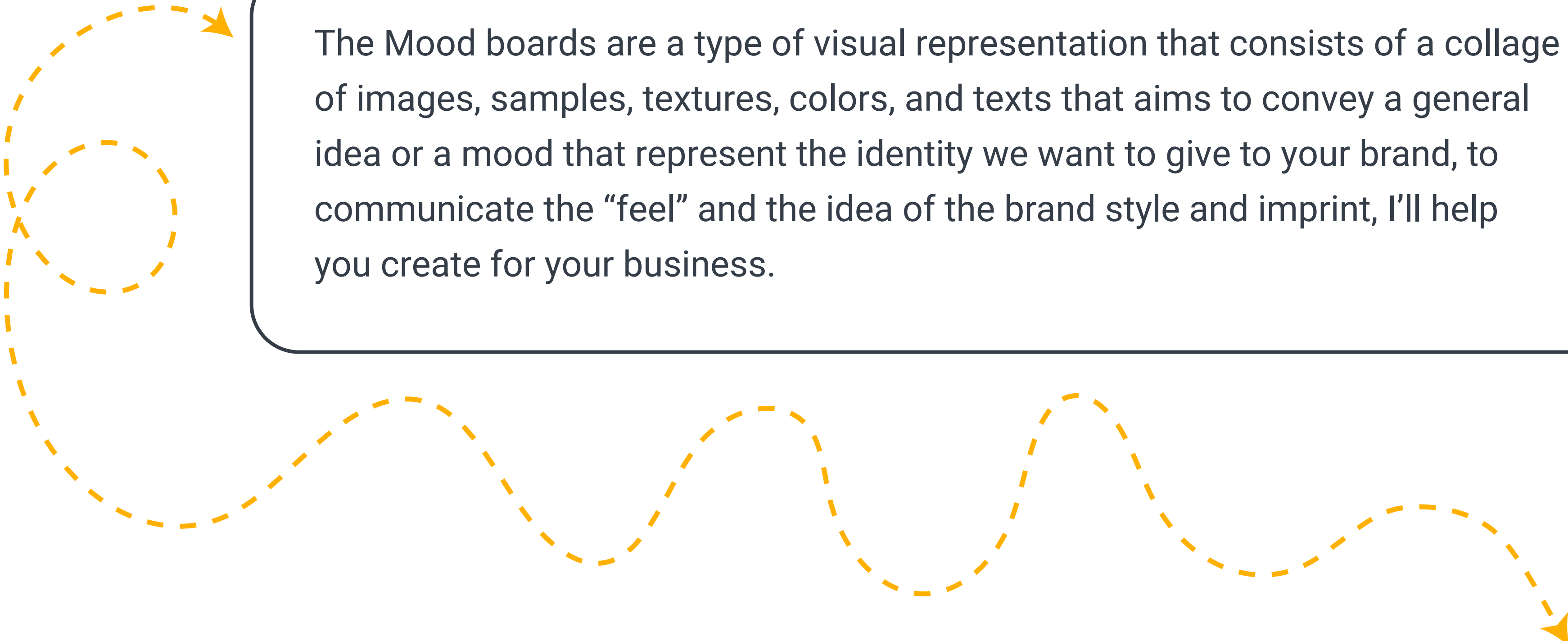


MOODBOARD

CREATIVE DIRECTION



The Mood boards are a type of visual representation that consists of a collage of images, samples, textures, colors, and texts that aims to convey a general idea or a mood that represent the identity we want to give to your brand, to communicate the “feel” and the idea of the brand style and imprint, I’ll help you create for your business.

BRAND NAME

CLIENT NAME

Date: XX/XX/XXXX

MOODBOARD 01

Describe why did you choose this picture and how it will help to built the brand identity

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YOUR IMAGE

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Describe why did you choose this picture and how it will help to built the brand identity

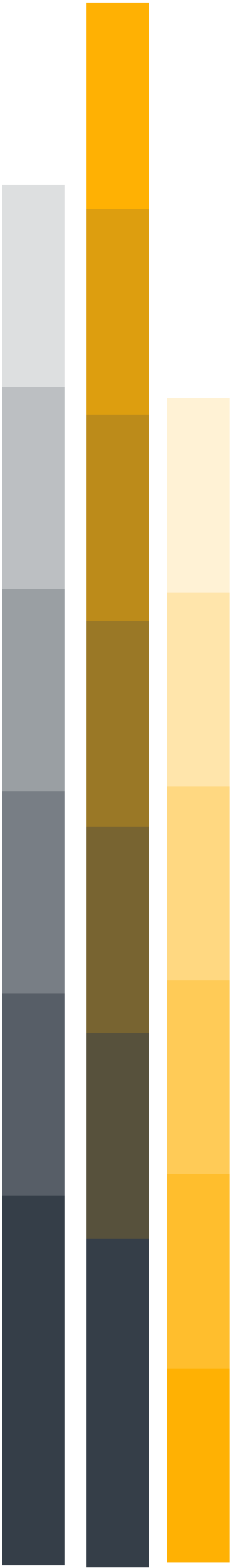
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Describe why did you choose this picture and how it will help to built the brand identity

Describe why did you choose this picture and how it will help to built the brand identity



Summary of the brand style view:

Talk about the style of the mood board created and the creative direction you took for the brand. Describe the fonts, colors, design and imagery style and how this direction will represent the brand and will be the identity of this brand.

Outlines:

Use this section to give an overview of your mood board and what it aims to achieve. d here.

PS: the colors and designs may changes during the process

MOODBOARD 02

Summary of the brand style view:

Talk about the style of the mood board created and the creative direction you took for the brand. Describe the fonts, colors, design and imagery style and how this direction will represent the brand and will be the identity of this brand.

Outlines:

Use this section to give an overview of your mood board and what it aims to achieve. d here.

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COLORS



PS: the colors and designs may changes during the process

FEEDBACK

Please give feedback on the two mood board concepts and the direction you want to go with. To make sure we are keeping on track with the project timeline feedback needs to be within 5 working days of when this presentation was sent.

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Mood Board 1

- 1. This mood board focuses on a more light and airy feel, with soft colors and clean lines.
- 2. The imagery is meant to evoke a sense of serenity and purity.
- 3. The overall look is modern and sophisticated.

Date: XX/XX/XXXX

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Mood Board 2

- 1. This mood board focuses on a more light and airy feel, with soft colors and clean lines.
- 2. The imagery is meant to evoke a sense of serenity and purity.
- 3. The overall look is modern and sophisticated.