

# Create Mood Boards

TO CLARIFY YOUR ORGANIZATION'S VISUAL BRAND

Contact:  
Jessie Marie Studio, LLC  
jessie@jessiemariestudio.com



## INSTRUCTIONS

1. Choose a Crafted Focus Question.
2. Gather your team, canvases, old magazines, scissors, and glue.
3. Create your Mood Boards.  
*First 30-minutes:* Flip through magazines. Cut out images which answer your chosen Crafted Focus Question.  
*Next 30-minutes:* Arrange your images on the canvas. Make adjustments. Find more images if needed. Edit images out that do not fit.  
*Final 30-minutes:* Glue your images on the canvas.
4. Analyze your Mood Board for common images, colors, and themes. Use this information to clarify your organization's visual branding.



## CRAFTED FOCUS QUESTIONS

*"It's not a bad thing finding out that you don't have all the answers. You start asking the right questions." – Erik Selvig to Thor*

**What is your desired brand experience?**

**What story do you want to tell?**

**What problem will you solve for your people?**

**What makes you unique?**

**What are you trying to achieve?**



## CREATE MOOD BOARDS WITH JESSIE

Jessie Marie Studio's Jump Start Package includes a Mood Board Workshop for your team. All materials will be provided as well as a Crafted Focus Question to target your unique goals. Jessie will analyze the results and then apply them to your visual branding.

Go to [jessiemariestudio.com/services](http://jessiemariestudio.com/services) to find out more.

Design for the success you want.



JESSIE MARIE STUDIO