

## Moodboard Elements

Fonts

Sample text (alphabet, words, numbers, and punctuation)

Colors/color palette/color swatches

Form (shapes, contours, etc.)

Textures

Photographs

Illustrations

Customer logo

Screenshots from websites

Image comps/stock art/Google images

Personal work (doodles, collages, drawings, paintings, etc.)

Personal photographs

Video clips

Magazine tear-outs

Scrapbooking sheets

Wrapping paper scraps

Paint swatches

Fabric swatches

Postcards (Elvis, Niagra Falls, the Eiffel Tower, etc.)

Ephemera (trading cards, postage stamps, magazine ads, product packaging, a report card, handwritten notes, flyers, junk mail, business cards, bookmarks, greeting cards, letters, pamphlets, posters, old stock certificates or tickets, zines, etc.)

Objects (scanned lockets, flowers, a handful of paperclips, etc.)