

AMANDA LOUISE
design

A STEP-BY-STEP GUIDE TO CREATING YOUR BRAND MOODBOARD



WHAT IS A BRAND MOODBOARD?

A brand moodboard is more than just an organized board of images that look pretty together. It's an extremely valuable tool that can help to ensure that all of the visual parts of your brand create one cohesive experience for your target customers.

Your brand moodboard will help you to make decisions about your brand visuals, such as the type of imagery to use on your website, the kind of images to post on social media, or even the vibe that your headshots should give off.

Your moodboard is also something that can inspire you every day and be a reminder to focus on your brand and do things your way instead of comparing yourself to other brands.

Ready to create a beautiful moodboard?

Follow the steps on the next few pages to create a cohesive brand moodboard that speaks to your potential customers!



DEFINE YOUR BRAND PERSONALITY

Just like you, your brand has a personality. Brand personality refers to the way your brand expresses itself. Defining your brand personality will help your target customer relate to you and your brand, which creates trust and understanding between you and your customers.

Circle 4-8 adjectives that describe your ideal brand personality.

Then narrow those words down to your top 3.

active	elegant	inspirational	retro
adventurous	empathetic	loud	savvy
affordable	energetic	loyal	safe
artistic	fashionable	luxury	serious
aspirational	fearless	masculine	service
balanced	feminine	mature	sexy
beautiful	focused	minimal	smart
bold	friendly	neutral	social
brave	fun	nurturing	spiritual
compassionate	generous	organic	spontaneous
confident	gentle	organized	strong
cool	goofy	original	successful
creative	graceful	passionate	supportive
determined	happy	playful	tenacious
discrete	healthy	positive	traditional
distinctive	helpful	powerful	trustworthy
diverse	honorable	precise	unique
driven	humble	professional	warm
down-to-earth	humorous	pure	whimsical
edgy	independent	quiet	wise
educational	influential	realistic	witty
efficient	innovative	reliable	youthful

top 3 words:

1. _____

2. _____

3. _____

INSPIRATIONAL RESEARCH

INSPIRATIONAL RESEARCH

Take some time to look up other brands and businesses that stand out to you. It could be their branding (logo, graphics, patterns, etc.), how you feel when you visit their website, a good color palette, the way they speak to their target customer, brand photography, or anything else that speaks to you. Save these as screenshots, or take detailed notes.

CREATE SOME GUIDELINES FOR YOUR BRAND INSPIRATION

Before running off to find pretty images, you need to start with some guidelines on what your brand stands for, and what it doesn't. Answer the following questions about your brand:

1. *What colors do you want to incorporate into your branding and why?*
(try to choose between 3-5 main colors. This will create a more cohesive look.)
2. *What font types do you want to incorporate into your branding and why?*
(circle 1 or 2 from the examples below)

BOLD *Feminine* Simple *Elegant* Sophisticated *Playful*
3. *How do you want people to feel when they see your brand?*
(reference your brand personality words)
4. *What other brands do you like and why?*
(reference your inspirational research images and notes)
5. *What style of photography or imagery are you drawn to?*
(white backgrounds, bright & clean, dark and moody, happy, serious, colorful, simple, etc.)
6. *Which of the brands and photography styles that you listed in questions 4 and 5 align most with your top 3 adjectives from the previous page?*

