



KINDA  
wonderful

## SARAH JUSTICE

BRAND SPECIALIST  
& DESIGNER

Introducing Sarah Justice, Brand Specialist and the creative mind behind KindaWonderful. With a strategy-first approach, Sarah focuses on helping knowledge-based businesses take the guesswork out of branding by helping them define how they want to show up and then artistically creating everything they need to look professional and stand out from the competition.

warm regards,

*Sarah Justice*

# SPEAKER PROFILE

## TOPICS

### What Does Your Brand Say About You?

Many companies wrongly think of their brand as just a logo and find themselves with an accidental brand. Sarah talks about how to be intentional with the decisions around your brand. As Sarah says, "Every interaction is an opportunity to shape perceptions for good... or ill."

### How Do You Express Your Value?

Sarah discusses the basics behind a brand strategy and teaches three exercises that create a value proposition. The first exercise defines what the purpose is for your company, the second identifies who your people or customers are and what they need from you, and lastly, how you stand out in relation to other companies.

### Every Brand Has A Character - Have You Met Yours?

We all know the difference between Iron Man and Captain America, but what does that have to do with branding? Sarah discusses brand archetypes and their roles in how your brand looks, sounds, and behaves.

## Speaker Biography

Introducing Sarah Justice, Brand Specialist and the creative mind behind KindaWonderful. With a graphic design background, Sarah focuses on helping knowledge-based businesses take the guesswork out of branding by defining how they want to show up and then artistically creating everything they need to look professional and stand out from the competition.

Sarah encourages people to build the strategy behind their brand before diving into visual designs and marketing. Taking time to clarify the who, the what, the how, and the WHY behind your brand creates confidence and generates a plan for your business. After you've established this solid foundation, you add attractive visuals, compelling voice, irresistible messaging, creating an exceptional brand.

During her career working as a graphic designer and art director, she has had the opportunity to work with many entrepreneurs finding that many had one thing in common: they didn't understand the importance of developing and executing a brand strategy. So when she launched her own business, advocating the importance of branding became her main focus.

Her passion for branding, coupled with her desire to help small businesses succeed, led to creating The Brand Plan, a perfect combination of done-with-you brand strategy consulting 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 - all while being able to take care of the entire process from start to finish.

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 terminology in everyday terms. It's about getting her message out and making sure that you know and feel your brand as deeply as she does.

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