Brand mood board

[Client name] · Direction [A / B] · [Date]

Three words: [_____] [_____] [_____]

HERO IMAGE

The one picture that sums up the direction

PHOTOGRAPHY STYLE

Light, framing, people or no people

TYPOGRAPHY

Headline face / body face, with a sample line

TEXTURE AND MATERIAL

Paper, fabric, surface, finish

GRAPHIC ELEMENT

Pattern, shape, icon or illustration style

COLOUR PALETTE

#_____ #_____ #_____ #_____ #_____

IN USE

A quick mockup: sign, packaging, homepage

REFERENCES

Brands or work the client already likes

NOT THIS

Anti-references: what this brand must not feel like

Template from waco3.io