The Six-Zone Brand Mood Board Template

Zone 1 is your anchor. Everything else supports it. Ten to twenty references total, no more.

ZONE 1 · ANCHOR IMAGE (LARGEST)

One dominant image that defines the overall mood. The board is read from here outward.

Palette sits next to the anchor so the pairing reads as one system.

ZONE 2 · SUPPORTING IMAGERY

4 to 6 photos of the world the brand lives in.

ZONE 3 · COLOR DIRECTION

5 to 8 swatches.

ZONE 4 · TYPE SAMPLES

Headline + body, real sizes.

Aa Headline sample

Body copy sits quietly underneath

ZONE 5 · TEXTURES

Paper, wood, fabric, finishes.

ZONE 6 · TONE WORDS

3 to 5 words, plus anti-references.

warm · crafted · unhurried

~~not glossy~~