

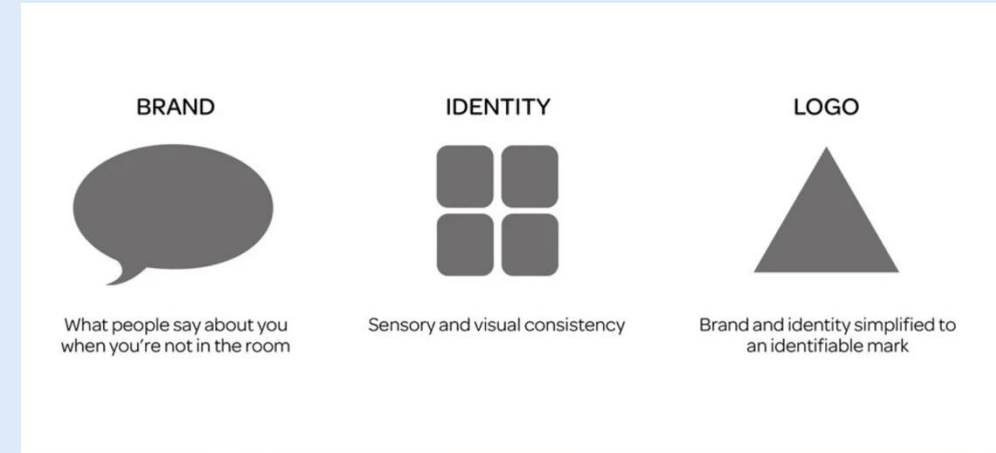


Developing My Personal Brand

What is a personal brand and why is it needed for a career in illustration ?

A personal brand is the unique combination of an illustrator's visual style, values, themes, and creative voice. It is how an artist presents themselves to the world and how their work is recognised, remembered, and understood. This can include consistent use of materials, colour palettes, subject matter, and tone, as well as how the illustrator communicates their ideas across portfolios, social media, and professional platforms. A strong personal brand helps distinguish one illustrator from another in a highly competitive industry.

A personal brand is essential for a career in illustration because it creates clarity and trust. Clients, publishers, and audiences need to quickly understand what an illustrator offers and whether their work suits a particular project. When an illustrator's work is consistent and authentic, it becomes easier for others to recognise their strengths and return to them for future collaborations. In an industry where visibility and individuality matter, a clear personal brand helps illustrators build long-term careers, attract the right opportunities, and develop a loyal audience who connect with their work beyond a single image.



Types Of Branding



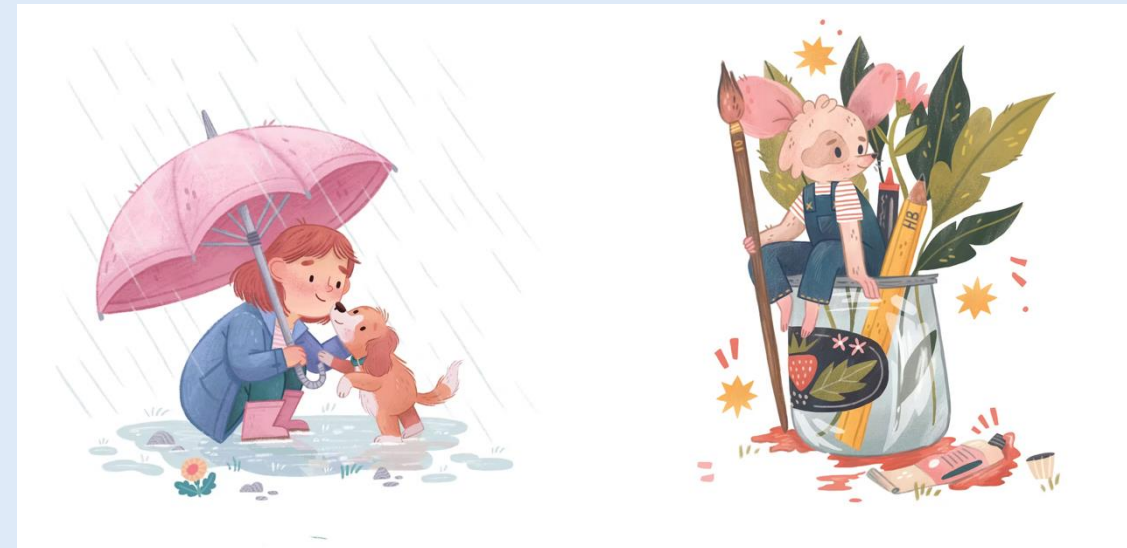
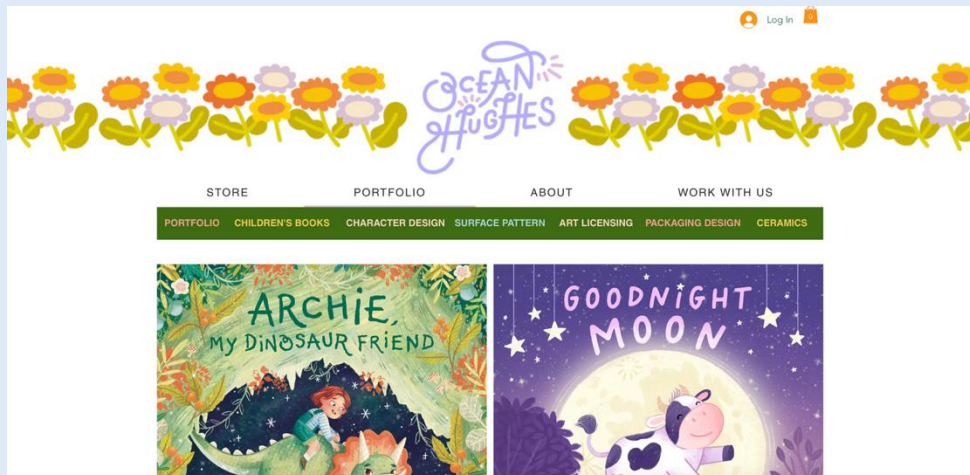
There is a lot of different types of branding out there such as logos, social media, business cards, websites. I want to do as many as I can to get my name and work out there but I want to do this successfully and consistently.

Examples Of illustrators' Branding

Ocean Hughe's work is a great example of an illustrator's work being recognisable and consistent. Her soft and earthy colour palette, gentle tones and her rounded and soft line work. I would be able to identify it was her work without her name attached to it which is a great sign that an artist's brand is successful. Even her work that hasn't got a background still has her identifiable style.



An interesting element to her website is, the typography is gentle, wavy and playful which links to her work that is aimed towards children. I really like the layout of Ocean's website as it is professional but it demonstrates who target audience she works towards and it shows her illustrations but everything is noticeable and stands out.



Examples Of illustrators' Branding

Quentin Blake

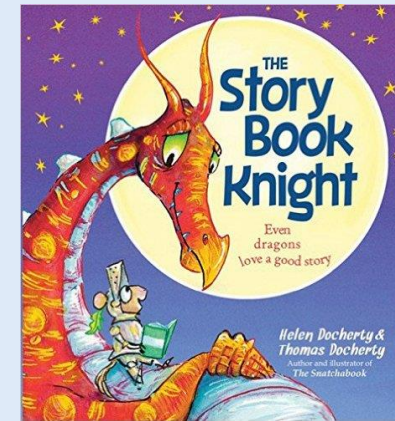
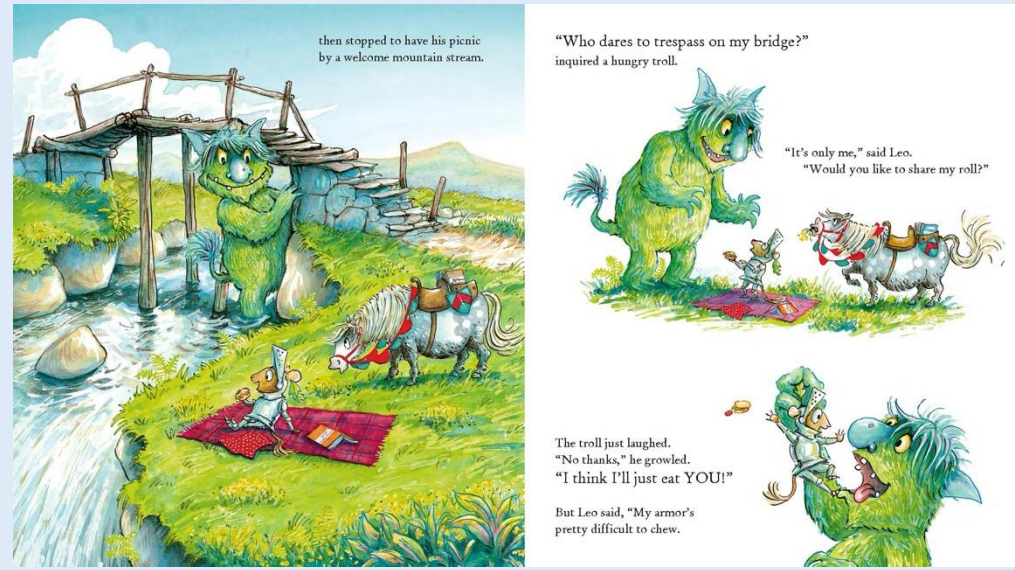
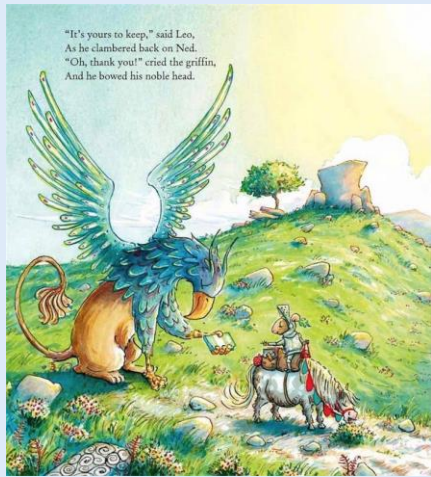


Quentin Blake has successfully branded himself as an illustrator through an instantly recognisable and highly consistent visual language. His work is defined by loose, energetic line drawings, exaggerated expressions, and a playful sense of movement. Rather than striving for polished realism, Blake leans into spontaneity and imperfection, which has become a signature in itself. This consistency means his illustrations are identifiable at a glance, even without his name attached, which is a key marker of strong personal branding.

Moreover, Blake's logo (on his website) is his name written in the same loose and energetic way as his line work which is instantly recognisable and consistent with his work.

His success also lies in how closely his style aligns with the emotional tone of the stories he illustrates. Blake's drawings feel humorous, mischievous, and human, perfectly complementing the narratives, particularly in children's literature. The limited colour palettes, expressive ink lines, and lively characters reinforce a sense of imagination and accessibility. By repeatedly working within this visual framework across decades of books, collaborations, and exhibitions, he has built a coherent and trustworthy brand that audiences return to. Quentin Blake's illustration practice shows that a strong, authentic style, when applied consistently, can become a powerful form of branding and long-term success.

