

HOW TO CREATE A BUSINESS BRANDING MOOD BOARD

WHAT TO GET:

- White piece of paper or poster board
- Glue stick
- Scissors
- Magazines that you don't mind cutting up. I try to use a variety of magazines so that I don't get caught up in the aesthetic of the magazine.

WHAT TO DO:

1. Pick the optimum time and place to create your mood board. If you feel your most creative in the morning, consider making your vision board right when you wake up. If your artistic juices start flowing late at night while you're having a cocktail or cup of tea, that's the perfect time for you to get started. Create whatever background noise inspires you, whether it's loud rock 'n' roll, classical music or silence.
2. Take ten minutes to clear your head by taking a walk, meditating or doing some simple deep breathing.
3. Start looking through your magazines and ripping or cutting out any images, colors, patterns or words that peak your interest in relation to your business. Keep in mind that you're not making a vision board about your goals for your future or creating an adorable collage to hang on the wall (though you may want to hang it up in your workspace to remind yourself of the feeling you want for the branding of your business. Don't second guess yourself while you're picking out images. If something calls to you, grab it! Just because you cut it out doesn't mean you have to use it.
4. Once you have a good selection of things from the magazines, spread them out on a table and start weeding things out. Then grab the ones that call to you and trim or rip the edges if needed.
5. Adhere your images to your paper or board. I like to place everything on my board first and play with the layout, spacing and images. This helps me to be really sure I want to use the image and figure out the best place for it. Once you know which images you're going to use, glue them to the paper or board. Feel free to draw, paint or write anything on the board as well.
6. Now that your board is done, step away from it for an hour or even a day. If you don't have that much time, repeat step 2 to clear your head.

7. Looking at your board, search for common themes, colors, patterns, images, words, fonts etc. Write a list of these commonalities and look at the list and your board when you fill out your branding worksheet.

Look at the business branding mood board example for Rescarves (also the example company used for the branding worksheet and identity sheet examples). The combination of colors, patterns, images and words became the base that helped this business answer questions like, "What colors do you want to use in your branding?" as well as inspired the identity sheet.