MOODBOARD TEMPLATE

Concept & Vision

Project Vision

Define the core concept and visual direction for your project

Main concept
What is the central idea or theme?

Target audience
Who is this for?

Key message
What should people feel or think?

Goals
What do you want to achieve?

Visual Inspiration

Visual References

Collect images, colors, and visual elements that inspire your direction

Reference image 1
Drag or paste image here

Reference image 2
Drag or paste image here

Reference image 3
Drag or paste image here

Color palette
Primary and secondary colors

Typography style
Font examples and styles

Visual style
Minimalist, bold, organic, etc.

Keywords & Mood

Mood & Feeling

Capture the emotional tone and keywords that define your project

Mood words
Energetic, calm, modern, playful...

Avoid
What feelings or styles to avoid

Key adjectives
3-5 words that describe the feel

Inspiration sources
Brands, nature, art movements...

Application & Next Steps

Implementation

Plan how to apply this mood to your actual project

Design elements
How will this translate to design?

Next actions
What are the immediate next steps?

Success criteria
How will you know it's working?

Feedback needed
Who should review this direction?