



Creating your own mood boards

ED
Elevate your Brand

01. DREAM AWAY WITH YOUR MOOD BOARD

You can look up beautiful images anywhere, whether on the internet or from a magazine, it doesn't matter. Choose the form that suits you and collect everything that speaks to you. From there, you can see what you like and see if there is a common thread.

YOUR LIFE

Time: 1 hour.

We start by creating a mood board for you. Private, professional, goals, dreams: you can collect everything that speaks to you.

Grab a pile of magazines, scissors, a piece of cardboard and glue (or if you want to do it digitally: create a new Pinterest board) set a timer to 1 hour and start in full focus.

YOUR DREAM CLIENT

Time: 20 minutes.

Keep in mind your brand values and what you most want your business to convey. Start by creating a small mood board visualizing your dream customer. Who is he/she? Where does he/she live? What is their lifestyle? What kind of work? Family? Life? Collect this information to better define your dream client! Set the timer for 20 minutes and GO!



“A mood board lets you explore styles, refine your color palette and ensure consistency across your business. It helps you communicate your brand's personality and vibe, aligning your visual identity with your brand's core message and appealing to your target market. This clarity is essential for making design decisions from your website to social media, ensuring everything feels cohesive and intentional.”

02. YOUR BUSINESS MOOD BOARD

Time: 30-45 minutes.

The third mood board you create is for your business. This is where it all comes together. Pick the shape and size of your choice. A large cardboard box, a piece of paper, or a Pinterest board: anything works. Just make sure it reflects all the elements that are important to your branding. You can do this assignment to get an overview of your company's visual piece, but you can also use it to get inspiration and gather content around a new product, a photoshoot, a launch, etc.

Include your brand colors. The images you like, maybe the photos from your professional shoot, your fonts, everything comes together in this mood board.

Take 30/45 minutes to create this collection and keep it by your desk as a reminder of your visual brand identity.

Enjoy!



Note: If you have a graphic designer who has created this for you: great! Then make sure it has a place of honor where it can be seen and, if necessary, supplement it with images from your photo shoots.