

soul to soul

business & marketing
for therapists, coaches & healers

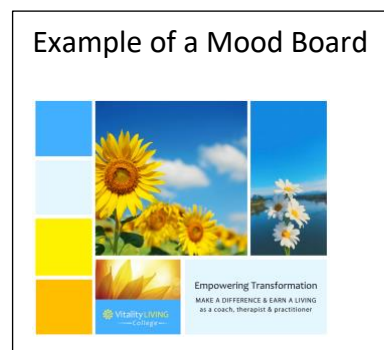
[Click Here for Google Docs](#)

Mood Board Quickie Set Up

Be able to set up your Mood Board within 1 hour

What Is It?

A mood board is a type of visual presentation or a collage consisting of images, text and samples of objects in a composition. It evokes the emotions of a brand and gives an indication of the colour palette, fonts, textures and sensations that the brand communicates.



When Should We Use It?

It's good to use a mood board when developing the promotional campaign, social media content or graphics for a brand.

What Are Its Pros and Cons?

Pros: Your brand has a consistent, professional look and feel.

Cons: Takes time to mull over the different images, textures and fonts to hit the sweet spot. Once complete, it is long-lasting.

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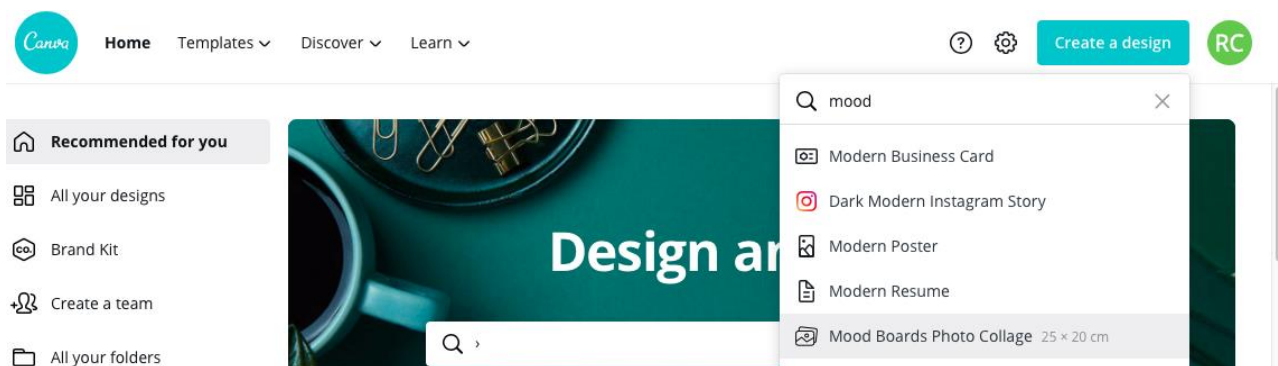
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How to Set Up a Mood Board in Canva

