

Mood Board

Process

The team divided up into 2 groups to come up with initial ideas for the mood board, before coming together to select and combine the work. The colour palette was taken from the [Y-Change Identity Guidelines](#) provided by the client. This document also inspired our choice of visual references, in terms of colour and illustration style. An effort was made to emphasise themes of community, self-reflection, and skills such as communication.

The typography example uses the [Alda](#) font, which was taken from an [existing system](#) that the client had previously given as an example of good design. [Happy Monkey](#) was chosen as a free alternative font, as it also exhibited a comfortable and laid-back appearance.

Overall client feedback was positive regarding the choice of colours and visual references.

Mood Board

