



The Ultimate Checklist of
What SHOULD be
in a Brand

Everything your brand needs
to not just exist, but to **THRIVE.**



www.inkind-design.com

Hi there! I'm Meg,

I design brands from the inside out

because your brand is SO MUCH MORE
than just what's on the surface

As a brand designer and identity coach, I know that your brand can only feel as powerful, inspiring, and aligned as you are. I also know that your brand isn't just something on the surface, it's the SOUL of your business. And it's a alive, and as emotional, as you and me.



I help established business owners by creating the path from where they are to where they know they're meant to be, and by creating brands that not only look incredible but work hard to support their goals.

With a unique blend of creativity, strategy, and deep empathy, I guide my clients through the emotional and strategic aspects of brand growth. I don't just design logos and color palettes - I help you see yourself clearly, step into your confidence, and build a brand that attracts the right opportunities with ease.

I met Meg through a mutual acquaintance and it was like love at first sight. Meg is responsible for all of my new branding, and artwork and she's, it's f***** brilliant. If you're looking for someone to literally create your brand from the inside out, it's Meg. She is my person. She is always gonna be my person. She is the person I will only refer out to anyone who ever asks me "Do you know somebody who does branding?" Yes I do. Meg's your girl.

Wendy Paige Sterling
BRANDING CLIENT

Before the Design Starts:

(because there's so much UNDERNEATH the design, and that's where this starts)

- Deep-Dive Brand Conversations** – Before we even think about visuals, we have a heart-to-heart (or several). Together, we uncover the soul of your business - your vision, goals, frustrations, dreams, and everything in between.
- Brand Strategy & Positioning** – What does your brand stand for? What makes it unique? Who is it really speaking to? We'll talk and find the answers these questions so that every design choice is made with intention.
- Clarifying Your Brand's Purpose & Personality** – Beyond logos and colors, we'll get clear on:
 - Your brand's mission and “why”
 - Your brand's personality (aka YOUR personality, but formalized)
 - How you want to make prospective clients feel
- Identifying Your Right-Fit Clients & Their Journey** – Who are you talking to? What do they need from you? How do we make sure your brand meets them where they are and gently, but quickly, leads them where they need to go?
- Auditing Your Current Brand** – What's working? What's missing? Where are the disconnects? What have you built over the years that's worth keeping and what needs to be revitalized?
- Competitive Research** – Figuring out what makes your brand stand out in a sea of nearly identical fish.
- Brand Alignment** – Does your brand reflect where you're going or where you've been? If it's stuck in the past, it's time to get it ready for the future.
- Brand & Vision Mapping** – There's no sense in designing a brand for today; it's time to figure out where you want to be in 1 year, 5 years, 10 years.. and design for THAT. Your brand should grow with you, not hold you back.

Design & Development:

(aka the part where most of the magic happens)

The truth is, a brand designer's job isn't just to give you a pretty set of colors and files to work with on your own. A designer's job is to ANTICIPATE all the exciting big things that are ahead of you and prepare you (and the brand) for ALL of it. A logo is just a mark on a blank piece of paper. A BRAND answers a million questions before you even knew you were going to have to ask them.

- Logo Suite** – More than just a logo, you need a logo for every occasion, every shape and size. You need:
 - A primary logo, secondary & alternative logo variations (shapes/sizes)
 - An icon, a signature, other brand-specific and very helpful marks
- Color Palette** – Hand-picked to evoke the right emotions and work seamlessly for your brand across all platforms.
- Typography Selection** – Fonts that are not only beautiful but functional for your brand's needs and that tell YOUR story.
- Graphic Elements & Patterns** – Custom textures, illustrations, artwork, or styles that enhance your brand's personality and help you to stand out.
- Brand Voice & Messaging Guide** – Your words matter just as much as your visuals. This includes:
 - Brand tone & personality guidelines
 - Key brand messages, phrases, and framework to help you stay consistent
- Touchpoints & Tracking** – Because SO MUCH of what's happening in this process is out of your hands and in the designer's head... and you deserve the assurance and peace of mind that it's actually happening.
- Flexibility & Openness to Change** – A strong brand should feel like home, so if a designer is pushing you into something that doesn't feel right... that's not home. I am DEEPLY empathetic to the entrepreneur's journey (because I am one) and I know that it's a LOT. And you need to feel safe in this process for the brand to succeed. A designer's ego is the LAST thing that should get in the way of that.

