



KINDA
wonderful

SARAH JUSTICE

BRAND SPECIALIST
& DESIGNER

Introducing Sarah Justice, Brand Specialist and the creative mind behind KindaWonderful. With a graphic design background, Sarah focuses on helping mission-driven businesses get visible by creating complete brand design kits and providing the strategy behind using them.

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.

Signs Of An Accidental Brand?

If you’re not careful with your business or personal brand and are not intentional with your decisions around your brand that you’re going to end up with whatever brand the marketplace assigns to you.

Speaker Biography

Introducing Sarah Justice, Brand Specialist and the creative mind behind KindaWonderful. With a graphic design background, Sarah focuses on helping mission-driven businesses get visible by creating complete brand design kits and providing the strategy behind using them.

Sarah encourages people to build the strategy behind their brand before diving into visual designs and marketing. Taking time to get clear on the who, the what, the how, and the WHY behind your brand generates confidence and creates a future plan. Once the strategy is complete, attractive visuals, a compelling voice, and irresistible messaging can be added to create an exceptional brand.

As a graphic designer straight out of college and continuing through to the Art Director role, she worked with many small business owners over the years and found that though different, they all had one thing in common. They didn’t understand the importance of having a brand strategy. So when she launched her own business, educating on the importance of brand strategy became her main focus.

Her passion for branding, coupled with her desire to help small businesses succeed, led to creating The Brand Kit, a perfect combination of done-with-you brand strategy coaching and done-for-you design. She wanted people to understand each brand element’s purpose, what goes where, and what comes next in branding their businesses.

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. 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 branding and design terminology in ‘everyday’ terms. 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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