Children's Picture Book Illustrator/ Author – Tom Docherty



Tom Docherty came in to the university and talked to us and I was thoroughly inspired by his passion and his career. He was such a lovely person and so passionate about writing and illustrating books for children. His books stories have a meaningful undercurrent which is really inspiring and shows how modern picture books are developing and expanding. I really like how he composes a page too – his work influenced my work when I created my picture book for a previous module.

What Type Of Illustrator Do I Want To Be?

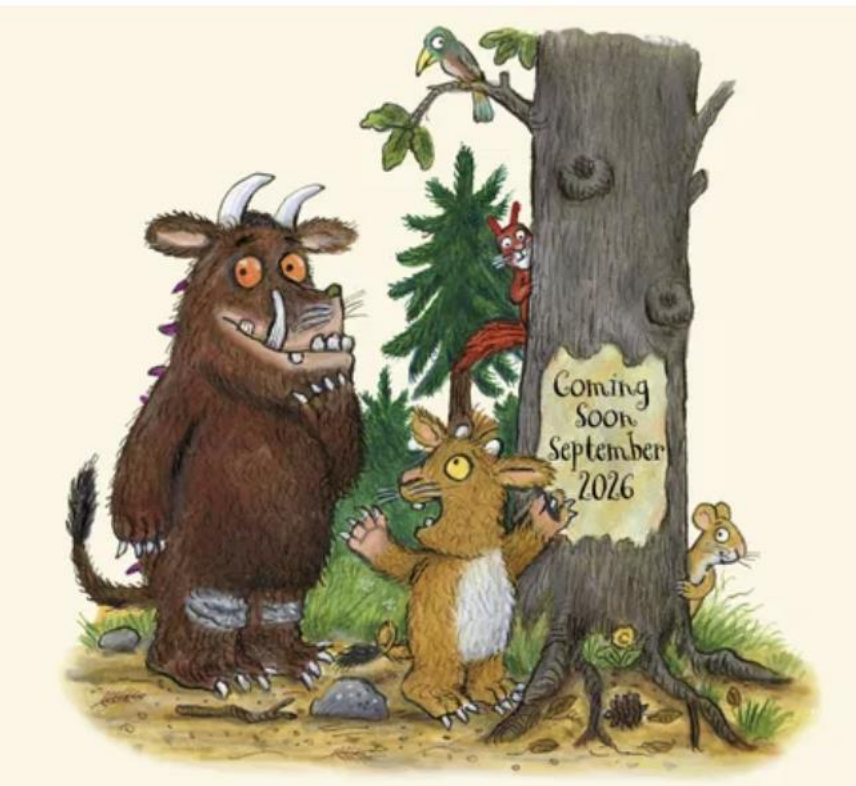


Illustration is my passion and I love it – I love the freedom and expression and how fun it can be. My main aspiration in illustration is narrative, to design for children's picture books is my goal. I am developing my illustration style, focused on a young, whimsical style that will help me get me there.

The one book I always consider my main inspiration is *The Gruffalo* - I remember my dad reading it to me when I was young and the way the story is told alongside the illustrations is something that has a nostalgic and inspiring feeling for me. The illustrations are so textured, the colours have an Earthy feel and it's detailed.

I would love to be a freelance illustrator, work in an industry that allows me to get my illustration into bookshops, to see my work bring people joy or put a smile on their faces.

Whilst my main dream in illustration is to illustrate for children's picture books, I would also be interested in illustrating for editorial, advertising, packaging and just to see how far I can push my ambition, my hard work and my illustration.

My Illustration Style And Branding So Far – My Illustrations



This is my illustration style, I strive to create scenes that are full of cute, whimsical characters and have an overall feeling of positivity. I draw digitally on Procreate and use the same two brushes. I like to use soft, pastel tones. I like creating a sense of narrative and a real lived-in space with atmospheric lighting. I use a textured brush so it doesn't look overly digitalized and add depth and tones.

My Illustration Style And Branding So Far – My Illustrations



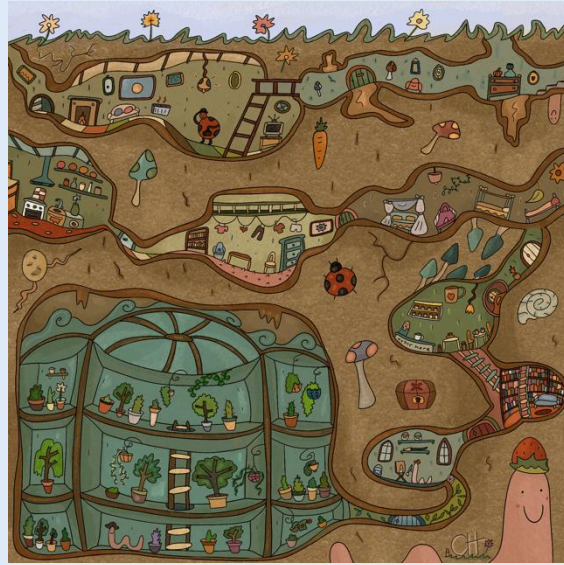
These are some more of my illustrations, I think my style has developed as I have learned to add more tones and add more details. I am working on tailoring my style suitable for children's picture books and would love to create worlds and characters for them. I think I can definitely still push my style further like experiment with the outlines and continue adding more details. This is something I hope to achieve whilst I create my branding.

My Illustration Style And Branding So Far – My Illustrations



These are some more drawings in my style, again I like to have a cute and lively tones with cute characters. I thoroughly enjoy drawing in this style and just have fun with it – it feels me and I love adding some quirky details and want it brimming with personality and fun cause to me that's what illustration is all about and this is something i want to express in my branding.

Entering My Illustrations Into The World Illustration Awards



In order to explore how my work would fare in a competition, get my work out there, and network with other illustrators worldwide, I made the decision to enter the World Illustration Awards. In the 'new emerging talent' category, I joined the competition as a student and entered under the category of exploration. I wrote about what drives me to tell the story of the scenes I illustrate, how these worlds are all about whimsy and happiness, and how making cosy, comforting illustrations inspires me. I'm really happy that I entered this competition since it helps me feel like an illustrator and is just excellent practice. Hopefully, I'll get feedback or have professionals review my work.

I named my work 'homes I've never lived in' as these places evoke a homely feeling and they do feel like homes I have never lived in.

THANK YOU FOR ENTERING THE WORLD ILLUSTRATION AWARDS

Your order has been received. The details are shown below for your reference, you can check on your entries and make further entries here: <https://theaoi.com/world-illustration-awards/enter/>.

If you would like to share your entry on social media (we use facebook and Instagram), please tag both [@theaoi](#) and [@driillustration](#) and use the hashtags [#WIA2026](#) and/or [#WorldIllustrationAwards](#) and we'll repost and like as many as we can!

There are also some banners and badges you can use on your own social media accounts [here](#).

These are the entries you've just paid for:



Chloe Hunt : Homes I've never lived in.

Exploration

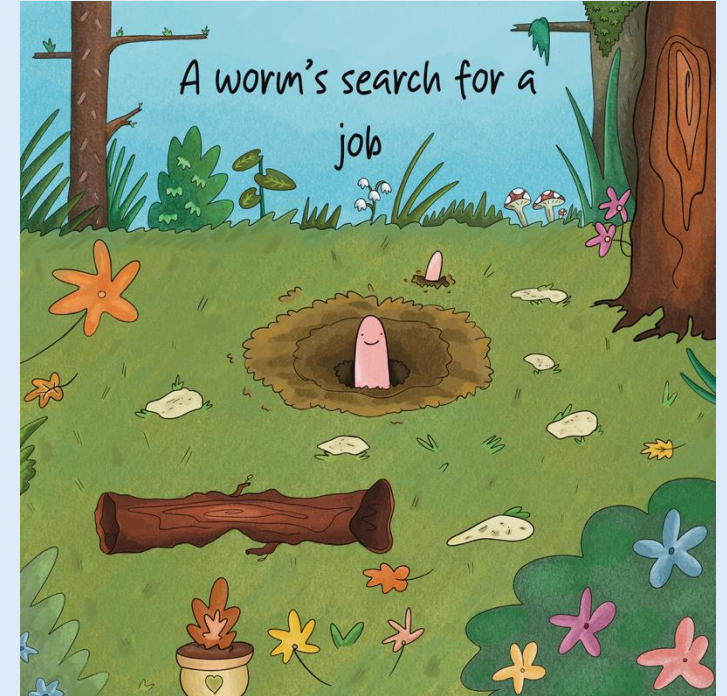
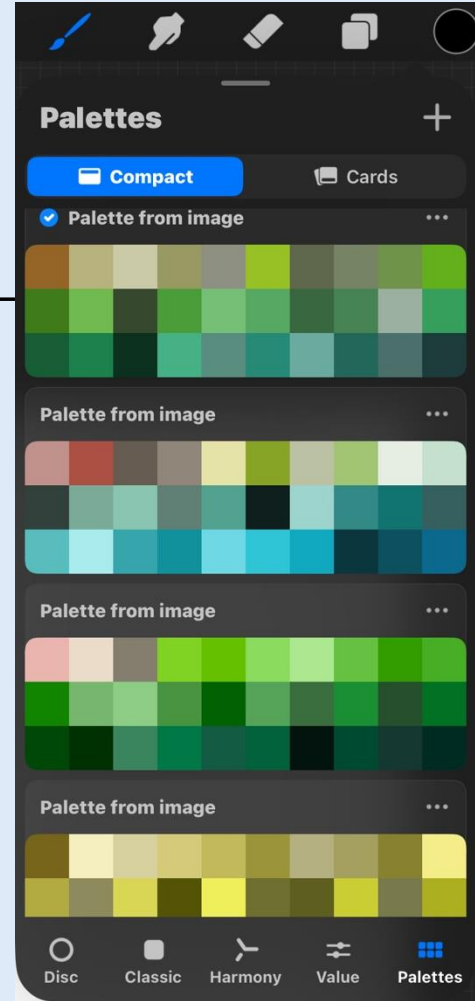
Who is my target audience?

I think my target audience can vary – whilst I want to go into children's picture books and my style is tailored to that I wouldn't say my style is just for children. I would also say my target audience is young adults and people who are a bit quirky and like stickers and reading.

My personal branding – font and colour palette

when I want to illustrate an idea I have – I start with an idea, then sketch it then refine the sketch with a line layer. Then, I think about what colour palette I want and stick to a consistent and cohesive colour palette – for this I go to Pinterest and collect images for example if I am illustrating a green house, ill find images of green houses and look for green and natural colour palettes.

Most of my works now have a consistent colour palette but most of them are different but I tend to use mostly natural colours – never vibrant colours when you look at all of my work as a collection.



As for font, my favourite one to use is called noteworthy as it looks bubbly and energetic and a nice compliment to my illustration style – here is an example of both font and my illustration together from my previous project.



