

## AURA ILLUSTRATION BRIEF

### Background

[Aura](#) is a sex tech start up looking to create beautiful, sensual, clear illustrations of sex postions and foreplay ideas.

### The Brand

Aura sells premium sex tech. Aura's mission is to empower everyone to love themselves and others with confidence and respect. The TOV is sophisticated and sexy but never sleazy. The imagery is erotic but never pornographic. Our brand evokes romance, jazz and film noir. If the brief is accepted, you'll receive the brand book to get a better idea of look and feel, including the brand colours you would be asked to use.

### The Creative Tasks

1. Illustrate 21 different sex postions for use in blog posts and email newsletter content. These illustrations must be clear enough to show people how they can perform them themselves, but should still be elegant and flowing. A full list of the positions and accompanying articles for context will be provided on acceptance of the brief.
1. Illustrate 50 different foreplay ideas for an electronic and print book of foreplay ideas e.g. have a bath with your partner, lick melted chocolate off your partner etc. These illustrations will be on the page next to the tip to bring the suggestion to life in an enticing and attractive way. They can be more abstract than the sex postions as they do need to show the reader how to perform the idea. The book's copy will be provided to you on acceptance of the brief.

### Mandatories

Illustrations must be inclusive and sex positive, showing a range of body types, shapes, races (if the art style suggests them) and sexual orientations.

## The ART STYLE

Simple, flowing black lines. Sensual, even erotic but not pornographic. A touch of watercolour or another style could be added to the foreplay drawings. Inspiration for the range of styles that could fall within these guidelines below.