1. Login to [Canva](#).
2. Create New Design.



3. In Canva, search for Mood Board.



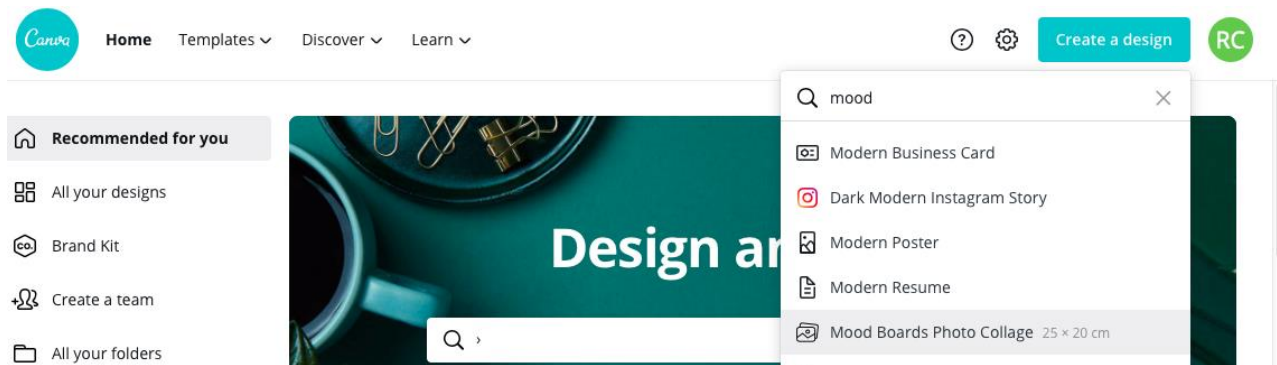
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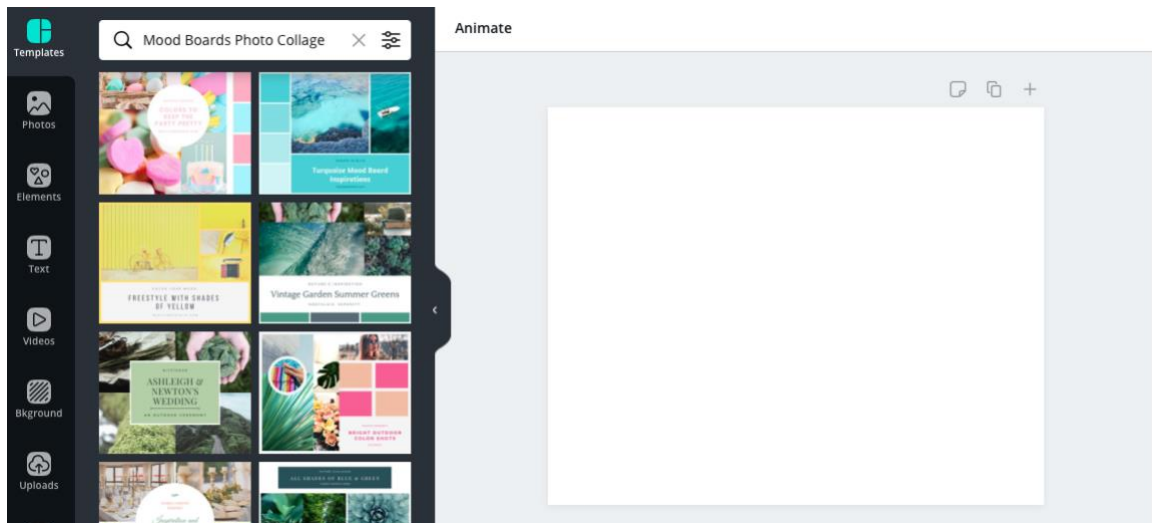
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4. Select Mood Boards Photo Collage.



5. To get started, pick the template.



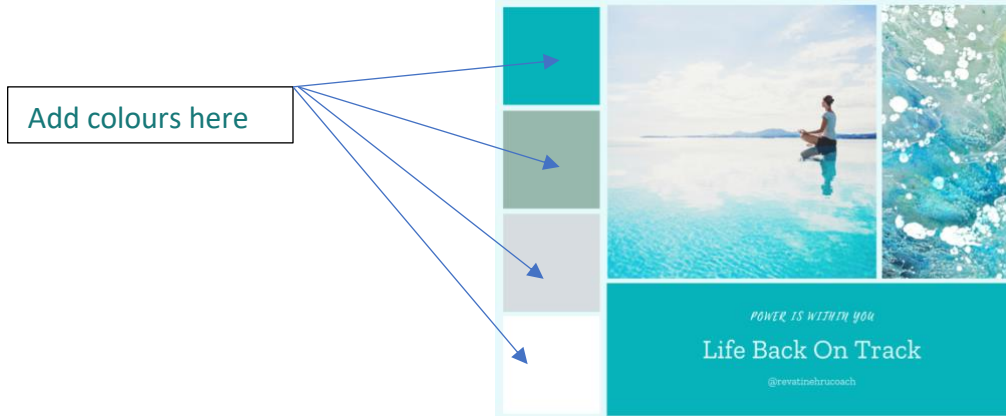
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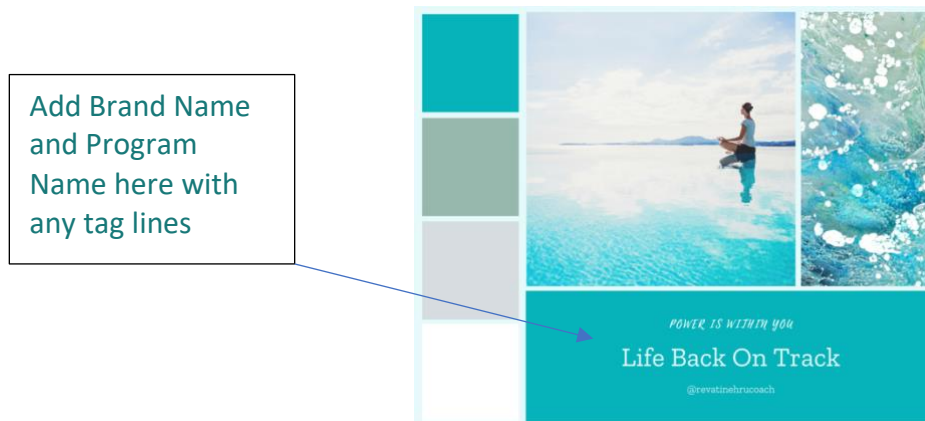
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6. Add the colour palette in the colour palette area.



