



SARAH JUSTICE

BRAND SPECIALIST
& DESIGNER

Introducing Sarah Justice, Brand Specialist and the creative mind behind KindaWonderful. With a background in graphic design, Sarah is focused on helping businesses share their passion with the world by building brands that are impactful, profitable and engaging.

warm regards,

Sarah Justice

SPEAKER PROFILE

TOPICS

More Than A Logo

What makes up your brand? What is “branding?” Sarah talks about the strategy behind your brand, and how it influences every part of your business.

How Do You Express Your Value?

Sarah teaches three exercises that create a value proposition that can be used in networking: What is your purpose? Who are your people? How do you stand out?

What’s In A Brand Archetype?

Every Brand has a character - have you met yours? Your Brand Archetype is crucial to the look, the sound and even the personality of your brand.

Build A Better Brand Plan

Branding isn’t just for big companies with deep pockets. Effective branding is within everyone’s grasp and can be started with these inexpensive steps.

Speaker Biography

Introducing Sarah Justice, Brand Specialist and the creative mind behind KindaWonderful. With a background in graphic design, Sarah is focused on helping businesses share their passion with the world by building brands that are impactful, profitable and engaging.

Sarah encourages people to create the strategy behind their brand before diving into visual designs and marketing. Taking the time to get clear on the who, the what, the how and the WHY of a business is necessary to build strong brand foundations. Attractive visuals, compelling voice and irresistible messaging can then be added to complete an exceptional brand.

Her passion for branding coupled with her desire to help small businesses succeed led to the creation of a one-on-one coaching program called PracticalBrand. She wanted people to have proper brand education and offer the opportunity to get things right the first time or reinvent what’s not working. Businesses should have brands with strong structures at their core and beautiful visions to share with the world.

Beginning as a graphic designer and continuing through to the role of Art Director, her experience in marketing started early on in her career. She found that many businesses did not understand the importance of a brand. When she launched her own business, brand strategy became her main focus.

In her spare time, you’ll find Sarah hanging at home with her husband, two cats, Gandalf and Stormy, and her dog, Ripley. A black-thumbed gardener, wine enthusiast, and audiobook junkie, she also relaxes, getting back to her artistic roots, by sculpting, crafting and drawing.

Passion, determination and a sense of fun are found in her presentations. It’s clear that she knows her topics well. Her enthusiasm while helping people discover and develop their brands is contagious.

As a speaker, she engages the audience and explains key marketing terminology in ‘everyday’ terms. For her, it’s about getting her message out and making sure that you understand, and feel your brand as deeply as she does.

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