



TIPS FOR CREATING

BRAND SPECIFIC PINTEREST BOARDS



AS A BUSINESS OWNER, YOU HAVE AN IMPORTANT STORY TO SHARE WITH THE PEOPLE YOU ARE MEANT TO SERVE.

Brand strategy plays an important role in telling that story. Your brand and graphic design team are responsible for creating a strategy that invokes desired emotions within customers. From choosing images, to selecting colors, there is thought behind every element that is chosen to represent your brand so certain feelings are elicited.

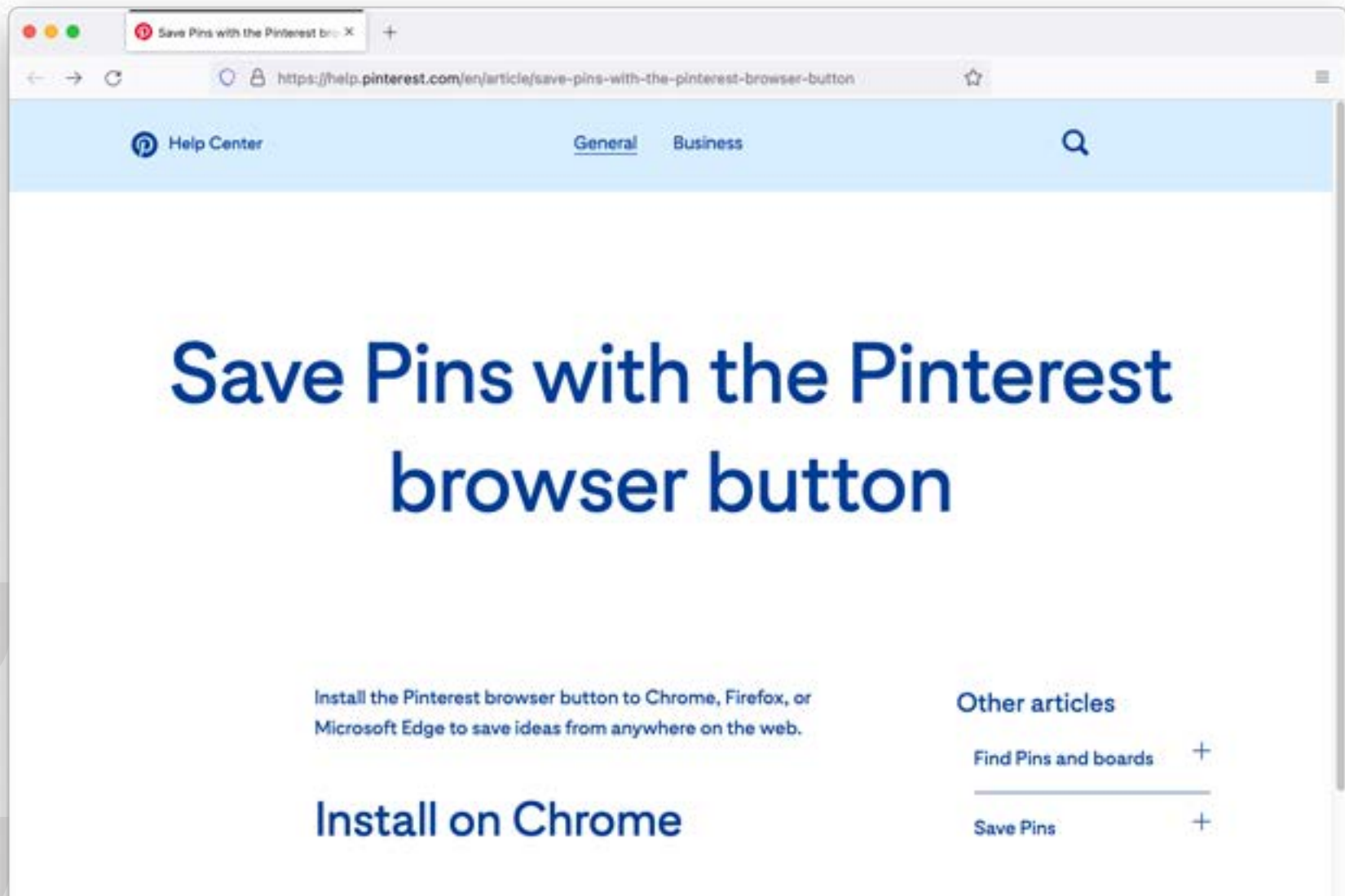
Whether you are launching a new brand or going into a redesign project, a great way to start conversations is by communicating your visual preferences early on. Visuals can be delivered in so many ways from sharing examples of sites you like, to completing our Pinterest exercise. Visuals can transcend words, help strategists analyze themes, and often get everyone on the same page which only expedites your project.

If you are ready to create your Pinterest brand boards, here are some quick tips:

1

BEFORE YOU START, INSTALL THE PINTEREST BROWSER BUTTON.