View Insights

Boost post

♥ 49 💬 12 ↻ 5 🗒 3

👤 Liked by n3a1ah and others

chloe.art89 I was lucky enough to meet @davehaywoodauthor at a book event and he allowed me to draw one of his characters which will be published in the back of his book next year 😊🗑 his books are amazing!!
#illustration #fantasybooks #characterart #fyp

ronnie_artshow_

3llacharli3 SO GOOD

9 September 2025

Networking With Authors!

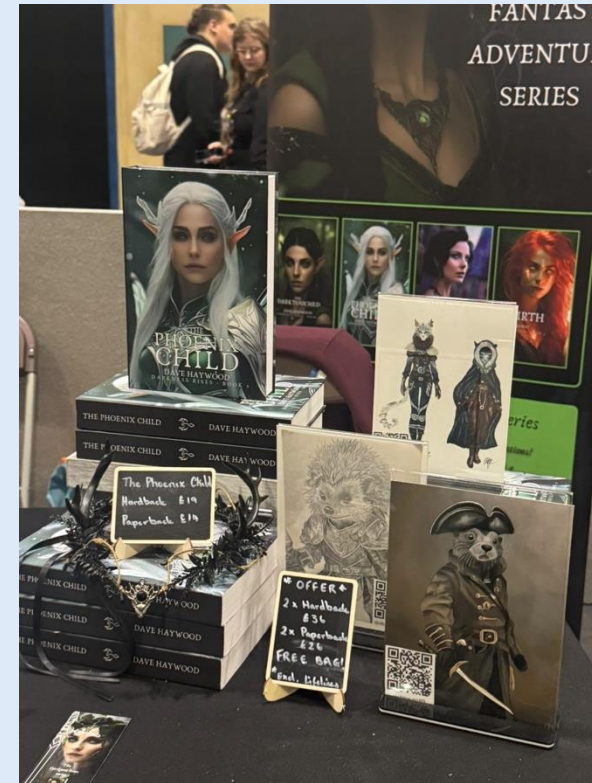


Last summer I attended the Bristol book party June 2025 which is an event where authors and readers meet and sign books and mingle. I met an author called Dave Haywood when I noticed his book covers were AI – I told him I was an illustration student and would like to design books. He explained due to the way he self publishes his books and his low revenue due to amazon taking a big proportion of his sales, he can afford to get professional designers to help him with his covers. But, he is passionate about helping fellow creatives and he told me if you draw something from my book he would happily put it in the back of his next book when he publishes it. I took this opportunity and drew his character.

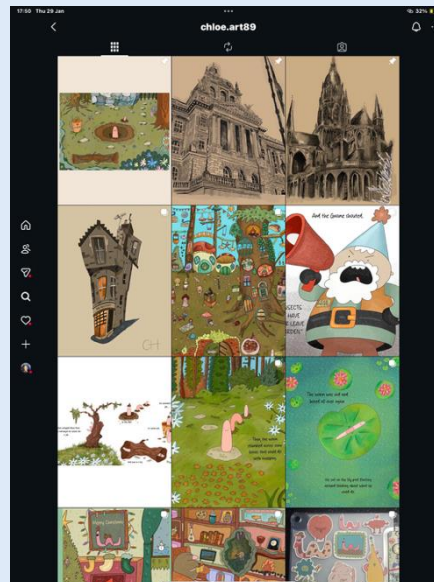
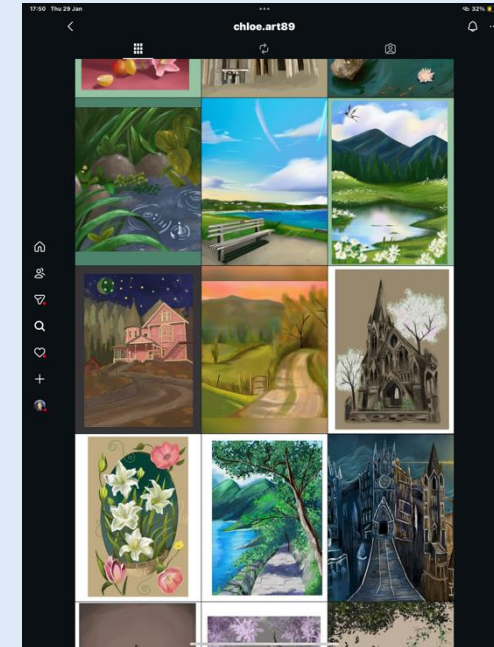
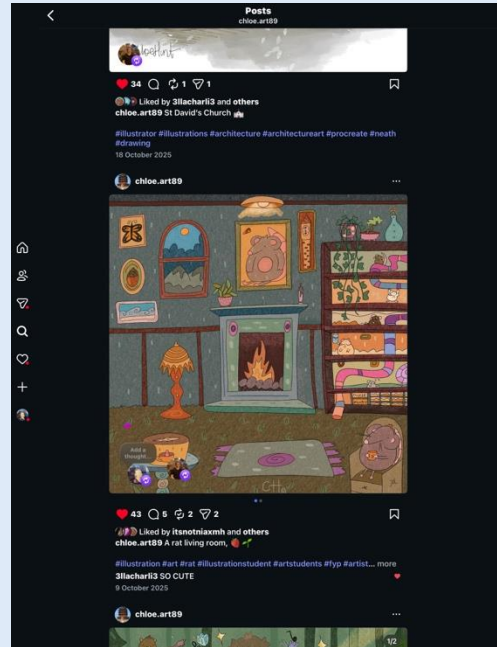
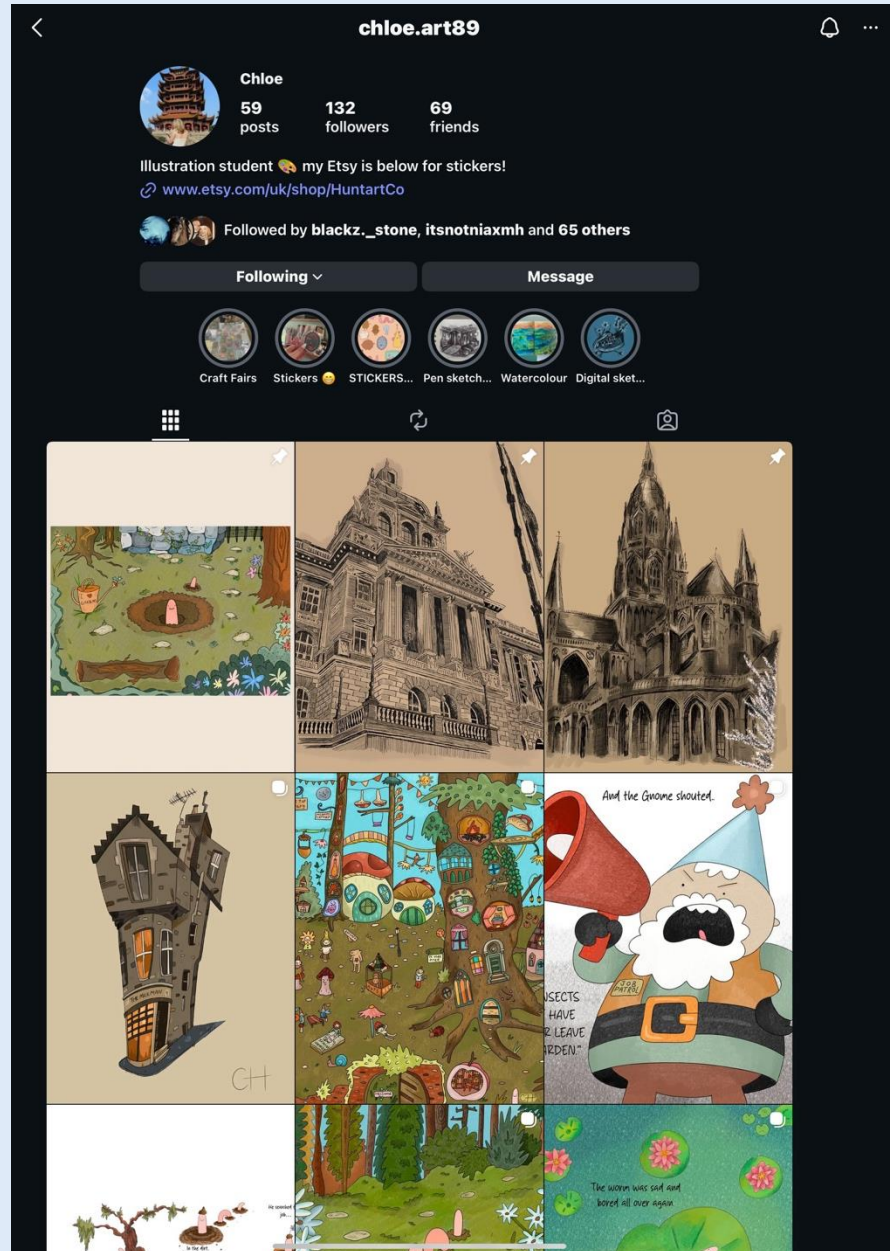
Networking With Authors!

Here is my work displayed at comic con in London, through Dave Haywood's book stall. I was really happy Dave did this for me and he was so generous and supportive.

He made a QR code that linked to my Instagram too! I DM'd Dave on Instagram over the summer asking him if he knows any other indie authors would like any art for their books and he provided me with a few!

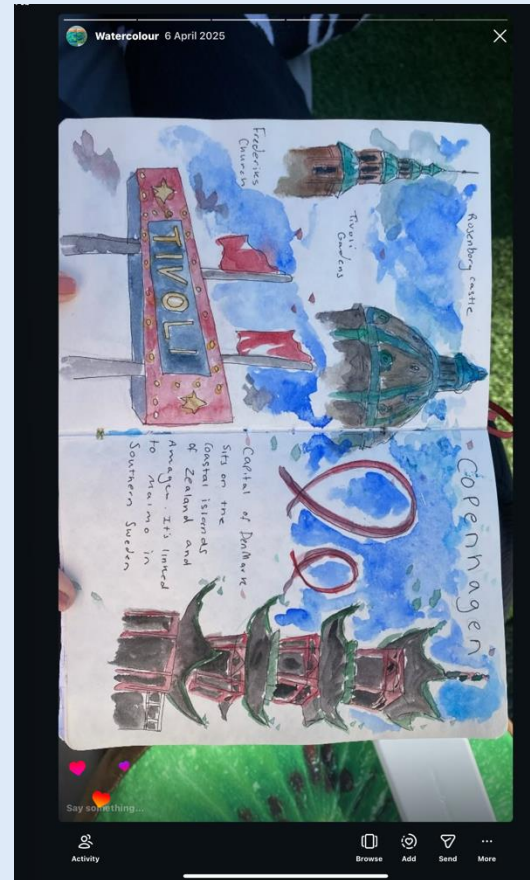


My Illustration Style And Branding So Far – My Instagram



This is my art account on Instagram, I really enjoy posting on it especially during the periods where I don't have a brief from uni, it motivates me to create art for my account. I try to stay consistent since I have developed my style and establish it on Instagram. I have a link to my Etsy on my Bio and post about my craft fairs and Etsy where I sell bookmarks, prints and stickers. I also have my traditional sketchbook pieces on my highlights to show some of my spare time drawings and display a variety of skills like painting and pencil too.

