

Your Design Mood Board Planner



Lite Version

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SECTION 1 — BRANDS I LOVE THE LOOK OF

List up to three brands whose visual identity inspires you — and note what specifically you like.

Brand 1:

Brand 2:

Brand 3:

SECTION 2 — THREE WORDS THAT DESCRIBE HOW MY BRAND SHOULD LOOK

Word 1	Word 2	Word 3
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SECTION 3 — DESIGN STYLES TO AVOID

What visual styles, colours, or approaches do NOT feel right for your brand?

UPGRADE TO THE FULL VERSION

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Full version includes: reference board grid, "where I am in the process" status checklist, designer briefing tips, and a pre-filled brief template ready to send.