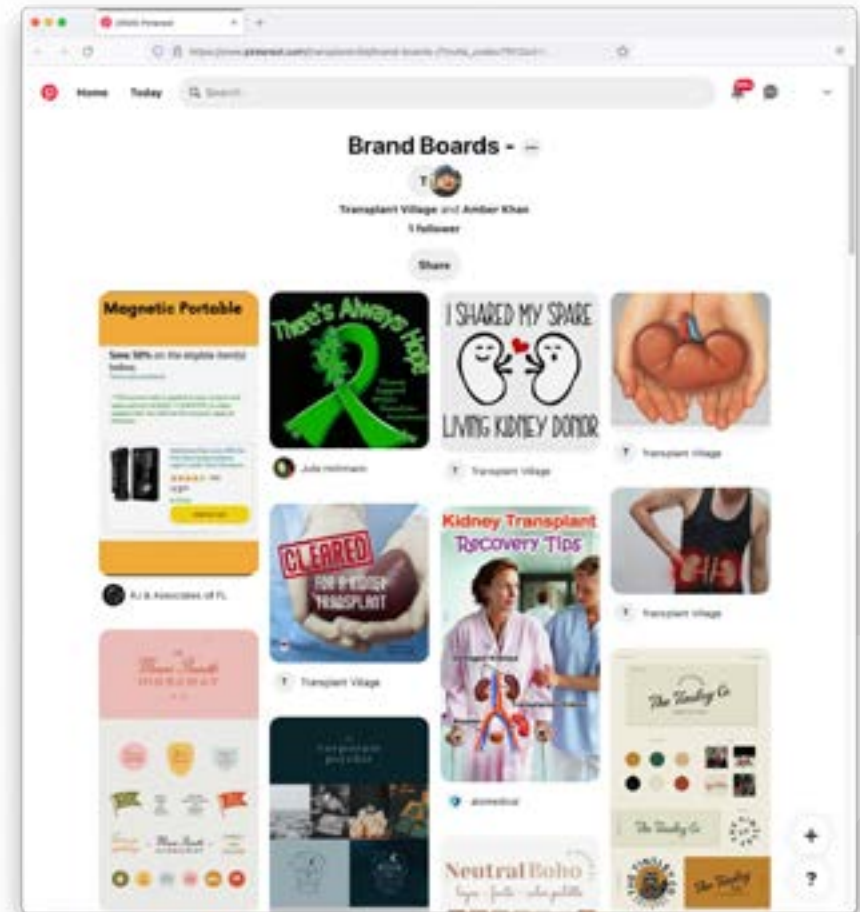
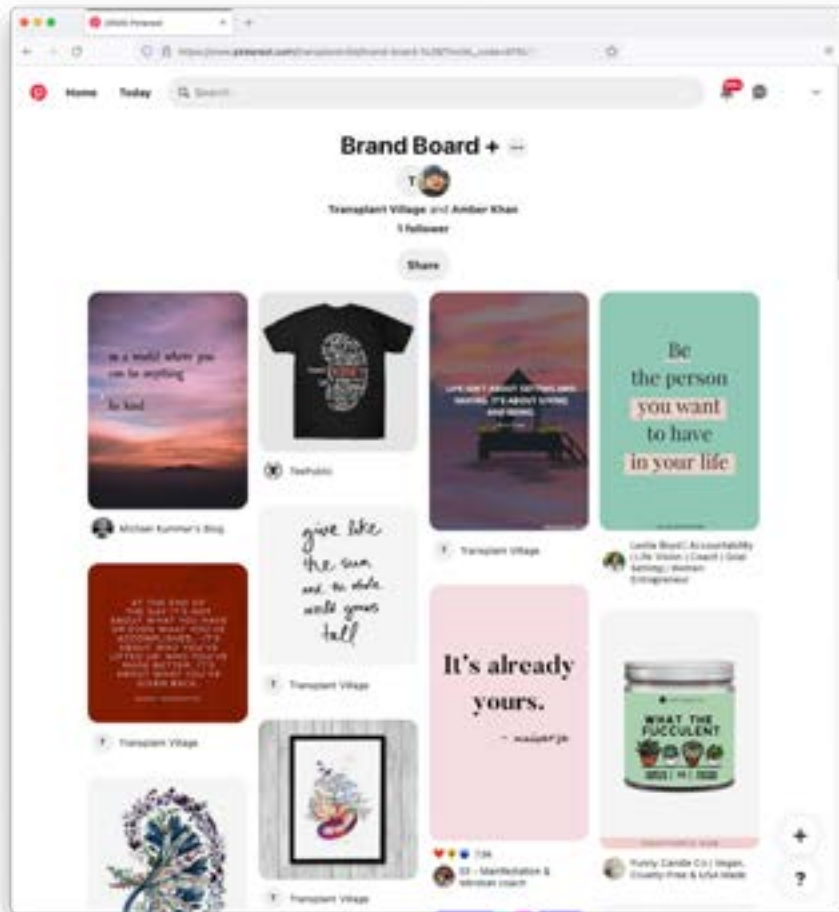
This way, you can visit websites you like and pin from them [via your browser](#).



2

CREATE TWO PINTEREST BOARDS.