7. Add the fonts of your Brand Name and Program Name.



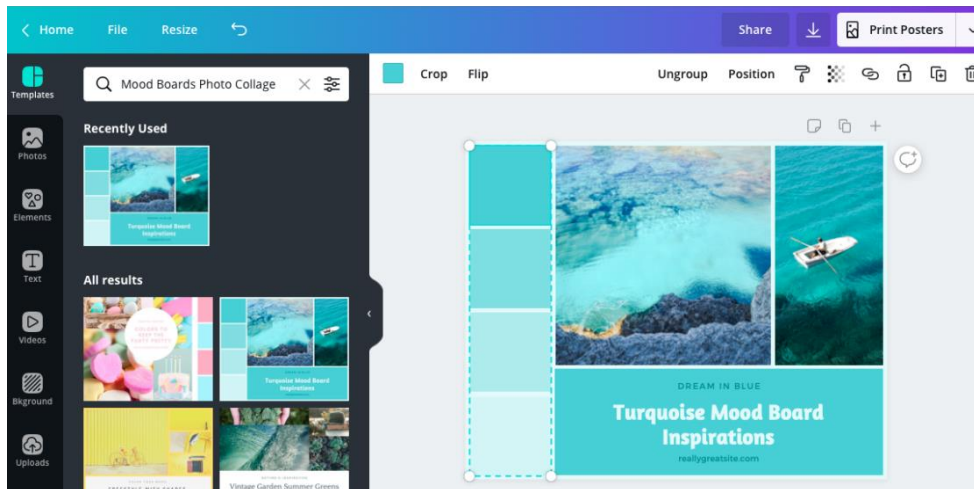
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8. Add your colour palette, visuals and fonts that represent your Souls Brand Essence.



9. To get inspiration for potential images for your mood board, put in words (in search) the Echoing Emotions from your Souls Brand Essence. Some images will match, and some will not.



