



# MOOD BOARD

## HOW TO & TEMPLATE

*What are your  
brand pillars?*

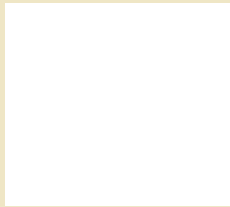
# MOOD BOARD HOW-TO

THINK OF A MOOD BOARD AS A BIG COLLAGE. BEFORE YOU SIT DOWN TO CREATE ONE YOU SHOULD PULL IDEAS FROM THE INTERNET, MAGAZINES, BOOKS, PHOTOS. THINK ABOUT HOW YOU WANT YOUR BRAND PILLARS TO BE PROJECTED TO YOUR AUDIENCE. THE MORE SUCCINCT YOUR PILLARS, THE EASIER THIS TASK.

BELOW I HAVE PULLED EXAMPLES FROM CANVA.COM WHICH IS A GREAT FREE TOOL TO UTILIZE IN CREATING YOUR BOARD. OR YOU CAN GO OLD SCHOOL AND START CUTTING AND PASTING. EITHER WAY, YOU SHOULD CREATE A FEW AND THEN SHOW THEM TO FRIENDS AND FAMILY TO MAKE SURE THEY ARE UNDERSTANDING WHAT YOUR BRAND IS SAYING WITH THE VISUALS ALONE.

GET CREATIVE AND HAVE FUN!





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brand pillars?*

**USE IMAGES AND QUOTES FOR  
INSPIRATION. REMEMBER TO THINK  
ABOUT COLORS, TEXTURES, IDEAS,  
SHAPES, THEMES. STAY TRUE TO YOUR  
PILLARS!**

**COLORS SCHEME**

**BRAND  
PILLARS**



**BRAND  
PILLARS**