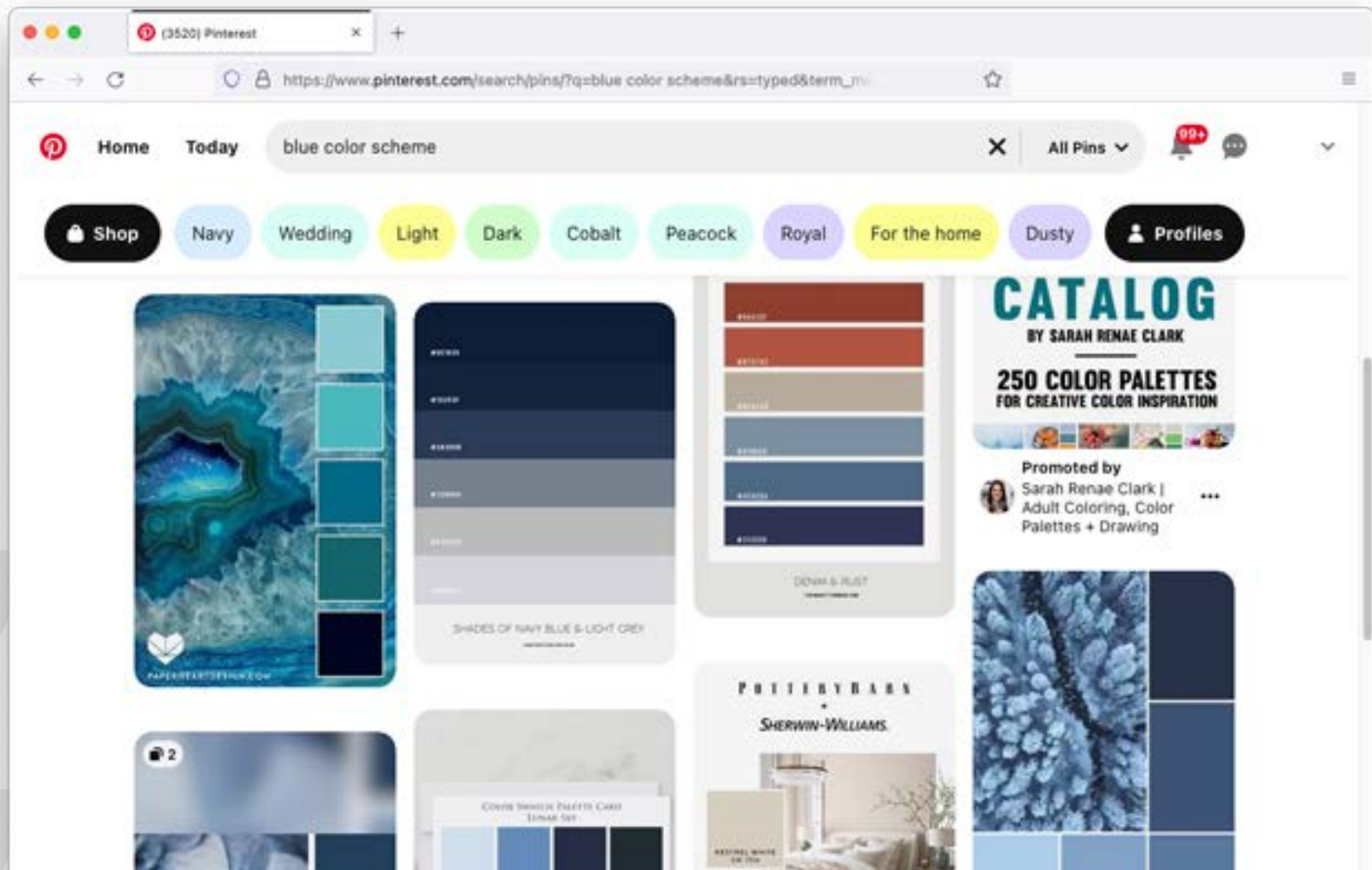
Take the time to create a board that contains brand elements you like. Then, create a board that contains brand elements you do not like. Both boards serve a purpose. First, knowing what you do and do not like will help you get clearer regarding your preferences. Second, comparing and contrasting the two boards can help your brand and design team zero in on themes, creative tastes, and notice fine details you may not have verbalized.



3

SEARCH FOR BROAD CATEGORIES TO START.

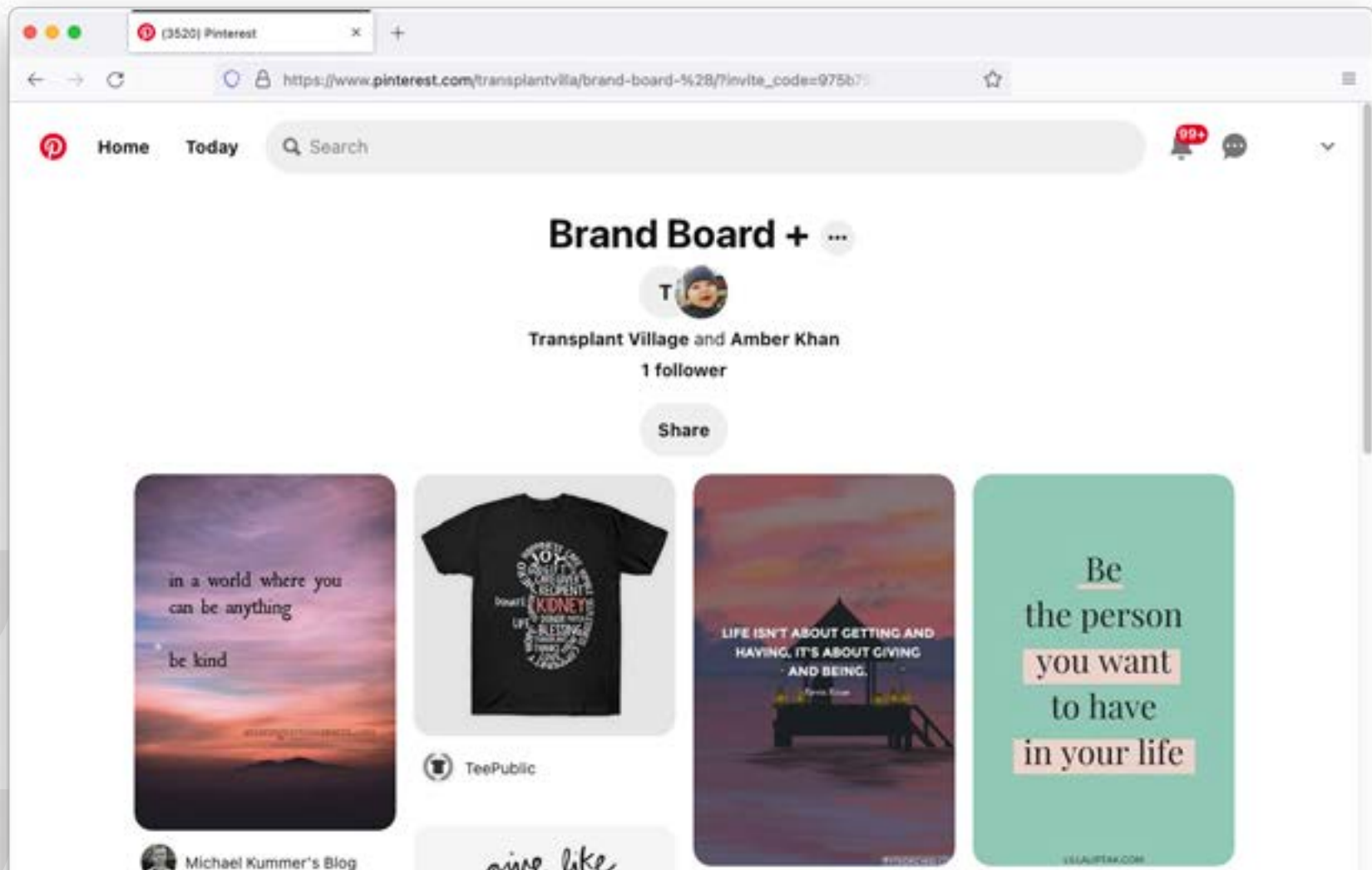
Some search terms you might start with while creating your boards are, for example: blue color schemes, red color palettes, website designs, website templates, fonts, script fonts, modern fonts, font pairings, brand mood boards, website mood boards, quotes, chiropractic images, or even social media post templates.