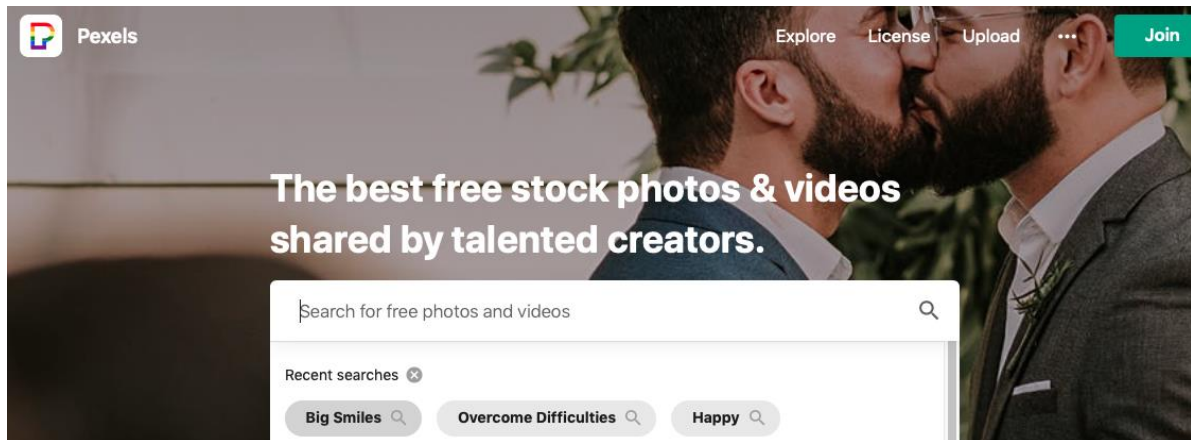
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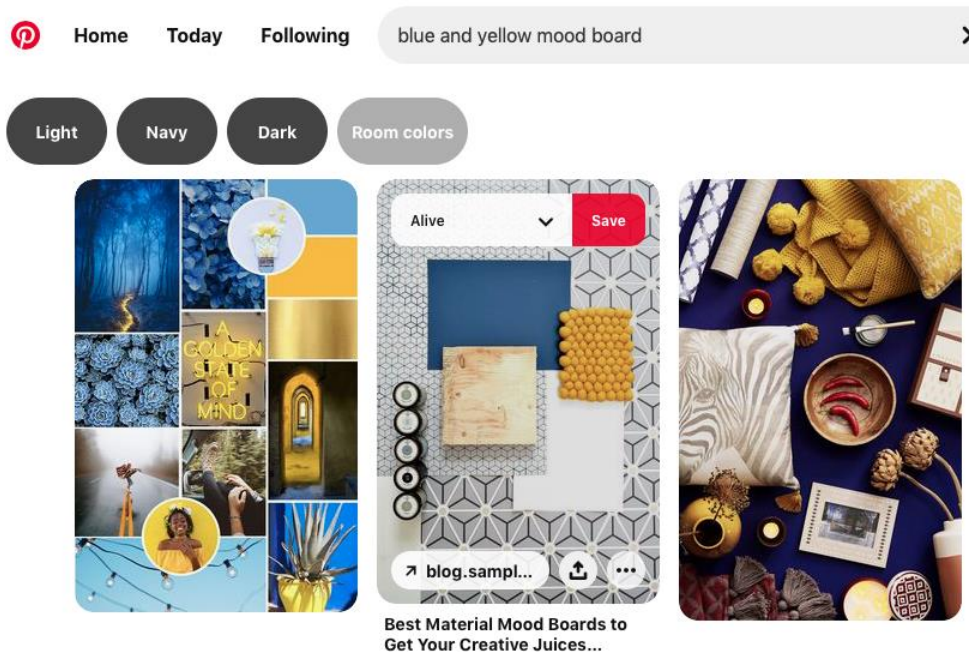
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10. To get inspiration for potential images, you can also search in Unsplash, Pixabay or Pexels.



11. You can also search in Pinterest for your mood board colours or emotion words.



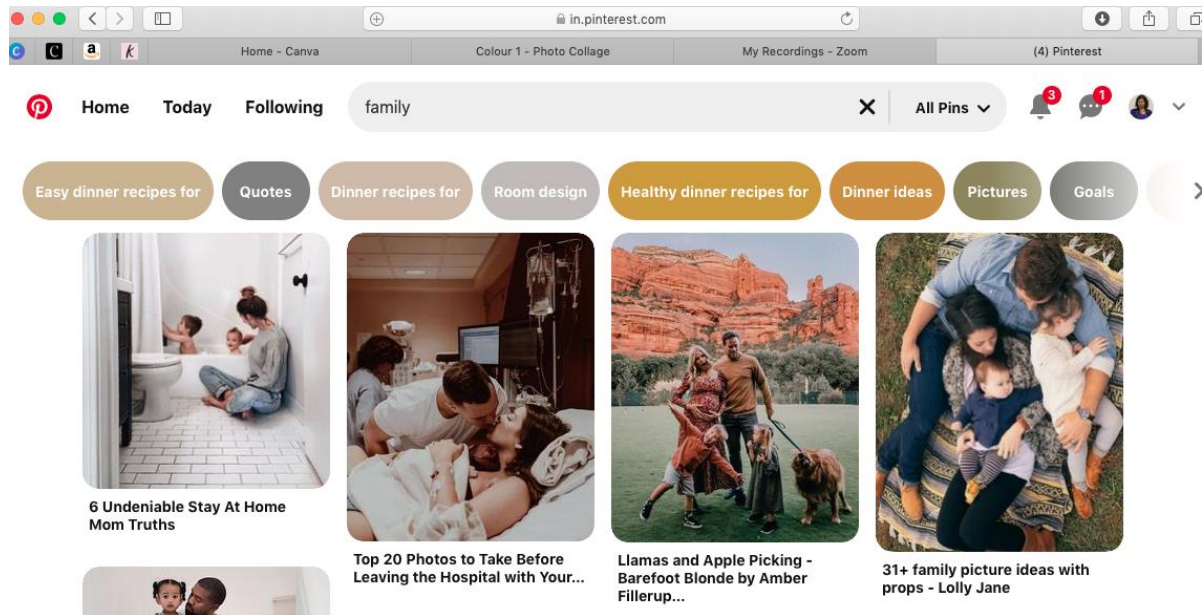
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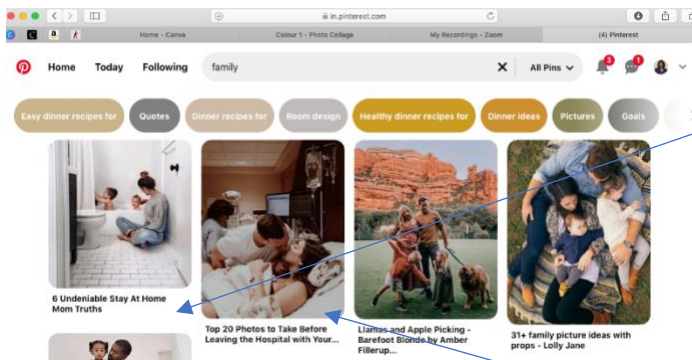
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12. You can also search for the emotion words in Pinterest to get ideas and create a board and save it.