My Illustration Style And Branding So Far – My Instagram



These are some screenshots from my instagram page, some of my traditional work can be viewed on my highlights - I update this often, posting traditional work I do for my sketchbook for the life drawing module or personal sketches. I like to keep my main feed purely my digital, polished work of my illustration style. but I do want to show my traditional skills too as I feel this is important. I also wanted to show how I usually caption a post, something small and simple such as 'a rat living room' with some cute emojis and hashtags like 'illustrator' so my work reaches some more people through the algorithm.

My Illustration Style And Branding So Far – Craft Fairs



These were taken from some craft fairs I did last year, I have only recently started doing them from October 2025 and I really enjoyed them! Packaging all my prints and making stickers and bookmarks especially for craft fairs makes me feel excited to see my illustrations as products! . Its nice to share my work and talk about it with customers and make money from my creativity. There are elements of branding which could definitely help me at craft fairs such as a link to my website and creating a business card.



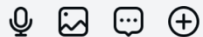
Reaching Out For More Info About Craft Fairs

Here, I reached out to past students and their experiences with selling their work as this is something I want to get some tips on, get their experience and especially as they were in my shoes a few years ago it would be really helpful and insightful.

16:26

Hi ellie, im a second year illustration student at UWTSD and i love your work! We have met briefly when you told us all about china. I was talking to lan and my work and he recommended me to look at your work. Im really interested in selling my work at craft fairs and online and he mentioned you had great success with it so if you had any advice for me it would be amazing but i understand youre busy so no rush (:

Message...



Hi (: I'm a second year student in Swansea, I love your work I have a t shirt from you actually I love it! I wanted to ask any advice you have for running your business and doing craft fairs? I'm doing some locally but would love to do more ✨

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Message...



09:46

 **ellieballillustration**
Business chat



ellieballillustration

1K followers · 376 posts

You've followed this Instagram account since 2025

You both follow newdesigners and 9 others

[View profile](#)

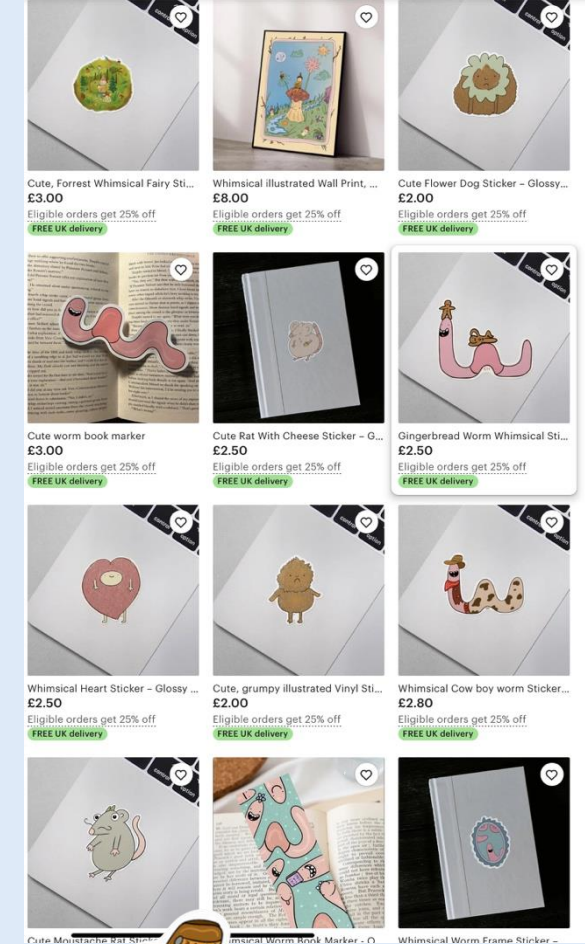
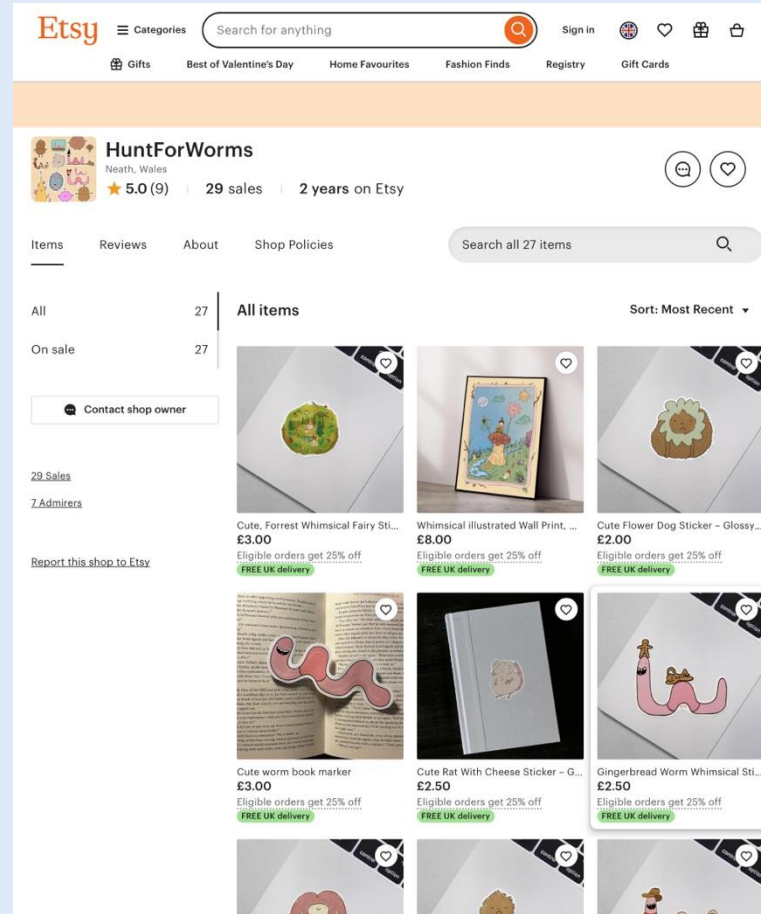
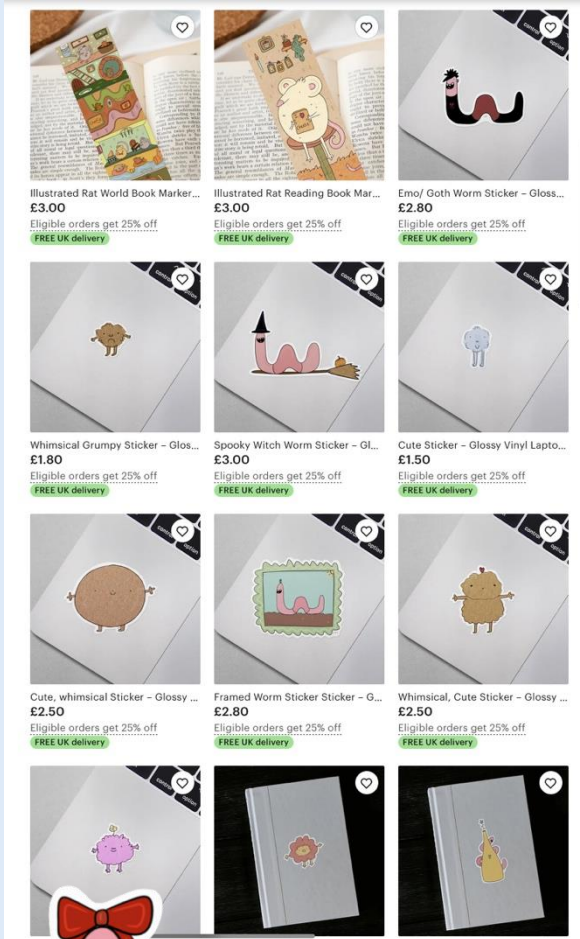
14 MAR AT 17:02

Hi (: I'm a second year student in Swansea, I love your work I have a t shirt from you actually I love it! I wanted to ask any advice you have for running your business and doing craft fairs? I'm doing some locally but would love to do more ✨

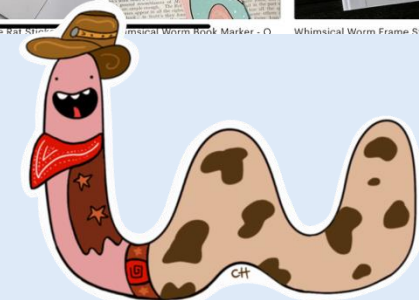
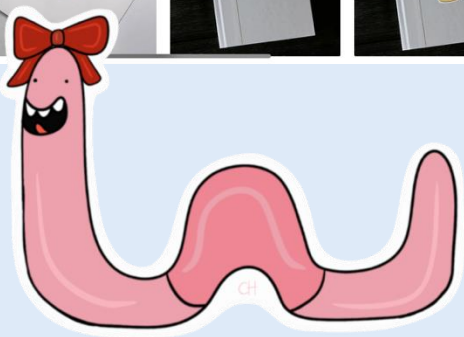
 Message...



My Illustration Style And Branding So Far – Etsy



I like to make stickers, bookmarks and prints. This is my Etsy where I sell them, I use photoshop to display them professionally. The name for my Etsy profile is HuntForWorms as it is a fun play on words but I think changing it so all of my profiles are under consistent names would be effective. Whilst my Etsy doesn't do amazing in sales, its really fun to do and it gets my work out there!



Brainstorming Goals and Identities For Branding

Changemakers: Building your Personal Brand for Sustainable Employment
Personal Branding Exercise

What do you want to be called? Names suggestions???

my name
my signature

CTH

How will you visually get across you USP in your branding? Ideas and doodles

Logo, influences
consistent style throughout
- best at digital, landscapes, scenes

How will you make your brand identity memorable? Ideas and doodles

consistent style
original characters/themes
my worm

How will you reach your audience? Promotional ideas outline below

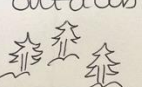
Instagram
LinkedIn
website
Etsy, craft fairs, business cards

What will be the right promotional strategy for you? Ideas and doodles

consistent style of what I
want my brand message to be

Metaphor Gestalt

If my brand was a it would be

COLOUR Yellow 	ANIMAL worm 	TYPEFACE noteworthy (I think) hand drawn	DRINK  Smoothie	ARCHITECTURE whimsical forrest house 
HAIRSTYLE bob 	LANDSCAPE sunny outdoors 	TREE willow tree 	FRUIT  apple	SMELL cut grass maybe 
TRANSPORT rollerskate 	SHOE converse 	JACKET  potato	SINGER Autoheart 	ARTIST  Van Gogh

We completed some exercises today to generate concepts for our branding, including what, how, and where we want to communicate through our illustrations. Writing down our strengths and experiences is incredibly beneficial as it sparks inspiration and new ideas. We also completed a brand identity exercise; my illustration style is whimsical, positive, and focused at children's picture books. This gives me motivation and confirms this is the goal I should have for my branding. We then talked about business cards, which got me thinking about logos and how to place my name on them.