4

REVIEW YOUR BOARDS.

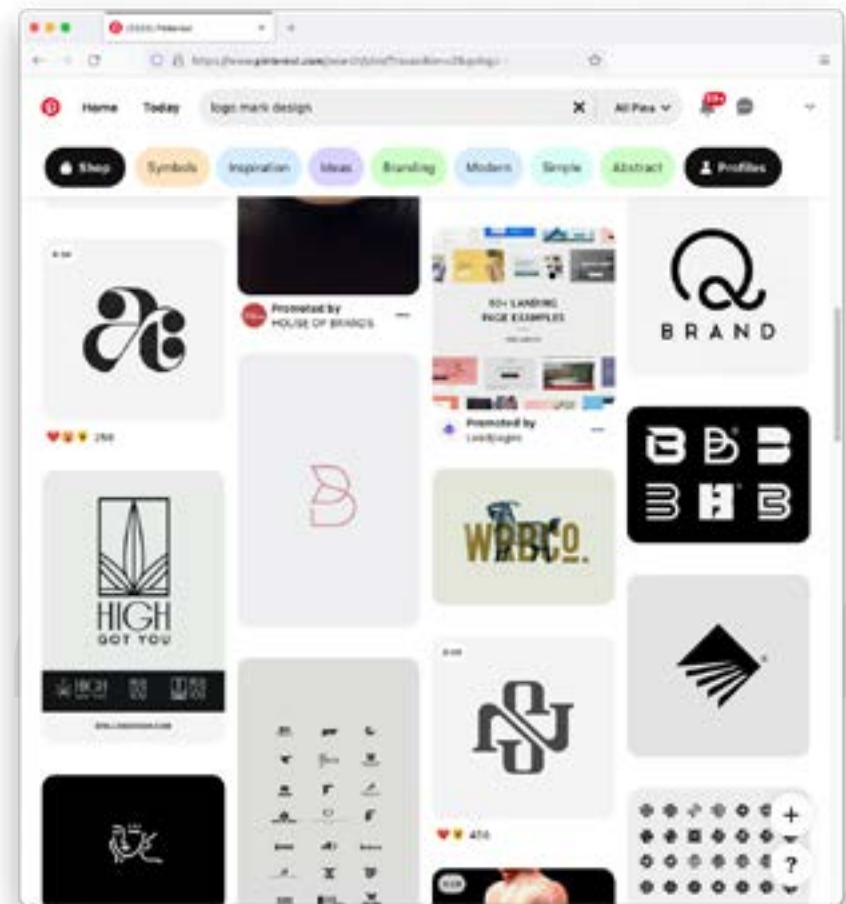
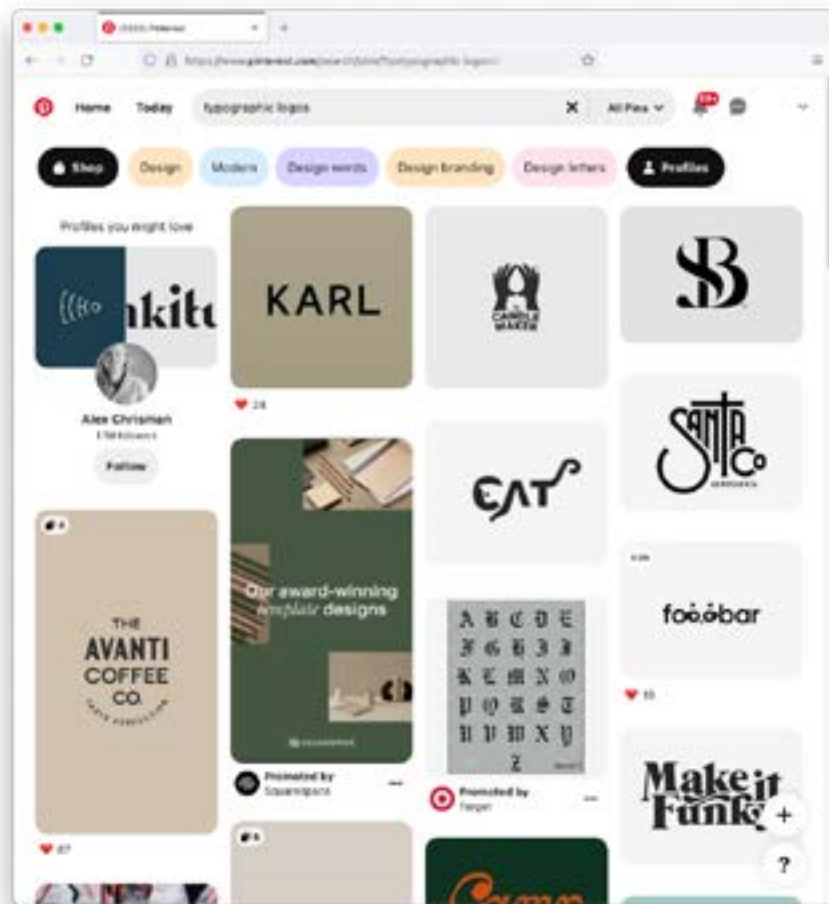
Be ready to have a conversation with your brand and design team about why you love certain pins and why you dislike others. You may think most of the usable information will come from the pins you like, but often times creative strategists learn just as much by having access to visuals you do not like. It helps them know what to avoid when presenting your identity deck.



