

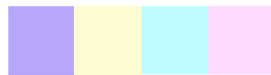
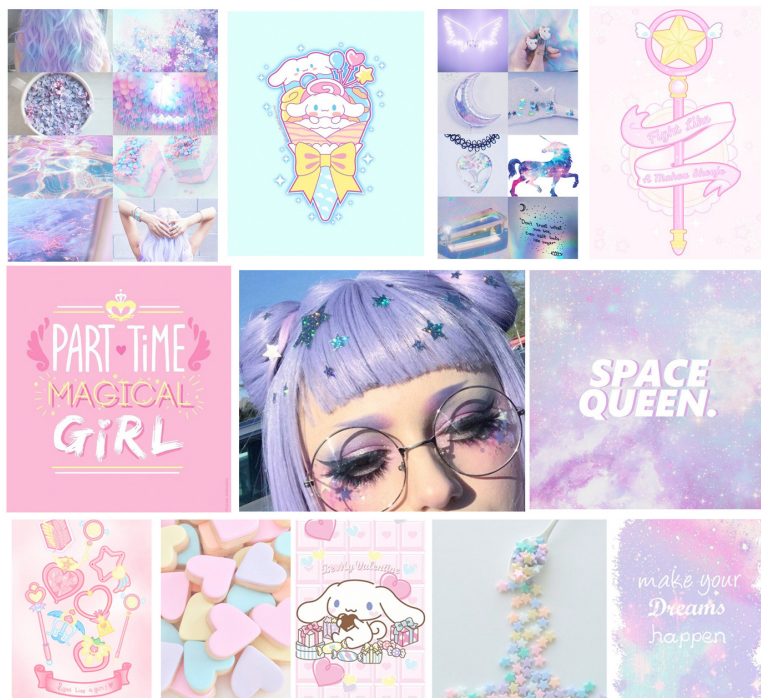
Mood Board

"A MOOD BOARD IS TYPICALLY A COMBINATION OF IMAGES, FONTS, COLORS, AND TEXTURES THAT DEFINE THE STYLE OF THE PROJECT. IT IS A TOOL FOR CREATIVES AND CLIENTS TO COME TO AN AGREEMENT ABOUT STYLE." –CREATIVELY DARING



Creating your own Brand Mood Board through something like Pinterest is one of the best ways to set your brand up for success. It is a moment of exploration and inspiration as you hunt down different graphics, aesthetics, fonts, colors and textures which defines your brand on a visual level. It is free to do, doesn't take much time, and directly impacts the look and feel of your brand. It is a way to communicate with your team or a designer on the aesthetic of your brand through images rather than words, which can be misinterpreted. A mood board is something you will continue to look back on again and again.

Below is an example of a mood board I created through Pinterest. Now go create your own one-of-a-kind mood boards!



✧ *Eilie Astara* ✧