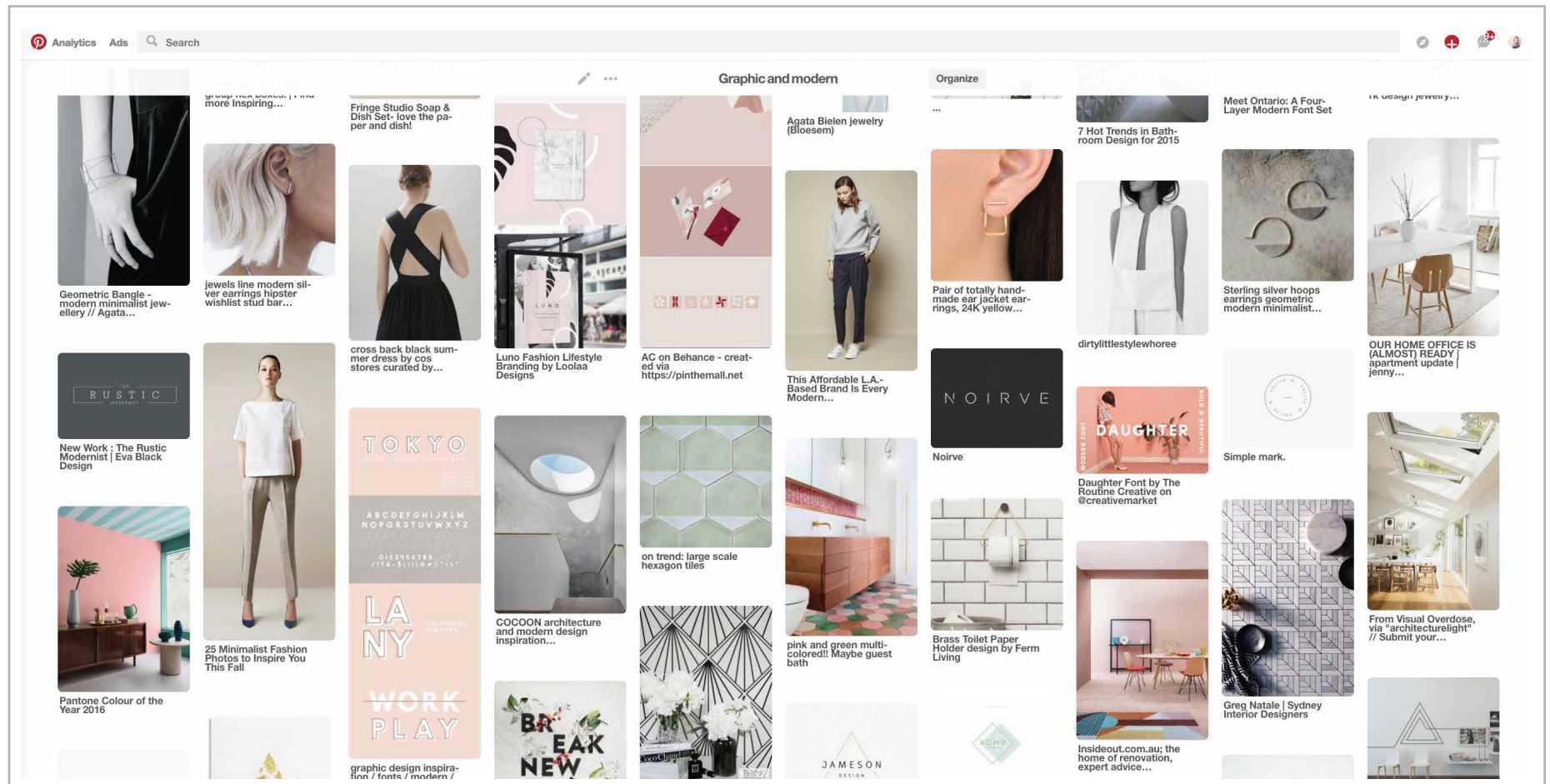
COLLECT INSPIRATIONAL IMAGERY

CREATE A SECRET PINTEREST BOARD

One of my favorite ways to collect imagery without feeling restricted is by creating a board on Pinterest. Pinterest's secret boards are a great way to find and save images before creating a final brand moodboard without making them public to all your followers, allowing you the freedom to save images without boundaries, and then refine your visual inspiration until you find a style and feeling that best represent your brand.

Now it's your turn to create an inspirational Pinterest board!

EXAMPLE INSPIRATIONAL PINTEREST BOARD













CHOOSE YOUR COLOR PALETTE

UNDERSTANDING COLOR PSYCHOLOGY

Creating a cohesive color palette for your brand is SO important! Color is one of the most noticeable components of a brand and it plays a large role in how your brand is perceived by your potential customers.

Color is a great way to communicate to your target customers and can be used to attract certain customers by influencing their mood and emotions and encourage action. Research has confirmed that how you use color reinforces brand recognition by up to 80%. So color makes a huge impact on your potential customers!

If you want to create a color palette that attracts your ideal audience and accurately represents your brand, you have to have a basic understanding of color psychology. I've listed some of these below! Use your brand personality words from page 2 and the guidelines you created from page 3 to help you choose which of the following basic colors reinforce your brand.