5

INCLUDE LOGOS THAT SPEAK TO YOU.

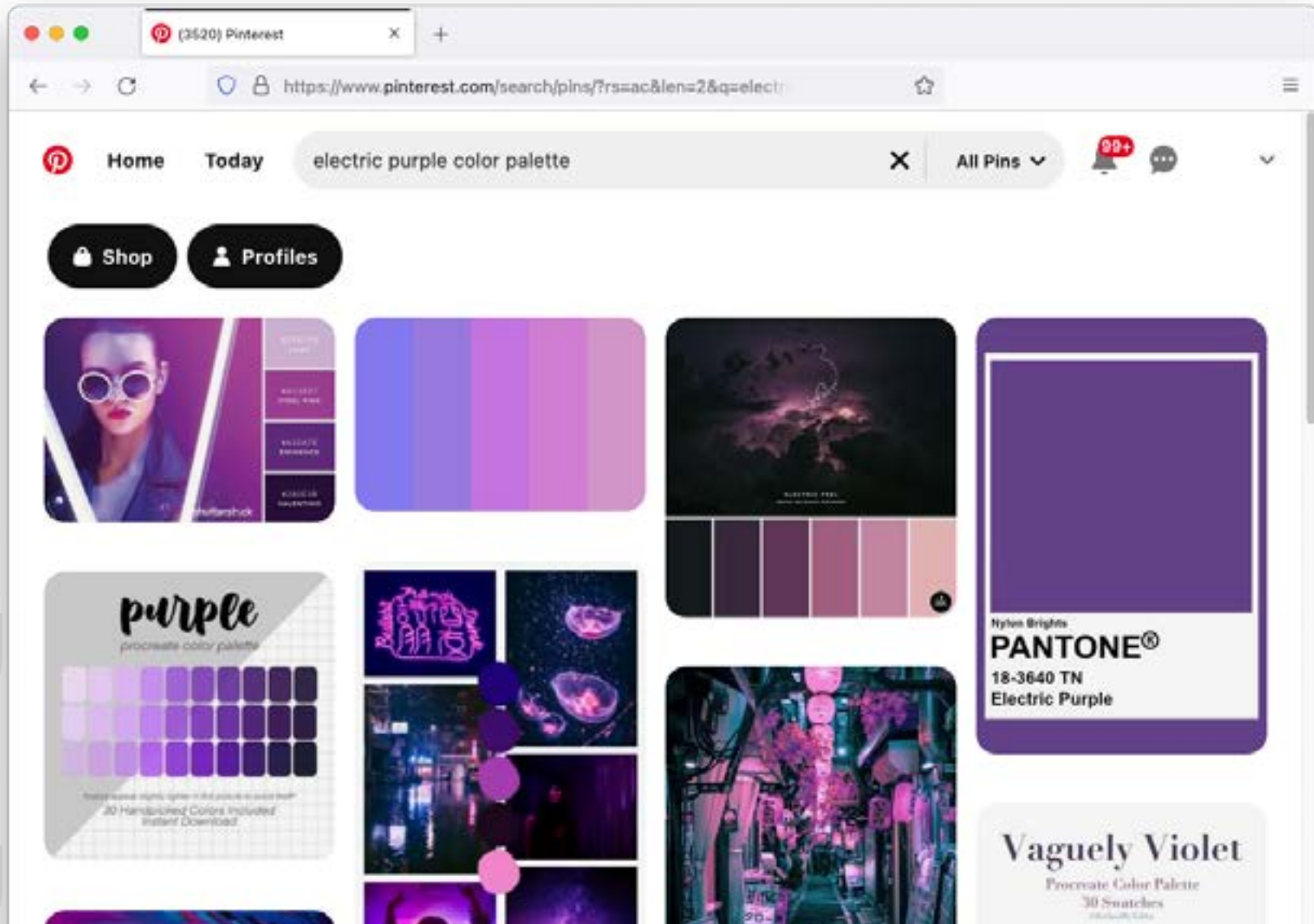
If you are having a logo professionally designed or your company's logo redesigned, include logo examples on both boards. You may also include sayings, slogans, and taglines.



6

DON'T SELF-EDIT AS YOU SEARCH.

