

shutterstock

Illustrat3

A Shutterstock Content Brief





Overview

The Power of the human touch

In the ever-evolving visual landscape, the quest for captivating content has become more important than ever. As customers strive to curate stunning environments, the demand for high-quality illustrations and vectors has grown. Notably, customers are specifically drawn to images crafted by human hands, valuing the authentic touch that distinguishes them from those generated by artificial intelligence.

These elements serve as a cornerstone for numerous creative projects across various industries. They play a vital role in representing themes that may be more difficult to demonstrate with photography.

Please remember to use the keyword phrase **Illustrat3** when submitting to this content brief.



Backgrounds

Stylized backgrounds enhance the impact of a design project.

Backgrounds serve as the canvas upon which other design elements come to life, adding depth, context, and personality to the composition. Some suggested background styles include:

- Backgrounds that match the aesthetics of the 1990s!
 - Big punchy text and abstract shapes
 - Color palettes that are heavy on blue, pink, purple, lime green, yellow
- Backgrounds in the style of retro risographs
 - This style relies on grainy color fades, large shapes, exaggerated figures and layering of different subject matter(s).
- Backgrounds and patterns in the style of brutalism
 - Minimalist color palettes or monochrome
 - Grungy backgrounds
- Surreal textures and abstract shapes



Holidays

Holiday magic, illustrated

Illustrations play an important role in holiday campaigns, effortlessly capturing the spirit and magic of the season while connecting with audiences on a visual and emotional level.

- Glitzy New Year Vectors
 - Think dark backgrounds and sparkling fonts that evoke celebratory fireworks you may see at midnight on December 31.
- Merry and Bright: Rainbow Hues
 - Remember that Christmas design trends go beyond basic red and green. This year, holiday aesthetics embrace all the colors of the rainbow.
- Paper Art Holiday Aesthetic
 - Demonstrate that holiday paper can be more than simple gift wrap! Illustrations of gifts and cards can bring a warm, folksy feeling to your brand's social posts and website graphics.



Health, Wellness, & Relationships

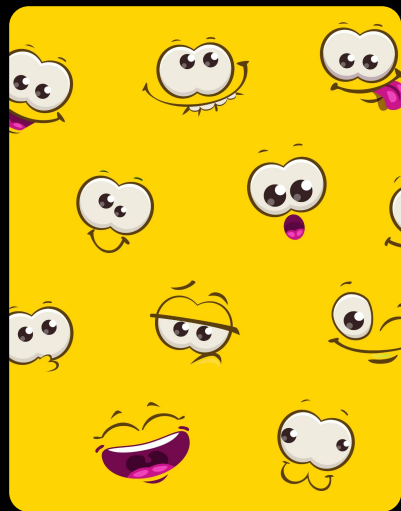
Visual care

Illustrations are vital in conveying health and wellness topics, simplifying complex ideas, transcending language barriers, and inspiring individuals on their path to well-being.

- Concepts relating to stress and mental health.
- Get well soon cards with thoughtful colors, interesting fonts, heartfelt words, and evocative imagery.
- Illustrations and vectors of sensitive topics, such as sexual health, where conveying a positive or non-alarming tone can be challenging through photography alone.
- Illustrations and vectors for children's and teen publications, helping address sensitive topics while conveying information and statistics calmly.
- Images expressing grief. They can have a profound ability to etch themselves into our memories. Their poignancy and raw emotion resonate deeply, serving as powerful reminders of the human experience.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **Illustrat3** content. We encourage you to use these examples as references while creating content that is true to your unique style and part of the world.



Customers want commercial-use content.

Legal Requirements

What is commercial-use content?

As the name suggests, commercial content can be used to commercialize, monetize, sell, promote, and advertise a product, business or service. Content that is licensed for commercial use has many more restrictions than content that is licensed for editorial use because commercial content is used for advertising and promotional purposes.

Please make sure the content you submit to this brief does not have any visible trademarks, intellectual property, and personally identifiable information. All content featuring recognizable people must be submitted with a valid model release.

Note that Shutterstock does not accept AI-generated images.



Make sure customers find your content.

Metadata

Providing relevant and robust metadata is the best way to guide customers to your content.

You can include up to 50 keywords and a 200 character description for each image or clip. Include information about location, occasions, actions, people, clothing, and concepts in your metadata. The more descriptive metadata you provide, the more likely a customer can find and license your content.

Be sure you designate the image as an illustration before submitting it to Shutterstock.

Include the keyword **Illustrat3** when submitting content for this request!



shutterstock

Thanks!

**We can't wait to see
what you create.**

Image Credits: Radiocat,rvika, Studio in the Wild, Westend61 on
Offset, gudinny, Yevheniia Rodina, PremiumArt, brainpencil,
arvitalyaart, TAW4