Changemakers: Building your Personal Brand for Sustainable Employment
Personal Branding

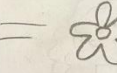
Visual Exercise

Design a business card (in the box below) for the person next to you and then give it to them.

Brown Paper bag

illustration = 

How do you see yourself and your skills right now? Design a business card in the box below.

 CTH 
=  = 

How do you want to be seen? Design a business card in the box below.


CTH


SWOT – what are my strengths and weakness

Strengths –

- I know what I want to do and I am tailoring my illustration style towards children's picture books.
- I can draw quickly
- Can work under pressure, work with people and creative-problem solve.

Weaknesses –

- Life drawing and drawing people
- Confidence

Opportunities –

- Attending job fairs, posting my work onto social media and connecting with other artists or companies there. Craft fairs and online selling like Etsy.

Threats –

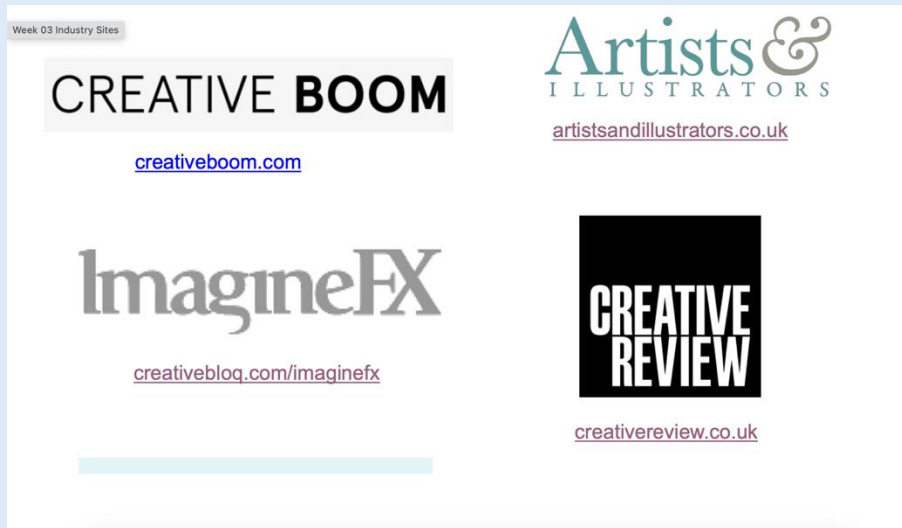
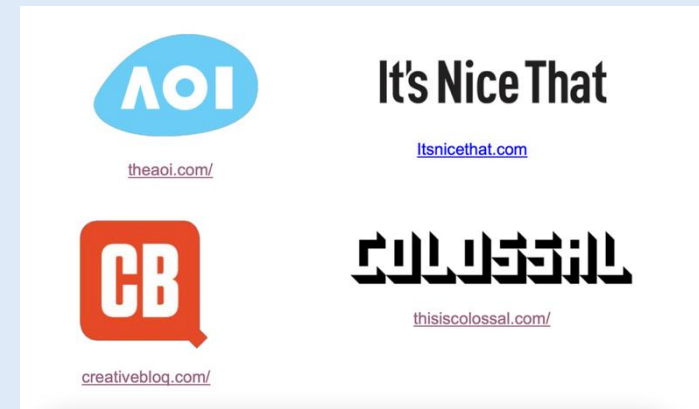
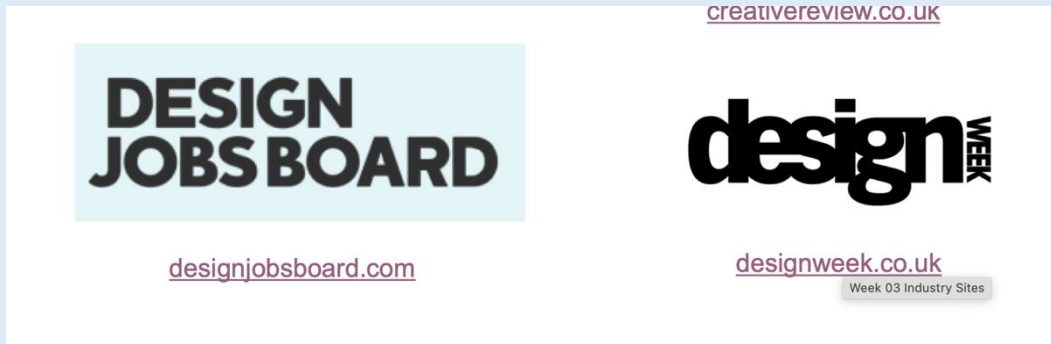
- Saturated industry, social media is hard to get noticed.

Business card design for craft fairs

I wanted to make a card that told people where they can find my other work and my online shop. I think this card is cute and feels me which is nice. I put my Etsy shop and my Instagram on there for now as my website isn't live nor is my linked in but they can be added later! I handed these out in the craft fair and I gained 6 followers on Instagram!

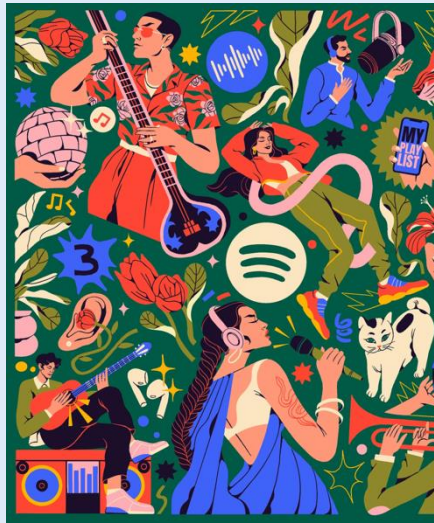


Job advertisement sites and which ones I should use



These are handy websites that advertise jobs and useful insights and info about creative jobs. They also act as connections and blogs – a community for creative people which is really helpful.

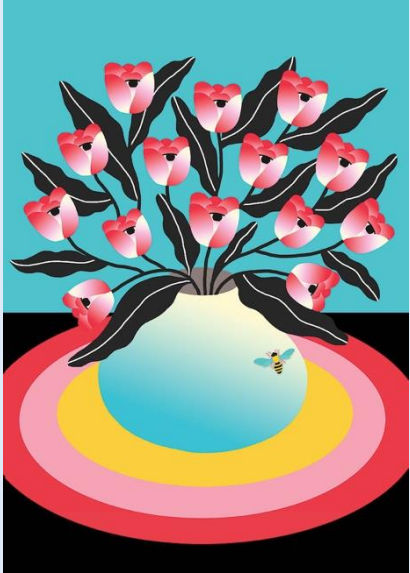
What agencies want in portfolios

- **A clear, recognisable style**
Something that feels unmistakably yours, not trend-chasing or inconsistent.
 - **Consistency across work**
A portfolio that feels like a *collection*, not a random gallery.
 - **Idea-driven work**
Not just pretty images but illustrations that communicate a concept or narrative.
 - **Awareness of industry context**
Work that fits real-world applications (editorial, publishing, branding, etc.).
 - **Professional presentation**
Clean layout, easy navigation, no unfinished-looking pieces.
 - **Process insight**
Sketches or development work to show how you think.
 - **Versatility within your style**
Ability to adapt your voice to different briefs without losing identity.
 - **Reliability signals**
Meeting briefs, showing series work, or projects that suggest you can handle client work.
 - **a mix and range of work**
From character design, narrative pieces, different projects, products and book covers to show how far your style stretches.
- 
- A vibrant, colorful illustration featuring various musical instruments, people playing music, and abstract shapes, symbolizing creativity and artistic expression. The scene includes a man playing a stringed instrument, a woman singing into a microphone, a person playing a guitar, and another person playing a trumpet. There are also abstract elements like a globe, a sound wave, and a smartphone displaying "MY PLAY LIST". The background is filled with green foliage and yellow stars, creating a lively and energetic atmosphere.