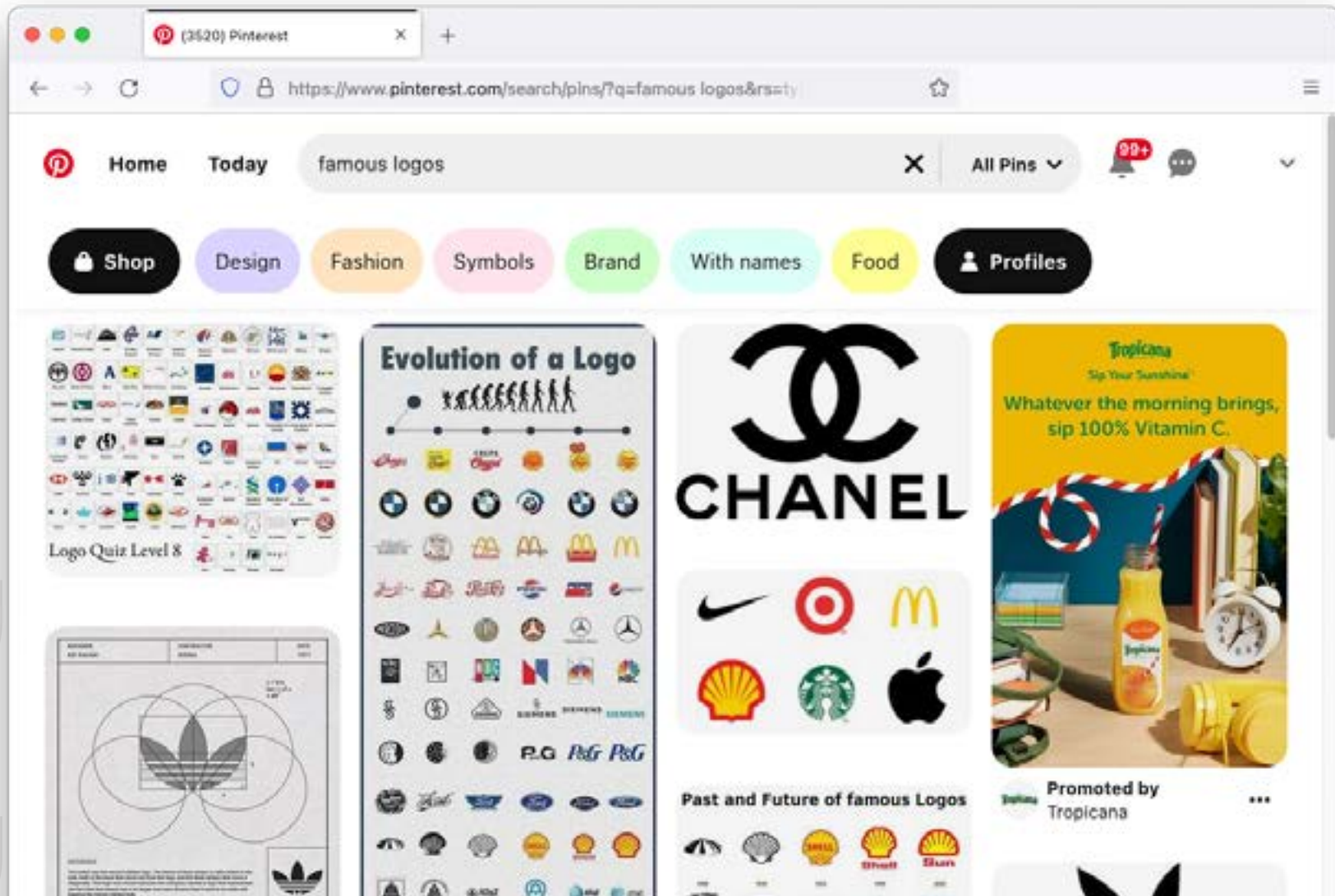
If you find an image you like, but are not quite sure if it relates to your brand, include it anyway. This is a visual exercise that is meant to generate new ideas and possibilities. Include what ever excites you!



7

INCLUDE EXAMPLES OF BRANDS YOU LIKE AND DON'T LIKE.

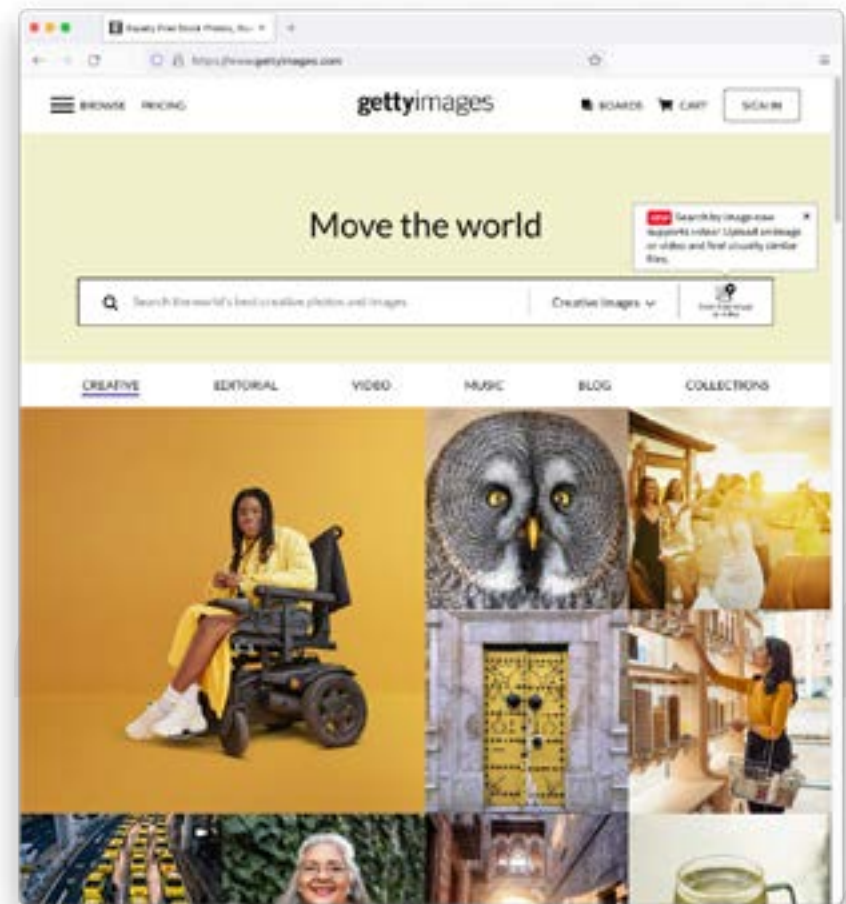
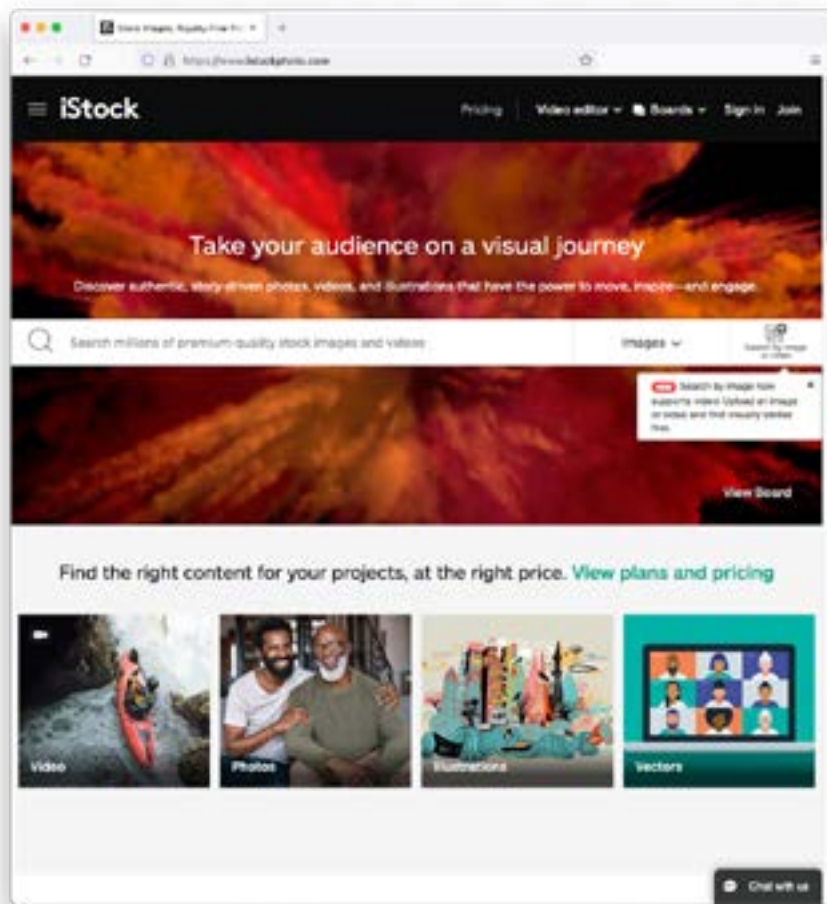
For example, you may have the Apple logo pinned to the board of visuals you like and can then talk to your creative team about why you like Apple so much. Often times, this will get to the root of the feeling you want your customers to have while working with you which is very important to identify early on in the branding process.