The Must-Have Deliverables:

(your perfectly packed toolbox of everything you need to actually USE your brand)

- ☐ **Logo & Brand Asset Files** – Every file you need, in every format you'll ever need it in, including:
 - Vector files (for promotional printing)
 - Transparent PNGs (for when you're not using a solid background)
 - JPGs (for when you are using a solid background)
 - CMYK & RGB (versions for print and screen use)

- ☐ **Logo Variations** – Multiple shapes, sizes, and variations on the primary logo:
 - Different layouts for when the logo is big or small (because legibility is KEY at all sizes)
 - Light and dark variations for different backgrounds
 - Icons, signatures, statement pieces inside of the larger brand design

- ☐ **Social Media Templates** – Branded, easy-to-use templates for consistency across platforms. Now, this is one place where I put a LOT of emphasis, because in designing these templates, I learn all kinds of things about the brand I'm designing. I face those questions and answer them BEFORE you send the brand off to your team, or try to tackle it yourself, so when those questions come up, you'll already have the answer and the inspiration.

- ☐ **Brand Style Guide** – A reference for you, and everyone who will ever be responsible for your brand, to make sure your image is always consistent.

- ☐ **Brand Activation Plan** – A roadmap for how to implement your brand across every touchpoint, with training and guidance at every step.

Now, this list really is a BARE MINIMUM list of what you should expect to come with your brand. Every single line on this page is a must-have in the modern marketplace to help you establish and grow on this brand update. And this list isn't just for you, it's for your VA to use in social media posts and marketing emails. It's for your web designer to know how to USE all the hard work that's just been done. It's for everyone who will ever touch the brand to have the guidance and clarity they need to not be making it up as they go... So yes. Expect, and demand, every one.

Support & Implementation:

(your perfectly packed toolbox of everything you need to actually USE your brand)

- Brand Training & Walkthroughs** – Because knowing how to use your brand is just as important as having it. This includes:
 - Live training sessions (or recorded videos) walking you through everything you need to know about your brand
 - A tutorial on how to how to USE all the tools you've just been given
- Launch Support & Guidance** – The brand is built, now it's time to get it out into the world with a killer brand launch plan! This includes:
 - How to introduce your new brand to your audience
 - A step-by-step launch strategy
 - Sample social media posts and templates
- Ongoing Support & Check-Ins** – Your brand isn't a one-and-done thing and no designer should go radio-silent after their work is done. You'll need:
 - A follow-up check-in after the launch
 - Additional refinements and retainer hours if needed
 - Recommendations for future brand growth
- A Soft Place to Land** – Because you've just been through SO MUCH change, and your REAL journey is just beginning. You'll need a home for accountability and support in all the growth that's going to keep happening. I offer, exclusively to my friends and clients, access to My Inner Circle. An email subscription that keeps you connected, inspired, and supported as your brand evolves.

If I, as a designer, handed you a big, complicated folder of logo files and a style guide with colors and fonts but no guidance or clear instruction on how to USE them... well then I wouldn't have helped you. I'd have added a HUGE amount of work to your to-do list. Not just the implementing, but the figuring out, too. That's not how I operate. I'm here with ALL the help, ALL the inspiration, and ALL the guidance. And if anything else comes up and you need me for more, I'm here.

There's nothing simple about branding. If there was, everyone would do it. And, honestly, there are a LOT of people out there who DO branding, but don't quite get it right. We all have the best of intentions, but not always the vision and the knowhow to get a brand to the next level and to take that deep, passion driven inspiration of entrepreneurship and turn it into something BIG.



Everything in this worksheet should be a part of every brand package and, working with me, you'll get even more. Because I don't expect you to have all the answers before you get to me. I'm here to help you find yourself, to BELIEVE in yourself and your ability to go after what you really want, and to help you feel ready to step into the new, super-charged brand we build together.

I'm a brand designer AND an identity coach, which means I help you untangle the doubts, the "shoulds," and the second-guessing that have been holding you back, so you can step forward with confidence. Together, we'll craft a brand that isn't just beautiful, but powerful—one that truly represents who you are, where you're going, and the impact you're ready to make.



Thank you!! I just sat with your video and felt like we just had a meeting, haha. I am so excited! 🥰 I can't wait to use the Canva images and reels templates. I love the idea of the secret sauce being the name of the blog! I never would have thought of that!!

Maureen Ciaccio
WEBSITE STRATEGY & DESIGN



This is SO exciting! I took a look at the files and it's fantastic! You did such an amazing job capturing what we talked about, and you could even make my reels and slides for me!! And thank you for getting it to me this week. I am making my way through all of this, it is so exciting and feels so good!

Dr. Emily Gordon
LICENSED CLINICAL PSYCHOLOGIST

The BIG Takeaway...



Your Brand Should Work FOR You

Your brand isn't just a pretty logo—it's an active participant in growing your business. It should make your life easier, your message clearer, and your business more successful. If your brand isn't doing that for you yet... we've got work to do.

Sign up for a connection call, with me, to talk about how I can help you live into the branding process and walk into your next phase of business with all the confidence in the world.

[CLICK HERE](#) to sign up for a connection call.