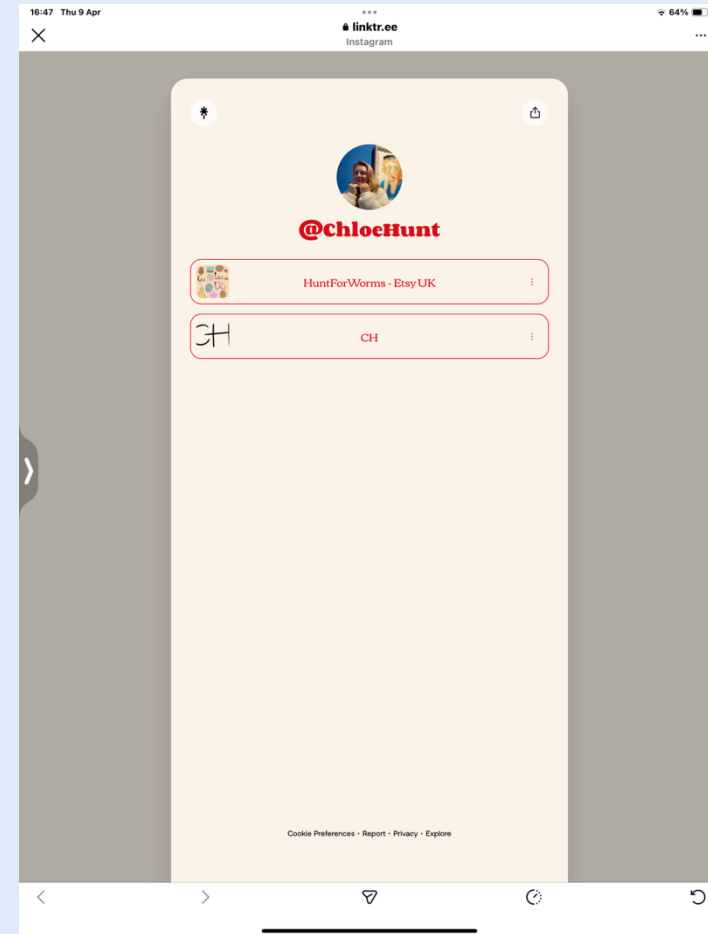
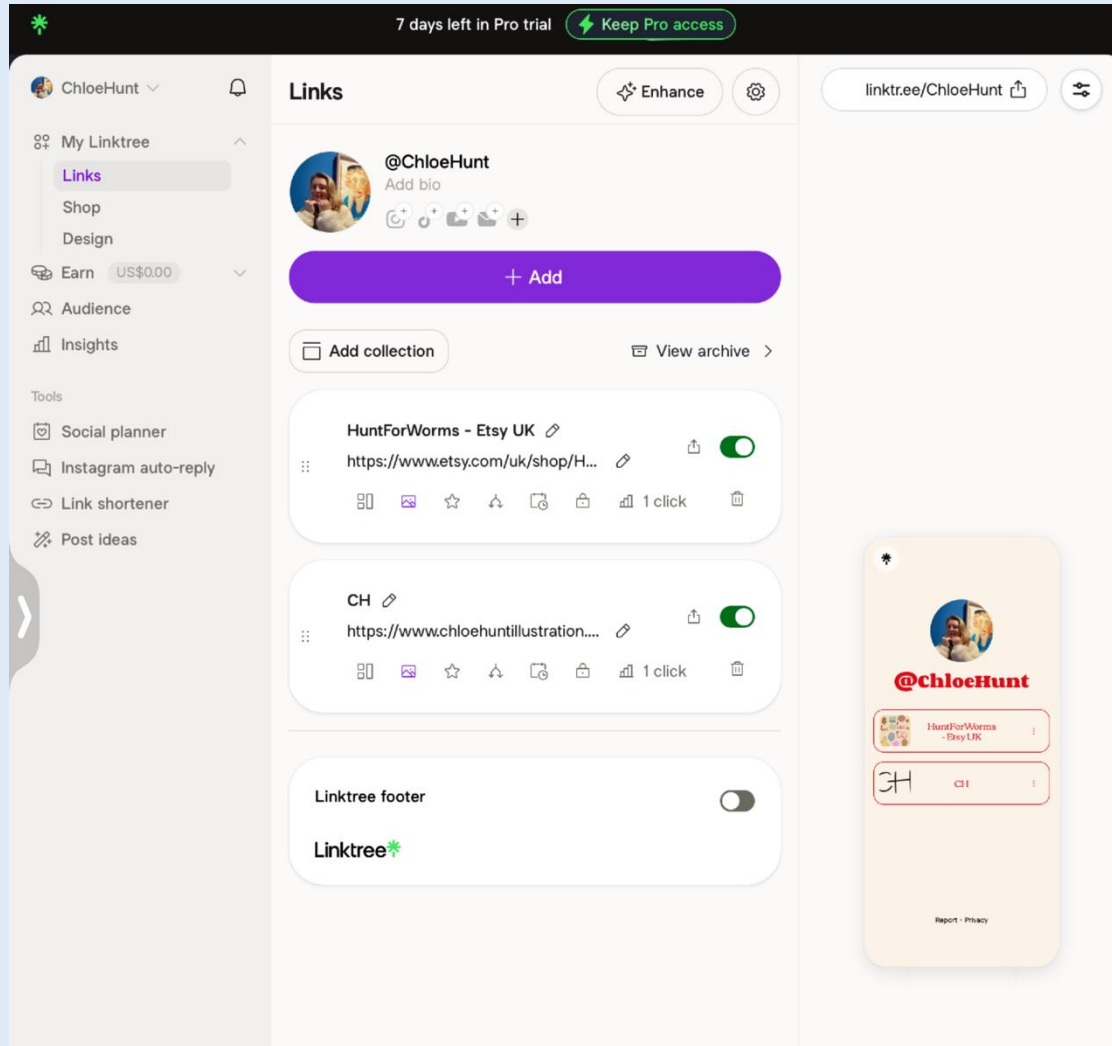


What Agencies Want In Portfolios

Illustration agencies typically look for portfolios that demonstrate a clear and distinctive style, combined with strong technical skill and professional awareness. Rather than a wide but inconsistent range of drawings, they value a cohesive body of work that communicates the illustrator's strengths, interests, and storytelling ability. Portfolios should show not only finished pieces but a sense of process, concept development, and adaptability across different briefs or contexts. Agencies are also drawn to work that feels current and culturally aware, with a strong understanding of audience and purpose, whether in publishing, editorial, or commercial spaces. Illustration agencies tend to seek out illustrators who can deliver high-quality, original work consistently while maintaining a recognisable personal style. Illustration agencies may also look on the artist's social media to see more of their work on there and more of their process and personality not just their portfolios – this is important info to have, a consistent and professional personality and overall online presence is important.



Making A Link Tree



I wanted to make a link tree for my Instagram bio as they look neater instead of having two links on the bio.

This is a very handy tool that I can add to my website too and add my Instagram as I had issues adding individual links so I could try this.

Making more illustrations and developing my style!

I did this illustration which is inspired by Harry Potter. For this illustration, I took my time adding details and tones to the colours and im very happy with it. I want my illustrations to be detailed and thoroughly considered as my style is for childrens books but I don't want them to be simplistic. So I am working on adding more and more tones and details.



Making more illustrations and developing my style!



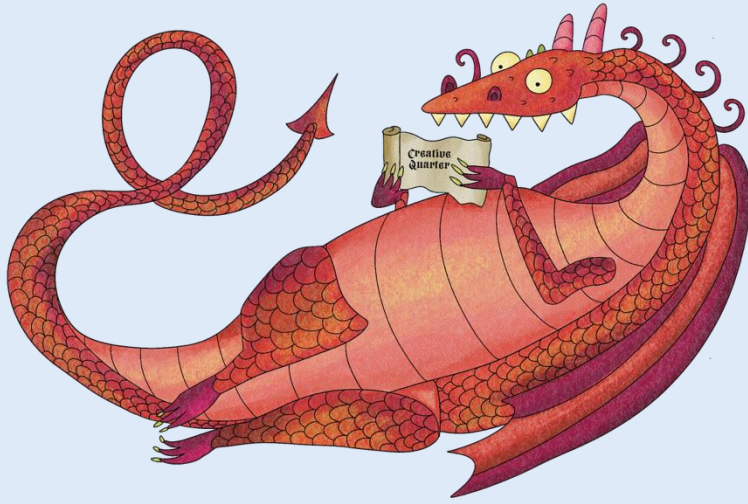
Here is a new illustration in my style, I have recently been exploring adding more tones and highlights and layering colours like blue on brown and it has really made a difference! I want to make a collection of drawings using these characters as I think they're really cute, memorable and marketable.

Making more illustrations and developing my style!



This is another illustration in my upgraded, more detailed style! I love how the colours look in these and they have definitely improved – I look back at my older illustrations and can't believe the lack of tones and detail! I'm having loads of fun illustrating these characters in different settings and seeing my style progress.

Making more illustrations and developing my style!



These are illustrations that I drew for my other module. I've never drawn a map before and initially I was intimidated but I made the brief work for me. I love drawing cute characters and nature and infusing narrative in my illustrations – so that's what I did. I am really pleased with my Dragon – he has character and personality and I'm very excited about how my style is progressing and I'm really pleased with these.



Key & Guide to the map

- | | |
|--|--------------------------------------|
| 1. The Palace Theatre | 15. BBC Cymru Studios |
| 2. Hippos Bar & Music Venue | 16. Swansea College Of Art - Dynevor |
| 3. Elysium Creatue Enterprise Hub | 17. Studio Coffee |
| 4. Swansea MAD | 18. Elysium Mansel St |
| 5. Galerie Simpson Artists - Non Profit Organisation | 19. The Albert Hall |
| 6. Tangled Parrot Record Store & Event Space | 20. The Bunkhouse |
| 7. Swansea Library | |
| 8. Oriel Science | |
| 9. Elysium College ST | |
| 10. Elysium Orchard ST | |
| 11. Volcano Theatre | |
| 12. Urban HQ | |
| 13. Glynn Vivian Art Gallery | |
| 14. Swansea College Of Art - Alex Building | |

SCAN THE QR CODE FOR ADDRESSES!



Making more illustrations and developing my style!



This is a new illustration ive done – concentrating on adding as much detail and tones as I can. I am starting to look back at my older illustrations and see the differences and that means my style is developing!

Im really excited about my style and the way it is growing continues to inspire me to make new illustrations.

This is a continuation of a series ive been making, the naughty little characters in different scenes, causing mischief.

My Logo



I went with this logo because when I was designing my website, I wanted my initials to be prevelant as I always sign my work. I think these leaves have a nice illustrative flair around my initials. The black stands out against the Earthy tones. I illustrate a lot of nature so this logo feels consistent and feels like me.

Bologna Book Fair



I've heard about the Bologna book fair and I'm really interested in going. It's an event where publishers, companies and illustrators attend and it's a huge event in the illustration world.

It is a great opportunity to get your portfolio seen here, chat to people and get advice. As I am planning my major project for the third year module which is my own picture book, I could continue expanding. My portfolio and take my book there and my business card (and website) and I could aim to go next year.



Illustration Agents

PlumPuddingIllustrationAgency
Folio Illustration Agency
Illozoo – The Visual Communication Agency
Arena Illustration
Central Illustration Agency
Lemonade Illustration Agency:
The Bright Agency
Handsome Frank Illustration Agency
Owl Illustration Agency:
Eye Candy Illustration agency
Meiklejohn.com
MP Arts
The Artworks Illustration Agency
Breed
Good Illustration Agency
Jelly



These are a list of illustration agents, I would love to work with an agent as a few freelance illustrators have visited our uni and they have told us about their experiences and it aligns with what I would like to have in my career.

I want to work with agents who would use my style in the best way, for childrens books. A past student, ocean hughes has a career in childrens book illustration and works with companies like jelly cat – which I would love to do and she is signed with the Bright agency. So I could email them and enquire and provide them my website.

Emailing Agents

Now that I have a more professional online portfolio – my website, I feel more confident in emailing agents and asking advice, seeking information and connecting with potential and hopeful people I could work with/for.

I would like to email something polite, professional, ask about my portfolio and how I could develop my style.

From research and lectures in uni, I have learned that agents would like to see range in portfolios. I think I should illustrate more characters so I have more characters in my portfolio as they can see that in my work.



Character Design and adding characters to my portfolio



These are my characters that are from my newest illustrations – I really enjoy illustrating these characters.

In the future I want to expand and draw more characters and drawing these helps me get more comfortable and familiar!

Just by adding a few characters it diversifies my portfolio and shows im focusing on other areas within my illustration.



Which agents to email?

The Bright Agency

Lemonade illustration agency

The plum agency

The Heart agency

Arena Agency

These are the agents that I have looked through from the list and look like the most suitable for me and my style within children's publishing.

I am excited to what they reply – if they do and any feedback or insights. Ill email them all incase some of them don't reply and I get a response. Hopefully they do, im not nervous if they have critiques as this will be helpful and something I can work towards and now that I have my website professionally showcasing my work I am proud of it and this is a step towards my career!