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This is good for a business about moms as it will be familiar – bath time with the kids

This is good for a relationship or fertility coach, showing a desired outcome

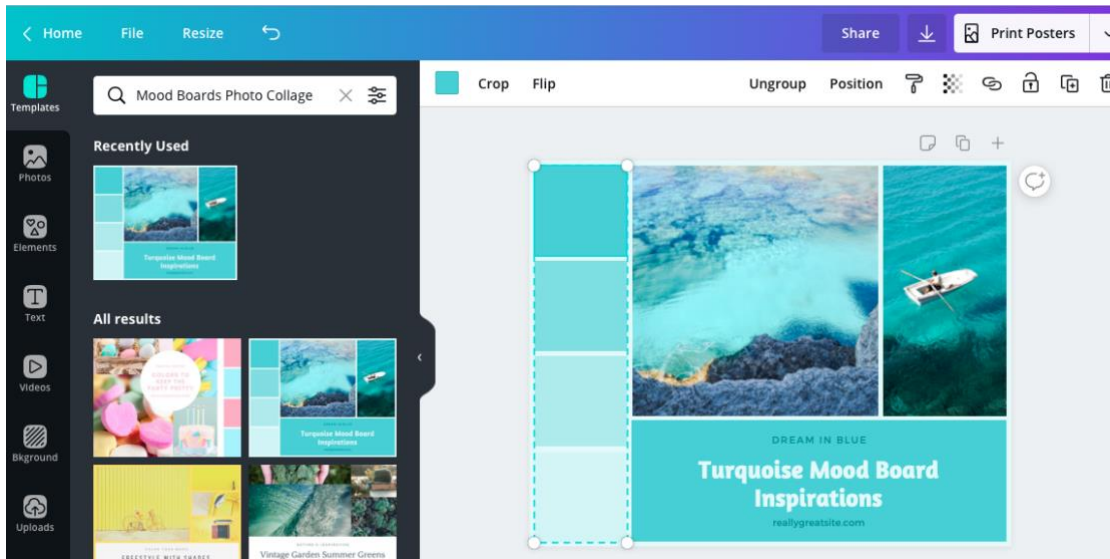
14. Stand back from it and ask some “friendlies” – How do they feel about it?

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15.If you have a logo, you can also add that in.

16.Then pick pictures that are evocative of your brand and communicate feelings, textures, sensations and sounds. *For example, if you feel that the feeling of the ocean is one of the feelings of your brand then you might want to find a picture of the ocean that communicates that and specifically if your brand is about reflection, cleansing and relaxation, then an ocean image communicates that.*

17.Once you've completed the above steps, congratulations! Your Mood Board is ready for action.

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What's the Process & Workflow?

1. Everything begins with the Souls Brand Essence & Souls Brand Personality where the feelings, emotions and benefits are clear for the brand.
2. Then map out the colour palette, fonts and images that communicate the Souls Brand Essence into a mood board.
3. Look at the mood board, both from a distance and close, and adjust as needed.
4. When it's complete it will just feel right.

What resources support this method?

1. [More](#) tips on making a mood board.