# VISUALIZING THE BRAND WORKSHEET – page 1

A brand mood board can help marketers visualize a brand's positioning. Mood boards telegraph a brand's point of view on the world. They convey your brand character in a way that words cannot. Good mood boards evoke a feeling. In essence, they elevate your brand story.

There's no right way to do this exercise – except that you should complete your brand blueprint beforehand. Just as with any creative process, it's a bit iterative. Below are some questions that will help you think through your brand visual identity before tackling a brand mood board:

1. Read your brand blueprint and then close your eyes and visualize what comes to mind. Write or draw any images that pop into your head.

2. Think of the feeling that you want your brand to evoke. Focus on the personality of the brand. What words express the brand's personality? Is it relaxing, fun, serene, creative, playful, serious, lighthearted, etc.? What words convey the feeling of the brand? You may choose to use some of these words in your mood board. It's up to you what you want to include.

3.  What colors express your brand's personality and tone and manner? Think about all the shades available to you. Is it pastel, black and white, primary, or jewel colors? Is the feeling around your brand bold, bright colors or muted sepia tones? Think about what colors help you set your brand's mood. Feel free to color below.

4.  Look in magazines or on the Internet for images that relate to your brand and collect images in a computer folder or a real folder so that you can begin constructing your collage. Capture the feeling that you want your brand to convey. For example, to capture a serene atmosphere, you might look for a beach sunset or to express an exuberant mood, you might look for a scene of people on a roller coaster. You do not have to include pictures of your specific product or service.

Now it's time to construct your mood board. You can make your mood board the old-school way—by cutting and pasting images and words into a collage on a poster board. Or you can construct your mood board on the computer using design software or one of the easy to use graphic design websites.

When constructing your mood board, think about the placement of the images and words. If you'd like to express a brand that is minimalisti, the mood board will likely be sparse and orderly. If you want to show a sense of dynamism, the mood board might look more chaotic. Make sure all the images 'fit' together to tell a cohesive visual brand story. Determining whether a mood board is cohesive is a gut feeling more than anything else.

Hopefully, after this exercise, you will have a stronger sense of your brand's visual identity. Have fun with it and experiment!

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