8

TAKE THE TIME TO INCLUDE PHOTOGRAPHY EXAMPLES.

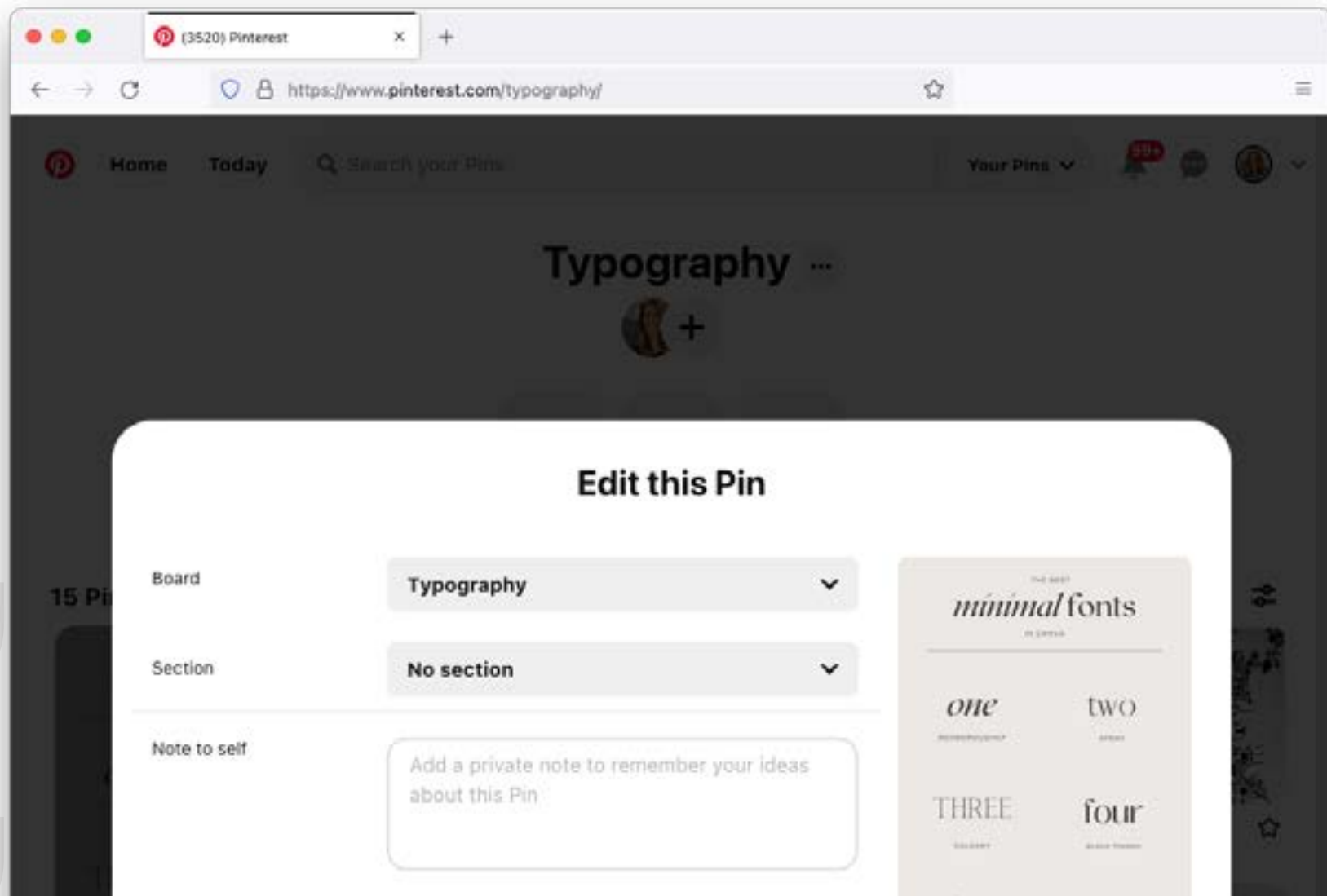
If you cannot find examples of photos you like, you can visit sites like [istockphoto.com](https://www.istockphoto.com) or [gettyimages.com](https://www.gettyimages.com) and pin from there using the Pinterest Browser Button.



9

MAKE USE OF THE PINTEREST DESCRIPTION FIELD.

