

6. Build a Mood Board for Your Brand

So far in this workshop, you've taken a look at your brand values, defined your place in the market, and explored your unique personality. You've gathered your existing brand visuals, brand messages, and documented what your clients experience when they work with you. You've examined your brand closely to see what's in alignment and what's out.

So... what if, after doing all that

- You don't like what you see when you look at your brand?

or

- You feel like you need to do some soul searching before you can really evaluate your current branding.

or

- You're just getting started building your business and need to start at the beginning of the branding process.

I've got you covered! Today, you'll be doing one of the first steps of visual branding: creating a mood board for your brand.

If you love your current brand and just need to make tweaks, use this homework as an excuse to hang out on Pinterest and gather inspiration for a specific part of your business (a new product/offering, blog post image inspiration, or to tighten up your vision of your ideal clients).

1) Get a Pinterest account, if you don't already have one.

<http://www.pinterest.com>

- 2) Add Pinterest's "Pin It" button or bookmarklet to your browser.** If you have a smart phone get the Pinterest app. (This will make pinning faster and make it easy to pin your own photos!

<http://about.pinterest.com/en/goodies>

- 3) Start a Pinterest board to gather your brand inspiration** (You can make this board private if you don't want to share it with the world.)
- 4) Look for color combinations,** fonts, textures, patterns, photo and illustration styles, and design elements that resonate with you and gather these onto your brand board.

Pin things that express your personal values. (page 4, Day 1 worksheet)

Pin things that capture the way you want your brand to feel to your ideal clients. (page 10, Day 1 worksheet)

- 5) Pay attention to your surroundings:** look for inspiration in the world right around you: in your home, on your current Pinterest boards, in the environment that you experience daily (your city, signs, buildings, scenery, billboards, products, stores, etc.).

Take photos of inspiration you find in your part of the world and add those shots to your mood boards, if you like.

- 6) Then broaden your view:** follow the links provided on the next page and see where they take you.

- 7) Consider your audience:** where would they find inspiration in each of the categories below?

- 8) Go with your gut: pin or bookmark anything and everything that speaks to you.** Don't question why, just notice and gather. This can be photos, illustrations, quotes, colors, fonts, etc.

- 9) Continue to refine:** Even after this week is over, continue to add to, and take away from, your boards as you find new inspiration, and as your business evolves.

Finding Brand Inspiration

Pinterest and Flickr (<https://www.flickr.com>) are great places to find inspiration in all the categories below.

Pick the categories that appeal to you and your ideal clients most when searching for inspiration. Add in your own categories, if you and your clients are interested in different things (sports, gaming, etc.,)

Fashion

- Look in your own closet
- Polyvore <http://www.polyvore.com/>

Interior Design

- Design Sponge
<http://www.designsponge.com>
- search for “paint swatches” on Pinterest

Entertainment

- Look at book covers, movie posters, and album covers, on Amazon

Nature/Season/Science

- draw inspiration from the world around you, snap shots w/your phone/camera

Art

- Artnet <http://www.artnet.com/galleries/>

Culture

- Think about your own travel experiences, where you’ve lived, and your “want-to-go-there” lists. Search Pinterest and Flickr for images of those locations.

Crafts

- Etsy <https://www.etsy.com>

Weddings

- Martha Stewart Weddings
<http://www.marthastewartweddings.com>

Branding

- Minted
<http://www.minted.com/party-invitations>
- Design Seeds
<http://design-seeds.com>
- Behance
<https://www.behance.net>

Share:

Post in our FB group: a couple of your favorite pieces of brand inspiration.