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WoDiLab

VISUAL COMMUNICATION

Your Visual Identity — Brand Moodboard

ACTION CHECKLIST

☐ **Step 1: Choose Your Color Palette**
Go to Canva and find or create a 3–5 color palette that reflects your course mood and values.

☐ **Step 2: Select Your Fonts**
Pick two fonts in Canva.

☐ **Step 3: Create Your Brand Moodboard**
Use Canva to collect images, textures or shapes that match your brand style.

☐ **Step 4: Reflect**
What does your moodboard say about your course and about you?

Step 1: Choose Your Color Palette

Choose up to 3 words that describe the *feeling* you want your course to create:

1. Go to Canva and find or create a 3–5 color palette that reflects your course mood and values. Use Canva search (e.g., “color palette”) or search Pinterest for moodboard inspiration.

2. Reflect on your choices: What feelings do you want your colors to express? Which colors represent your course topic and values?

Step 2: Select Your Fonts

3. Pick two fonts in Canva: one for your headings (main font) and one for your body text (simple, readable).

4. Use this space to note your choices:
   - Main Font (Title/Headline): _____
   - Body Font (Text/Paragraphs): _____

Step 3: Create Your Brand Moodboard

1. Use Canva to collect images, textures or shapes that match your brand style. You can paste in photos from Pinterest or Canva’s library.

2. Consider: What kind of imagery fits your brand? (Nature, tech, minimal, vintage, etc.) Do you want your visuals to feel soft, bold, professional, calm?

Step 4: Reflect

1. What does your moodboard say about your course and about you?

Bonus (optional):

Upload your finished moodboard to the Facebook group or your personal folder.