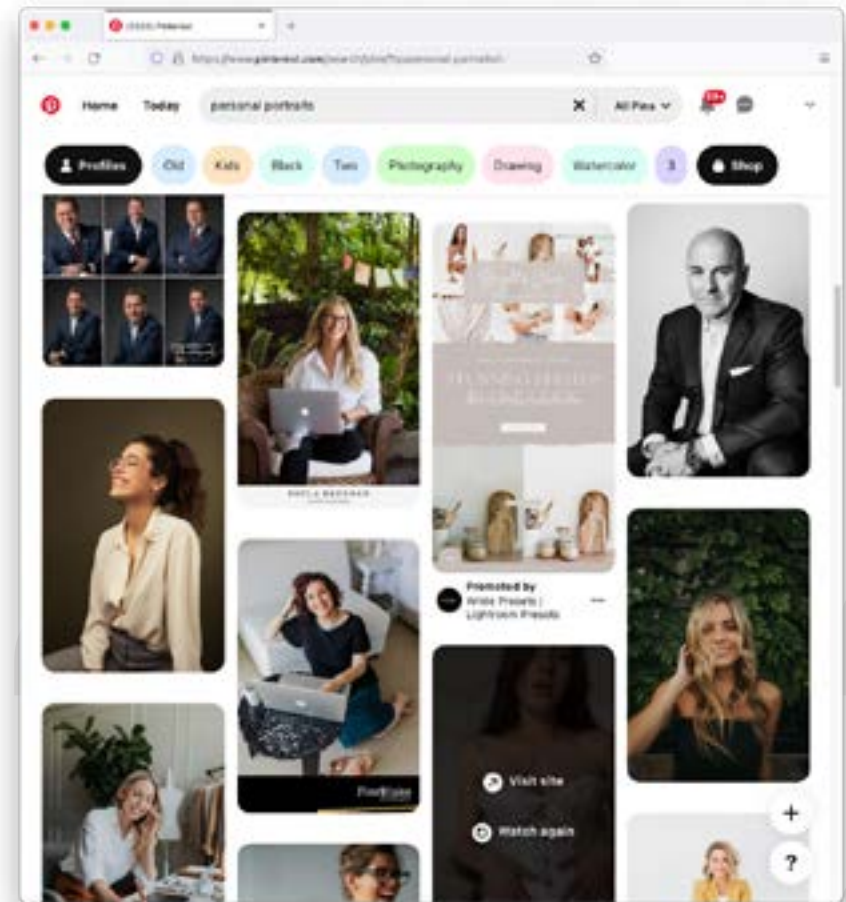
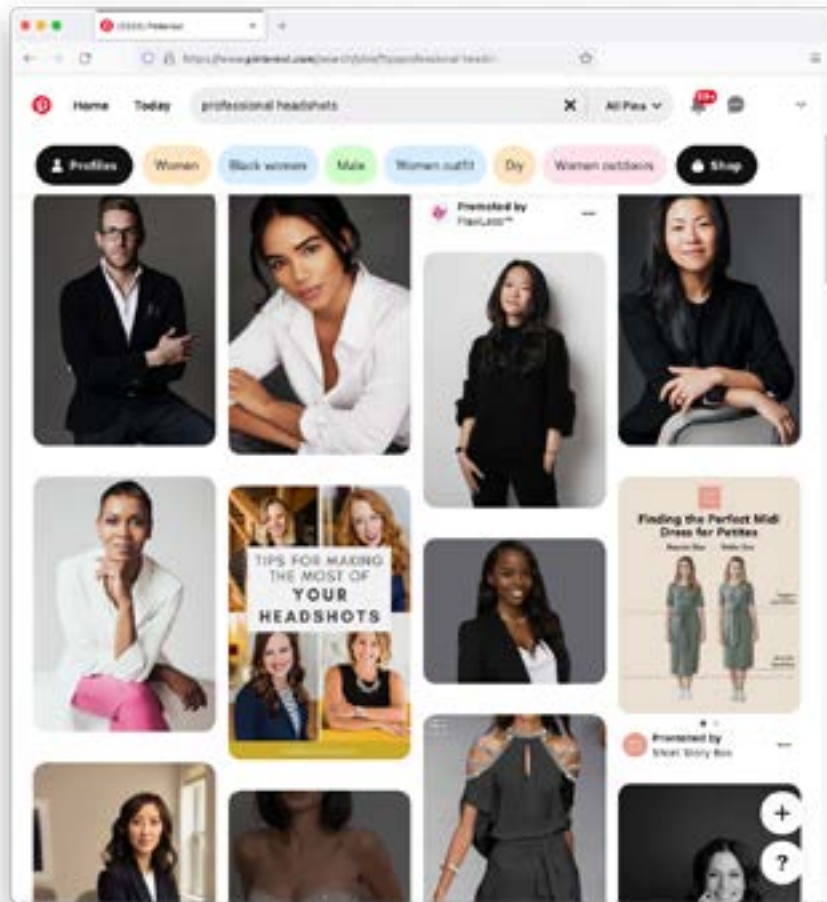
This is a great place to enter simple notes about what you like/dislike that your creative team can quickly reference while speaking with you about your boards.



10

KNOW YOUR CLIENT.

Pin images of what your “ideal” or “typical” client looks like. For example, do you work with busy moms? CEOs over 40? Small business owners? Tech savvy 20-year-olds? It helps to include images related to customer demographics so you can discuss these personas further with your creative team.





ABOUT AMBER KHAN PRINCIPAL & CEO OF SCP MARKETING

Over 15+ years of experience in branding, marketing and content strategy.

What I enjoy the most is helping our clients create a brand that is 100% authentic to them. I honor the fact that every client and every business is unique. It's so fulfilling when clients tell me they feel empowered to promote what they have to offer the world because they now have a presence that not only attracts their ideal clientele, but also feels good because it's genuine. Nothing is more rewarding than connecting clients with their vision, translating that vision into something meaningful and helping them see they have a powerful story to share.