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sstkEidMubarak

A Shutterstock Content Brief





Overview

Eid in all its geographic variations

Eid is an Islamic holiday celebrating the end of the holy month of Ramadan. There are two Eids celebrated in one calendar year; one in late spring, Eid al-Fitr, and one at the end of summer, Eid al-Adha. The Eid celebration is a reward for a month of good deeds and a time to reconnect with family and friends. Shutterstock customers around the world, especially in consumer packaged goods, retailers, book publishing, and pharmaceuticals, look for **Eid visuals that genuinely portray the holiday and all its geographic or cultural variations.**

In this brief, we explain the types of scenarios and styles of content customers are specifically looking for. You may submit content for either Eid, but please clearly identify which one in metadata. Also include the keyword **sstkEidMubarak** when submitting work for this brief so customers can find it easily.



Scenes of celebration

Depicting the abundant diversity of Eid around the world

Common scenarios that Shutterstock customers search for include:

- Visuals that depict traditional Eid activities such as bathing, giving to charity, community meals, getting fresh, clean clothes, and joining special morning prayers.
- Family and friends coming together to celebrate. Eid is an especially important holiday for **children** who enjoy receiving gifts like new clothes and toys.
- Cooking, sharing, and enjoying traditional **Eid cuisine**. Different cuisines are prepared for each Eid. People commonly eat sweets and biscuits for Eid al-Fitr and meat-based meals for Eid al-Adha. Represent different food dishes that are unique to the holiday and the geographic region and please **include detailed information about the cuisine in your metadata**.
- Unique decorations representing Eid al-Fitr and Eid al-Adha.
- With Ramadan and Eid shifting dates every year, consider reflecting the **season and unique details** of the specific calendar year.
- Visuals of **Eid al-Adha** are a significant Shutterstock content gap.



Symbolism

Visual symbolism within Eid content

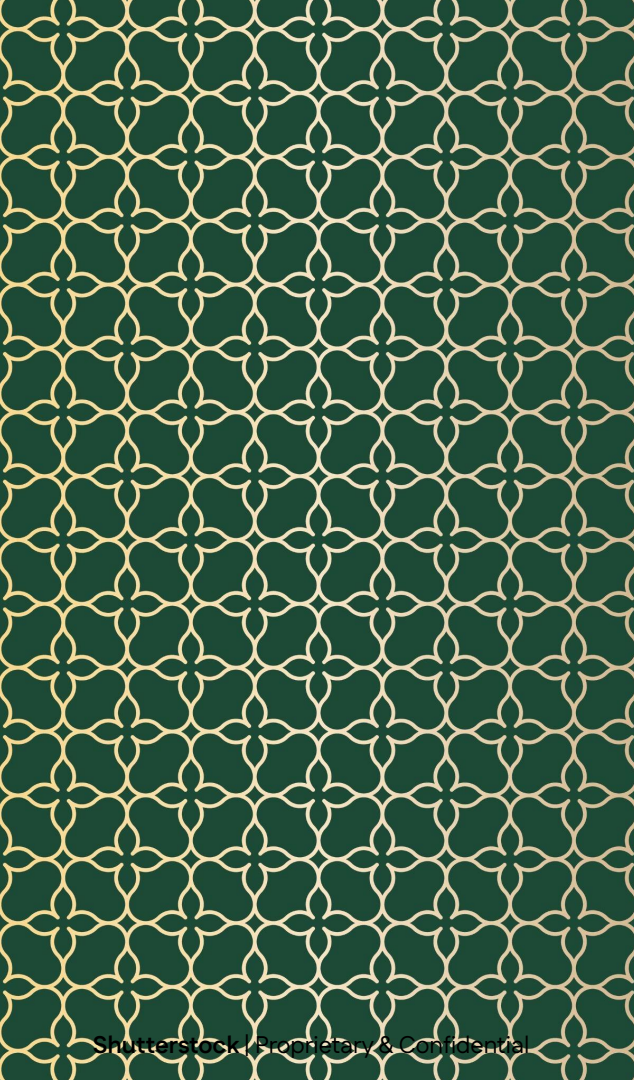
Visual symbolism can be used to depict the two Eids and their similarities as well as their differences.

