

MOOD BOARDS

“A collection of assets and materials intended to communicate the style, voice, direction, and language of a particular design, brand, or project.”

- Yona Gidalevitz

MOOD BOARDS

Source of inspiration

Define the theme, the overall visual approach of the project

Includes: Colour palette, typography, photographic approach, icon design, visual structure, user interface elements, navigation systems etc.

Include a set of keywords

A short written rationale to support the visuals

Don't focus on pixel perfect execution

Things go so fast!
Here are the highlights of my fashion weeks so far.



Derek Lam.
Cool, super well
edited show and
I love that fabric!

Great J-brew, amazing
collab with Sophia Webster.

May Fw lipstick!

→ This is the lipstick you
asked about yesterday.
It's by Make and the color is scarlett.

H. Love! xxxoxo please
Jenna Lyons
with Tom Mora and Frank Muytjens
invite you to preview the
Jenna





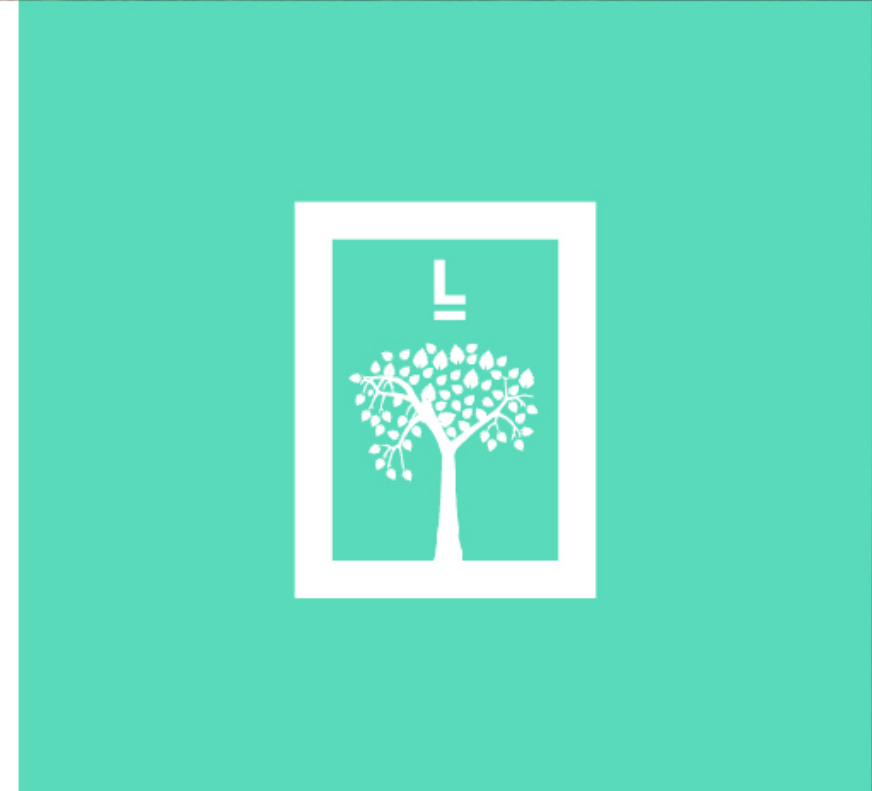
Passion



Leadership

Intelligence

Togetherhness



LIVING





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"WE MUST BE
OUR OWN
BEFORE WE CAN
BE ANOTHER'S."

-RALPH WALDO EMERSON-

LAWSOFMODERNMAN



DIDOT



h e p p

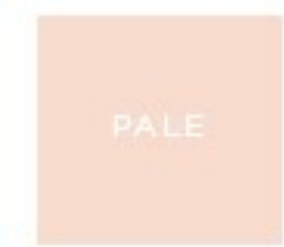
VARIATION

h e p p

SUBMARK



COLORS



FONTS

GOTHAM BOOK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

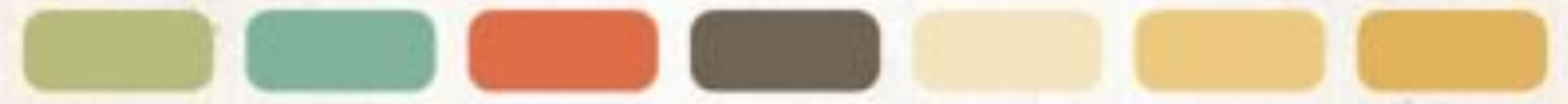
BASKERVILLE REG/ITALIC

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INSPIRATION



AH
SAVANNAH, GA.



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QUESTIONS?