-  **RED** | passion - appetite - love - energy - action - emotion - power
-  **ORANGE** | happiness - creativity - determination - warmth - playful
-  **YELLOW** | joy - intellectual - confident - alive - optimistic - loyalty
-  **GREEN** | growth - natural - safety - trustworthy - calm - stability - fresh
-  **BLUE** | honest - secure - calm - strong - trustworthy - wisdom- intelligence
-  **PURPLE** | power - luxury - imaginative - ambition - mystery - independence
-  **PINK** | feminine - love - sweet - gentle - safety - vulnerability - innocence
-  **BLACK** | elegance - formality - mystery - strength - authority - sophisticated
-  **GRAY** | solid - stable - neutral - calm - reserved - quiet - practical - steady
-  **WHITE** | light - purity - goodness - clean - innocence- perfection - safety

CHOOSING YOUR BRAND COLORS

This is the fun part! From your Pinterest board, you should be able to see a color theme happening in a majority of your images. Follow these steps to narrow down to a cohesive color palette!

STEP 1 | Choose 1-2 main colors. You can do this by checking to see which colors show up the most on your Pinterest board, or you may have a favorite color in mind that describes your brand! Having only 1-2 main colors will help you stay cohesive, and will keep things simple and understandable for your target customers!



STEP 2 | Choose 2-4 accent colors. These are colors that you can use to give more excitement and personality to your brand, and make certain things on your website, social media, etc. “pop”. These colors should be used minimally throughout all brand touchpoints.



STEP 3 | A strong palette includes a balanced mix of light, medium, and dark tones. Make adjustments to your palette to ensure that the colors you're using include a variety of light and dark tones to not only add contrast, but to give you more versatility when you implement your brand into other touchpoints.

Yay! You have a color palette! Good work!

Now let's go create a moodboard! → 5

CREATING YOUR BRAND MOODBOARD

CURATING YOUR IMAGES

As you filter through your Pinterest inspiration board, narrow and save images that look cohesive and follow the guidelines that you created in the exercises on pages 2 & 3. Your images should also include your brand colors from page 5. (If you have Photoshop, you can easily edit any image to match your chosen brand colors. If you don't have Photoshop, try to choose images that contain at least 1 of your brand colors as the main color read.)

Try to include at least one of each of the following types of images in your moodboard to provide a cohesive visual experience:

1. Fashion

(What kind of clothing, jewelry, or accessories look like your brand?)

2. Textures

(How does your brand feel? Sleek and graphic or organic and hand-touched?)

3. Pattern

(Does your brand utilize pattern? Small, simple repeats, or large, placed graphics?)

4. Space or Environment

(What space does your brand feel like? Clean, white office space, confetti-filled party, calm mountains, cozy living room with a fireplace?)