- **Animals**, especially goats, sheep, rams, or camels that are alive – these animals are central symbols of the ritual sacrifice of Eid al-Adha.
- **Sweets** – A staple of both Eid celebrations but especially Eid al-Fitr. Specific sweet treats vary across the Middle East, South Asia, and other regions.
- **Charity** – is a theme across both Eid holidays and can be visually represented by people sharing food, donating money, and exchanging goods.
- **Crescent moon** – an important Islamic symbol signifying the beginning of a new month in the Islamic calendar.
- **Lights, balloons, lanterns, and fireworks** (including drone fireworks) – symbols of celebration.



Eid around the world

Eid celebrations and customs differ between countries. Clients often want to see content that **visually looks like their region** and the ways Eid is celebrated there. For example, in the style of the houses, decor, clothing, and cuisine. Spaces should appear lived-in and tidy. We strongly recommend incorporating location-specific details into your work and including city and country information in the metadata.



Illustrations

Customers, especially in book publishing, look for illustrations that represent the Eid holiday.

This can be:

- Depictions of lifestyle scenarios such as families cooking, eating, praying, and celebrating together.
- We encourage dense illustrations that fill the frame and have a strong story.
- Illustrations or vectors of traditional Eid motifs, such as the crescent moon or star, traditional Islamic ornaments such as geometric Islamic patterns, or Arabic calligraphy.

Models and Styling



Models

When casting your models, consider the vast diversity in ethnicity and age within the **international Muslim community**. Customers look for human imperfections such as skin texture, gaps in teeth, and diverse body shape.



Quality

When shooting photographs or videos, remember that clients prefer natural lighting, accurate exposure and white balance, appropriate focus, and minimal post processing.



Styling

We recommend the models and environment are styled in a natural and true-to-life fashion. Visuals should appear clean but real.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkEidMubarak** content. For more examples, view [this content collection](#). We encourage you to use these examples as references while creating content that is also sincere to your unique style and part of the world.



Shooting video?
Keep these
specs in mind.

Video Specs

Frame Rate:	23.98p
Resolution:	Horizontal (Cinema 4k) 4096x2160 (UHD) 3840x2160 (HD) 1920x1080 Vertical HD - 1080x1920 4K - 2160x3840, 2160x4096, 2304 x 4096
Shutter Speed:	180 (1/48th)
Gamma:	Rec 709 Wide Dynamic Range (Cinema Style) Log-C
Compression:	Pro-Res 422 (HQ) H.264 (max bit rate and depth)

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.



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. It's important to note that customers want to see content that visually looks like their region, for example in the style of the houses, decor, clothing, and cuisine. Therefore we recommend incorporating location-specific details into your work and including city and country information in the metadata.

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

Top sstkEidMubarak keywords

Literal Keywords

If these people, places, or things appear in your content, add them to your keywords.

Arabic calligraphy, Arabic typography, background, banner, Bayram, breaking fast, celebration, crescent moon, Eid al-Adha, Eid al-Fitr, Eid Mubarak, family, geometric ornament, greeting card, Islam, Islamic border, Islamic calligraphy, Islamic pattern, kids, lamp, lantern, mandala, masjid, Meethi Eid, moon, mosque, Muslim, Muslim celebration, poster, Ramadan Kareem, Ramadan Mubarak, Ramzan Eid, sacrifice, template

Conceptual Keywords

If these themes, feelings, or ideas are represented in your content, add them to your keywords.

campaign creative, community, cultural specificity, Eid food, Eid sale, elegant typography, family gathering, feast, festive greeting, generosity, gift-giving, homecoming, hospitality, luxury gold, modern minimal design, moonlit atmosphere, night sky, prayer, premium aesthetic, regional Eid traditions, retail promotion, spiritual reflection, sweets, togetherness, visiting relatives



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Thanks!

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

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