
'NORTHERN KEEP'

Creative Brief: Northern Keep

Objective

Celebrate the majesty and mystery of winter through bold, legend-inspired design. Northern Keep draws from the fortified interiors of ancient castles – spaces layered with coats of arms, woven tapestries, and illuminated manuscripts. This theme evokes whispered legends told by firelight, noble symbols etched in stone, and the hushed beauty of wintry solitude.

For adults, it speaks of medieval grandeur, protective warmth, and quiet strength.

For children, it offers enchanted scrolls, magical guardians, and cozy hideaways steeped in folklore.

Mood & Atmosphere

For Adult Audiences:

- Regal, protective, and rooted in myth
- Castle interiors lit by firelight and candle glow
- Inspired by illuminated texts, heraldic details, and ancestral strength
- Layered materials, ornamental flourishes, and deep quiet

For Children's Audiences:

- Storybook magic in enchanted stone halls
- Gentle guardians, secret scrolls, and noble beasts
- A place of safety and wonder during the long winter
- Warm, magical, and full of legends to explore

Motifs to Explore

- Illuminated letters, scrolls, calligraphy borders
- Heraldic emblems, family crests, and patterned banners
- Coats of armour, shields, medieval weapons (non-violent, symbolic)
- Tapestries, velvet drapes, stained glass, flickering candles
- Mythic creatures: lions, stags, griffins, dragons
- Arched windows, turret interiors, candle sconces
- Insignia motifs: runes, keys, medallions, wax seals

For Adult Illustration:

- Stylised manuscript illuminations and medieval marginalia
- Ornamental shields and crest repeats
- Heraldic beasts in muted, noble tones
- Warm light sources: lanterns, hearths, golden glows

For Children's Illustration:

- Friendly suits of armour, cloaks, and magical scrolls
- Charming heraldic animals (foxes with banners, bears in boots)
- Secret castle rooms filled with trinkets and tales
- Books that glow, enchanted tapestry scenes
- Soft symbols of bravery, magic, and protection

Suggested Supporting Patterns

For Adult Collections:

- Heraldic Repeat: Patterned shields and emblems with foliate borders
- Tapestry Stripe: Medieval fabric styling with texture and depth
- Illumination Flourish: Scroll motifs, initials, and gold touches
- Mosaic Panel: Stylised stained-glass window layouts

For Children's Collections:

- Mini Crests Grid: Cute icons like baby dragons, scrolls, candles
- Scroll Toss: Floating scrolls, keys, stars, and ribbon banners
- Knight & Creature Parade: Repeating lineup of friendly heroes and beasts

Illustration & Composition Style

For Adult Work:

- Elegant, balanced composition with a sense of quiet grandeur
- Rich, detailed textures with layers of stone, metal, and fabric
- Use of hand-drawn or digital linework inspired by medieval art
- Symbolic storytelling via architectural and heraldic framing

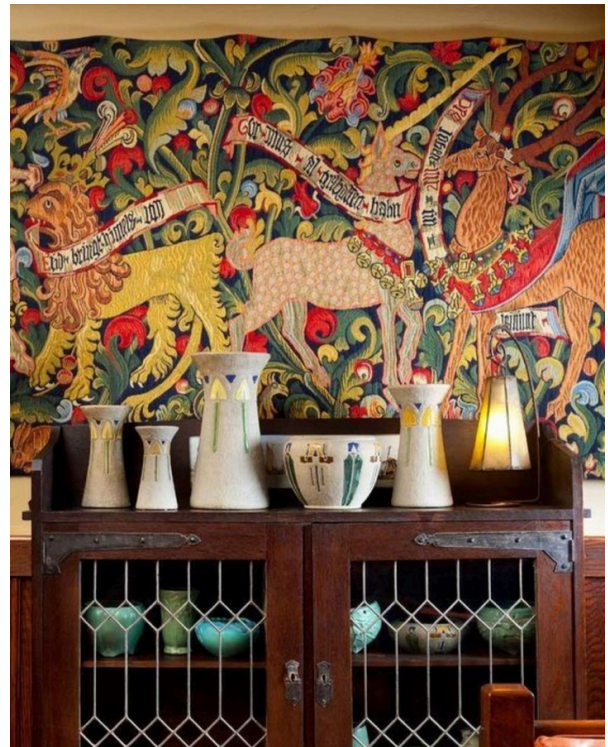
For Children's Work:

- Painterly, magical styles with expressive faces and textures
- Story-rich scenes that feel warm, mysterious, and inviting
- Soft, rounded shapes for emblems, armour, and banners
- Gentle character-led moments nestled in castle interiors
- Light and glow used to create atmosphere and focus

★ Please refer to the Pinterest board for visual guidance and inspiration. You're encouraged to expand it with on-theme references — but keep colour usage closely tied to the palette above. If extending, use soft neutrals or warm stone tones only.

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

<https://pin.it/4oaVwB1U0>



~ 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 ★ 🔥 ❤️ 💎