Asking for portfolio reviews

I am represented by Millie Van Grutten at RCW Literary Agency. For all enquiries about commissions or rights please [contact Millie](#)

If you would like to contact me about a school visit, an event, or just to say hello please use the form below.
You can write to me in English, Welsh or Spanish!

chloe
chloegrace5000@gmail.com
Hello, <u>im</u> a student at UWTSD and I loved your work when you came in and discussed your experiences in the industry. I aspire to go into the children's illustration industry and I would love it if you would check my website out and if you had any advice or tips for me! my website is chloehuntillustration.com have a nice

Submit

Visit Helen Docherty's website to find out more about the books we do together:
www.helendocherty.com



I loved Tom Docherty's work and so I thought I would email him and ask his advice on my portfolio. His style is amazing and any advice or tips he has on my work would be incredible.

Asking for portfolio reviews

Illustrating advice



Chloe Hunt <chloe5000@gmail.com>
to oceanhughesart ▾

19:55 (0 minutes ago)



Hi Ocean,

i'm a second year in Swansea studying illustration and i attended one of your talks which really inspired me and was so interesting. i aspire to have a career in childrens illustration and wondered if you have any advice on my portfolio and what to do after i graduate. i also would like to sell more of my work do you have any advice?

my portfolio is on my website - chloehuntillustration.com

I appreciate youre busy, have a great rest of your week and i look forward to hearing from you.



Reply



Forward



I also wanted to ask Ocean Hughes for any advice as her portfolio is beautiful, she was in my position a few years back and she has a career i aspire to, any advice from her personally would be brilliant.

Emailing the Bright Agency

Dear Bright Agency Team,

I hope you are well.

My name is Chloe, and I'm a second-year Illustration student at UWTSD, currently building a portfolio for children's publishing. I create playful, character-led work that celebrates positivity and whimsical spaces.

i have a strong interest in storytelling that supports mindfulness, emotional wellbeing and this is something i hope to explore in my third year practice and hope to have my own books ready to print whether that be by self publication or through an agency.

i am particularly passionate about creating children's illustration that offers more than just visuals. I want my work to feel comforting, playful, and emotionally engaging, creating stories and characters that children can return to for reassurance, curiosity, and joy. I'm especially interested in how picture books can encourage mindfulness, imagination, and emotional wellbeing, and I'm currently developing original concepts alongside my studies that explore these themes through warm, character-led storytelling.

you can find my portfolio on my website below - the link to my instagram in on my website aswell.

chloehuntillustration.com

Thank you for your time. Warm regards, chloe.

Unfortunately, I didn't mean to include the link to my website as they may think its spam but It did it automatically as it included the '.com' However, I spent a while altering the message to stand out, to be polite, professional and explain my interests within illustration so hopefully they reply!

Emailing the Lemonade Agency

aspiring illustrator — ↗ ✕

gary@lemonadeillustration.com

aspiring illustrator

Dear Lemonade illustration Team,

I hope you are well.]

My name is Chloe, and I'm a second-year Illustration student at UWTSD, currently building a portfolio for children's publishing. I create playful, character-led work with a strong interest in storytelling that supports mindfulness, emotional wellbeing, and imagination.

I'm currently developing original book ideas alongside my degree, and I'd love to ask whether the Lemonade Agency offers portfolio reviews or guidance for emerging illustrators hoping to grow within children's publishing.

I'd be incredibly grateful for any advice, and I'd love the opportunity to learn what makes a portfolio truly shine in your eyes.

You can find my portfolio on my website - chloehuntillustration.com where all of my [style](#) is displayed.

Thank you for your time.

Warm regards,
Chloe

↶ ↷ Sans Serif ▾ | **T** ▾ | **B** *I* U A ▾ | 99 |

Send ▾

I used the same email format as I am pleased with the short and sweet phrasing and feel its pleasant and professional.

Emailing the Plum Agency

Dear the Plum Agency Team,
hope you are well.

My name is Chloe, and I'm a second-year Illustration student at UWTSD, currently building a portfolio for children's publishing. I create playful, character-led work with a strong interest in storytelling that supports mindfulness, emotional wellbeing, and imagination.

I'm especially drawn to picture books that feel like a safe place to land. The kind children return to for comfort, curiosity, and joy.

I'm currently developing original book ideas alongside my degree, and I'd love to ask whether The Plum Agency offers portfolio reviews or guidance for emerging illustrators hoping to grow within children's publishing.

I'd be incredibly grateful for any advice, and I'd love the opportunity to learn what makes a portfolio truly shine in your eyes, you can find my portfolio on my website - chloehuntillustration.com which you can also find my instagram account on there too.

Thank you for your time.

Warm regards,
Chloe

Emailing Heart Agency



Chloe Hunt

aspiring agency

To: info@heartagency.com

📁 Sent - Google 11:32



Dear Heart Agency Team,

I hope you are well.

My name is Chloe, and I'm a second-year Illustration student at UWTSD, currently building a portfolio for children's publishing. I create playful, character-led work with a strong interest in storytelling that supports mindfulness, emotional wellbeing, and imagination.

I'm currently developing original book ideas alongside my degree, and I'd love to ask whether Heart Agency offers portfolio reviews or guidance for emerging illustrators hoping to grow within children's publishing.

I'd be incredibly grateful for any advice, and I'd love the opportunity to learn what makes a portfolio truly shine in your eyes. you can find my portfolio on my website chloehuntillustration.com and you can also access my instagram through there too.

Thank you for your time.

Warm regards,
Chloe

Emailing Heart Agency



Chloe Hunt <chloegrace5000@gmail.com>
to info ▼

11:35 (0 minutes ago)



Dear Arena Agency Team,

I hope you are well.

My name is Chloe, and I'm a second-year Illustration student at UWTSD, currently building a portfolio for children's publishing. I create playful, character-led work with a strong interest in storytelling that supports mindfulness, emotional wellbeing, and imagination.

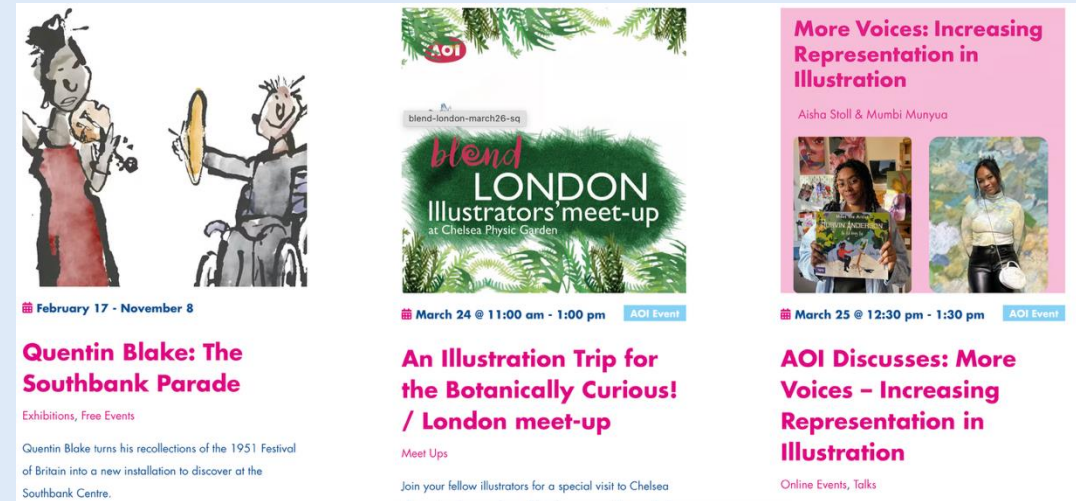
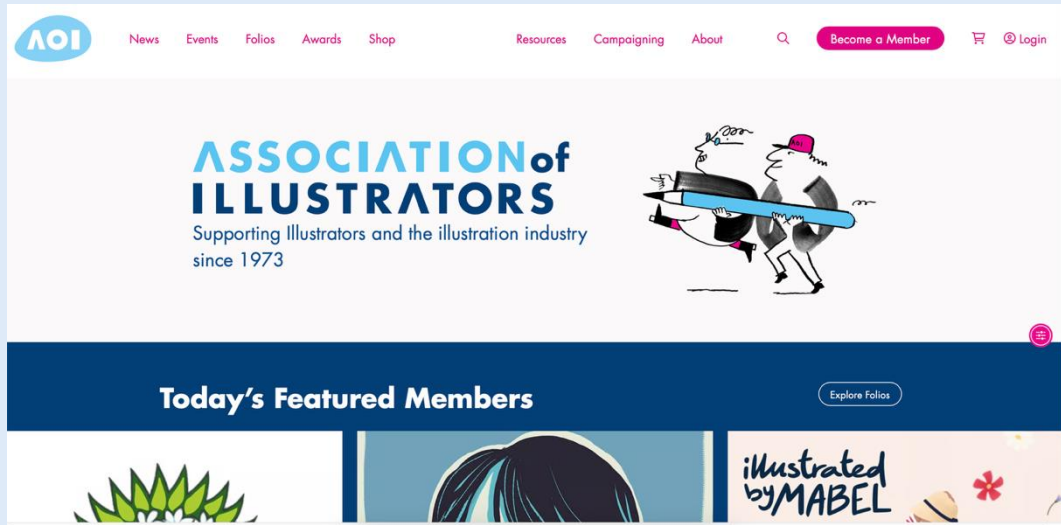
I'm currently developing original book ideas alongside my degree, and I'd love to ask whether Arena Agency offers portfolio reviews or guidance for emerging illustrators hoping to grow within children's publishing.

I'd be incredibly grateful for any advice, and I'd love the opportunity to learn what makes a portfolio truly shine in your eyes. you can find my portfolio on my website - chloehuntillustration.com and from there, my instagram.

Thank you for your time.

Warm regards,
Chloe

The AOI – an important association for illustrators



Popular Resources

Free

What is Copyright?

This resource explains what copyright is, why it is valuable for you as an illustrator, and other key considerations.

Members

Types of Animation Commission

This resource outlines different scenarios where you might be involved in an animation commission, and expectations for each example.

Members

Pricing Calculator

A tool for members to aid in calculating and setting your own fees.

Members

Illustrator Template Contract

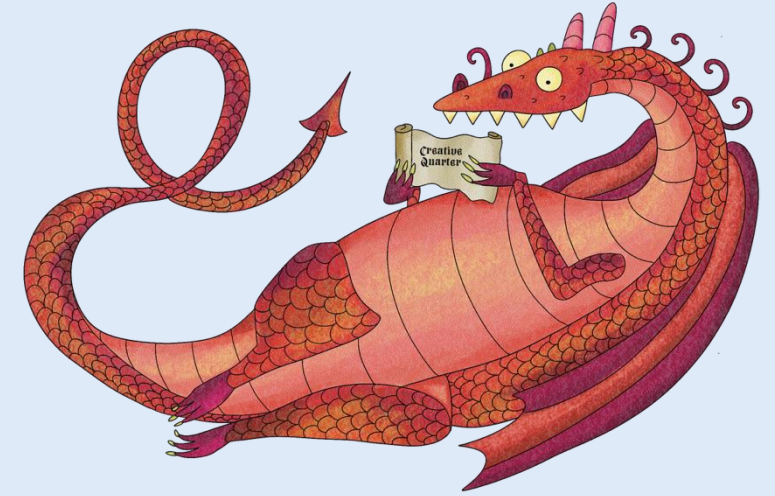
The Illustrator Template Contract is an industry standard template contract for illustrators to use with clients.

