Create a mood board

Now you have defined your brand foundations, it's time to look at your visual brand identity

You may already have a logo, website and social media pages, but now you have really drilled into the heart of your brand, is your visual identity in line with your brand's personality and does it appeal to your audience?

Many businesses create their visual identity BEFORE they work on their brand foundations. This can result in colours, fonts, patterns, images and messaging being created which doesn't resonate with their audience and can lead to the need to re-brand down the line. A good exercise is to pull together a mood board for your current brand, or create one for your new brand, so you have a visual reference point and can see how everything fuses together.

What is a mood board?

A mood board is a collection of images, fonts, colours, patterns or objects which inspires a design (e.g. a website) or captures a 'mood' (e.g. a brand's visual identity). It can include anything from photographs to swatches of fabric and coloured beads; whatever you need to use to illustrate your vision. A mood board helps you organize your thoughts, make sure you haven't overlooked a key design component, and identifies elements which aren't harmonizing with the overall 'mood'.

You could create a mood board on Pinterest or collect digital imagery and place into a Canva, Word or PowerPoint document. You could also create a physical board using real fabric swatches and photographs.

Tip

If you already have a brand, collect all the visual elements you've created and place them together onto a board so you can see how the overall 'mood' of your brand is presented to your audience. Does it correctly represent your brand? Will it appeal to your perfect customer? Do you need to add in any missing elements?