5. Font pairings

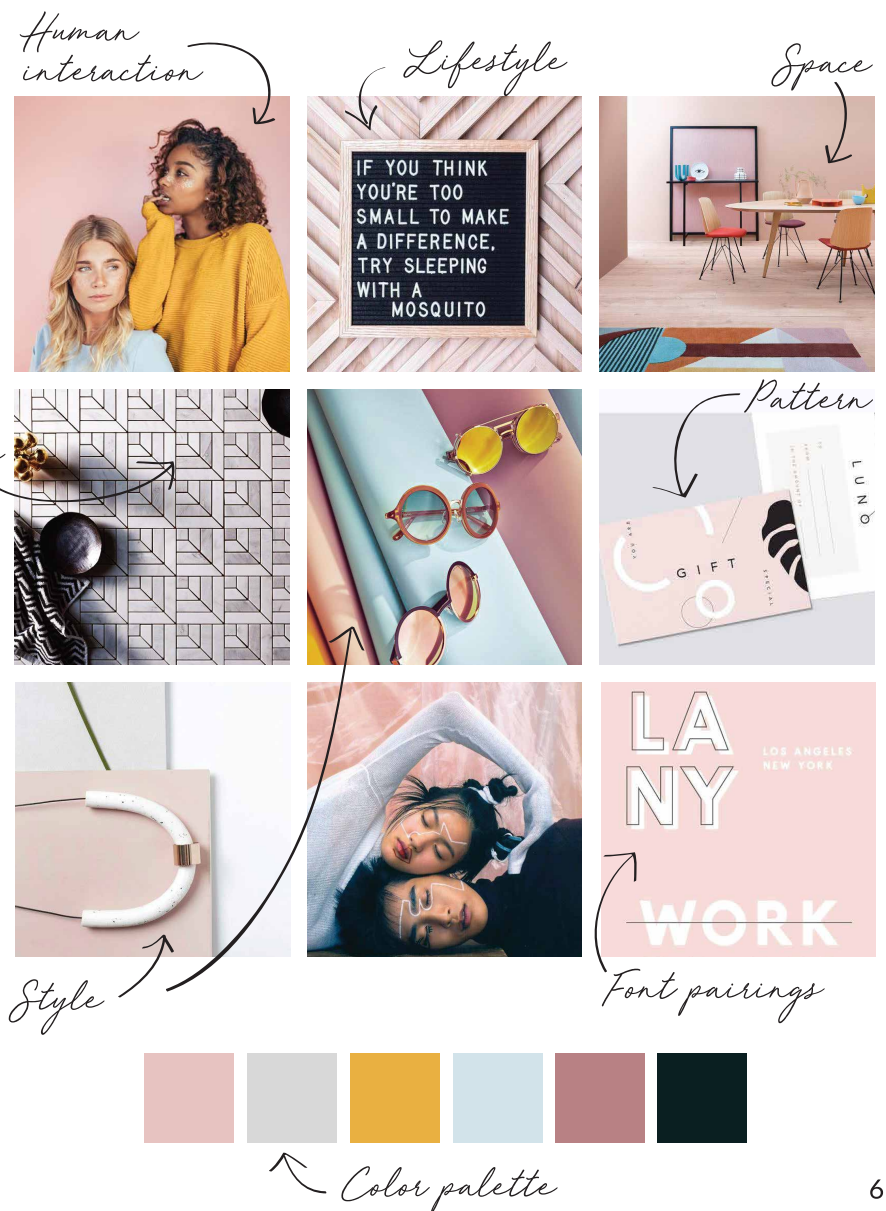
(Reference your ideal font types from page 2)

6. Lifestyle

(Show some lifestyle items that support your brand. Cute pencils and a planner, a steamy coffee mug, a funny quote on a letterboard?)

7. Human interaction

(What type of person is brand like? Two best friends laughing together, a woman in solitude with a good book, a group of friends at a concert, etc.)



BRAND MOODBOARD TEMPLATE

NOW IT'S YOUR TURN!

Use this template to create your brand moodboard! Feel free to change the order of images or change the shapes to make it your own.

If you don't have a digital program that you can use to create a moodboard, try printing out this page, as well as your curated images, and create a moodboard by cutting and pasting! When you're finished, you'll have a beautiful piece of artwork that you can hang at your desk to inspire you every day!

have fun!

Questions?
Send me a note at
hello@amandalousedesign.com.

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design

<i>Human interaction</i>	<i>Accessories</i>	<i>Space</i>
<i>Texture</i>	<i>Font pairing</i>	<i>Pattern</i>
<i>Style</i>	<i>Human interaction</i>	<i>Accessories</i>

Color palette

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AMANDA LOUISE *design*



Hi! I'm Amanda.

Business owner, designer, and mama-to-be at Amanda Louise Design

I help inspired business owners bring their creative visions to life.

I work closely with my clients to transform out-of-reach daydreams into tangible artwork that will help them evolve their business and stand out in their industry.

YOU HAVE A CREATIVE VISION.

I HAVE THE CREATIVE TOOLS TO BRING IT TO LIFE.

LET'S CREATE SOMETHING BEAUTIFUL TOGETHER.

I'm a pattern designer, illustrator & graphic designer, living in northern Ohio with my sweet, goofy husband and our adorable mini Goldendoodle pup.

I started my business as an endeavor to empower and encourage others through handcrafted artwork and purposeful design. I believe that paying attention to the little details brings out the most beauty and joy, in both life and in art. I want to take the passion and heart you put into your business and translate it visually through beautiful, intentional design.

CONNECT WITH ME

INSTAGRAM: @amandalouisedesign

WEBSITE: www.amandalouisedesign.com

EMAIL: hello@amandalouisedesign.com