Explore Resources



The AOI is a very helpful and important association and one I think I will join when I leave university and I'm on my own – a sense of support will feel comforting and I know they can offer support like looking over contracts, events and information. The AOI provides resources like what to expect from contracts, copyright info and insight into animation and what the different careers can offer. They also advertise events – this is great as you can meet other illustrators and meet new contacts at these events or learn and gain inspiration.

My Goals



In the summer, I want to create 24/32 illustrations for a book. I want to create it based on my naughty mischievous characters and include my Dragon. I want to have a project to work on during summer and test my ability, push myself and advance my style ready for my major projects in third year. I also think this may be something that will benefit me when I graduate and want an agent.

Writing A Zander Letter

Students have to describe, in as much detail as possible in their letter, how they came to achieve this “extraordinary grade.”

In writing their letters, Zander said students must “place themselves in the future, looking back, and report on all the insights they acquired and the milestones they attained during the year, as if those accomplishments were already in the past. Everything must be written in the past tense. Phrases such as ‘I hope,’ ‘I intend,’ or ‘I will’ must not appear.”

The aim of giving all students a 1st classification is to help students to remove the barriers that block achievement, and to embrace the mindset of giving a 1st classification, by letting go of rigid mindsets that restrain them.

The 1st classification is an invention that creates possibilities for the student and allows them to accomplish what is possible by reducing distractions and inhibitors (Creativity at Work, 2020)

I’m going to write a zander letter to myself about how I achieved a first class grade and become a successful freelancer illustrator. Hopefully this will inspire me and motivate me and show me what I need to do! This is a really inspiring piece of writing and as I am really excited and motivated for a career in illustration I would like it to be like a promise to myself and a source of motivation.

What Is A Zander Letter?

PIT STOP: THE ZANDER LETTER



Write yourself a letter dated twelve months from now. This letter should begin with 'Dear [Your name here]', and should detail how, precisely, you achieved a goal that you currently have.

This visualisation of your success should not include any future tense. Phrases like 'I hope', 'I plan to' or 'I will' are not allowed. Instead, write the letter as if those accomplishments are all history, and that you're looking back at them from a distance.

A zander letter founded by Benjamin Zander is an inspirational letter written from a future version of yourself to inspire hope and motivation. It is a way of manifesting the future you aspire to gain and it's a way of visualizing and putting it into words what you have to do to achieve your goals.

My Zander letter

Dear Present Me,

I'm writing to you from a future that once felt intimidating, unknown but exciting. I used to wonder if I was capable of reaching it. I questioned whether I was talented enough, disciplined enough, brave enough.

I achieved a First Class degree. Not through perfection and certainly not through never doubting yourself. I achieved it through persistence, curiosity, and by finally trusting what made me different. I turned inward and created what felt true to myself. That decision changed everything and illustrating felt like an extension of myself.

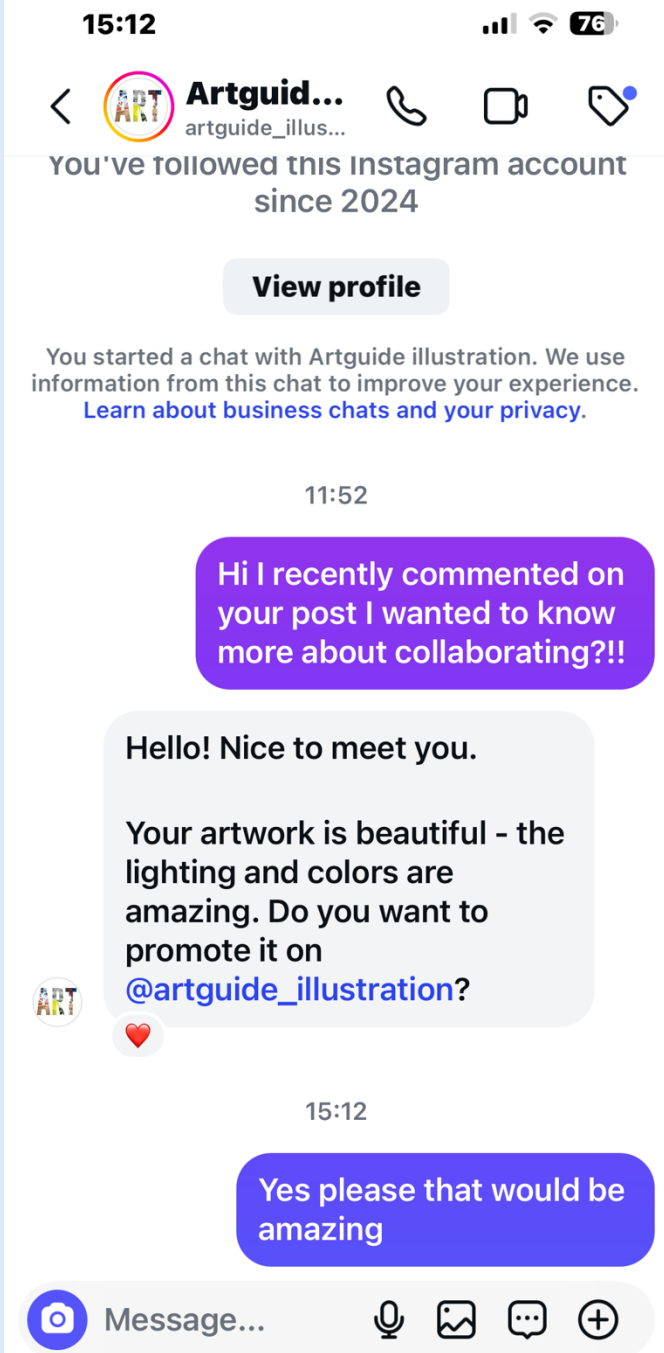
My independent project became a book about mindfulness and illustration, combining two parts of yourself that had been waiting patiently to meet on the page. I combined both of my passions and interests of calmness, reflection, colour, storytelling, and gentle humour into every spread. The work felt alive because it came from a genuine place that I wanted to explore. I worked really hard to make as many pages as I could for this book so that I could graduate and add it to my portfolio and publish it which helped me gain notice from agents.

I also allowed myself something in the process: fun. I stopped treating creativity like work and began treating it like a garden. I experimented, I made things that made me laugh and I let mistakes become stepping stones. After university, the next steps may not have been as easy as I would have liked. There were setbacks. Rejections, Emails went unanswered, Opportunities slipped past. Some days I worried that everyone else had been handed all the answers and I didn't have them. But I kept refining my portfolio. I kept making new work. I kept putting my work out there, imagining a future where my passion and purpose was a career that paid the bills.

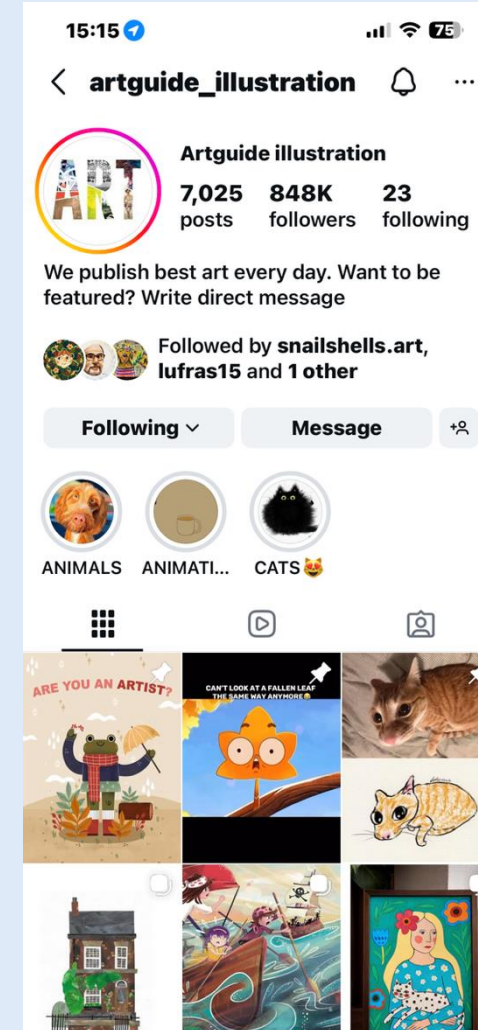
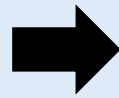
Another way I achieved my ambitions of a career in illustration was to connect to people, comment on Instagram pages, network, send emails and texts. This helped me get answers, get to know people and find out for myself how I get opportunities and push my work out there. I continued adding and editing my website which worked as a professional portfolio. I also kept putting my work on to Etsy and finding out ways I could grow my sales whilst continuing to do craft fairs so I could sell and promote my work, giving out business cards, a QR code to my website and to chat to people. So I am writing to tell you this: keep going. Keep making the whimsical, gentle, colourful things only you can make. Keep trusting the path that feels authentic. Keep sending the emails. Keep applying. Keep drawing and networking as this all builds to grow an audience that understood my illustrations and likes them!

The future is not built by certainty. It is built by hard work, passion and a vision. The craft fairs, the long nights making, drawing and planning all accumulated to a future in illustration that you wanted.

And one day, sooner than you think, you will look back and realise the illustrator you wanted to become was developing with every illustration and new project.



Reaching Out On Instagram



I saw this post pop up on my feed and the caption said if you're an artist to drop a comment and the account will promote your work on their page! My friend recently told me the more you comment on other artist's work the more people will follow you and find your page pop up more so I am going to try doing this more and see where it takes me!

Reflection

This branding module was a turning point for me, not just creatively but personally. It encouraged me to pause and properly reflect on what I want from my career as an illustrator, rather than just focusing on producing work which I used to think was enough. I spent time researching artists whose careers I admire like Tom Docherty and Ocean Hughes, looking closely at how they present themselves, the paths they've taken, and how they've built their identities within the industry. Reaching out to some of them for advice was something I initially found intimidating, but it pushed me beyond my comfort zone and helped me realise that building connections is a vital part of this field.

Alongside this, I developed new artwork specifically for my website, using it as an opportunity to refine and push my style further. Instead of staying within what felt safe or familiar, I challenged myself to experiment and be more intentional with how my work represents me as a brand. This process made me more aware of consistency and how my visual language communicates to an audience. Updating my portfolio felt less like a task and more like shaping a space that genuinely reflects who I am as an artist.

One of the biggest steps for me during this module was reaching out to agents, something I had previously been too nervous to do. Taking that step, regardless of the outcome, felt like a significant shift in my mindset. This module has reminded me why I am passionate about illustration in the first place. It has re-energised my motivation, helped me organise my goals more clearly, and allowed me to begin developing a stronger, more confident sense of my brand moving forward.