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Brand Identity Guide

Created with heart by Meg Joyce, inKind Design inc. — Because your brand's story needs to be told.

Introduction:

I've been thinking about your brand *so much*, and about how to position it, and I've come to the realization: your brand is more than just one thing. It's not simply a coaching business, a speaking platform, or a movement. It is all three, and each piece plays a different role in the larger vision of what you're building.

Because of that, I've organized this brand messaging and positioning guide into three connected sections: **The Personal Brand**, **The Business**, and **The Movement**.

Your Personal Brand is rooted in COURAGE. This is you. Your voice, your humanity, your perspective, and your willingness to live visibly and honestly in public spaces. This is the part of the brand where people experience your presence directly. They watch you say the hard thing, navigate discomfort, stand in your values, and model what courageous humanity *actually looks like in real life*.

The Business is rooted in LEADERSHIP. This is the transformational work itself. Your coaching, workshops, and programs are all designed to help people become more rooted in themselves, more emotionally resilient, and more willing to use their voice. Importantly, your definition of **leadership** is not limited to titles or the picture of what most people think a leader is. Yes, this work is for executives, politicians, nonprofit leaders, and professionals, but it is equally for family members, friends, and everyday people learning how to navigate difficult conversations and stand up for what they believe in. Your work helps people understand that leadership is not about power, it's about courage, influence, humanity, and a willingness to speak and take action. Even on a small scale.

The Movement is rooted in ADVOCACY. This is the big vision for the long-term. It is the cultural movement you are building around courageous humanity, protective love, and meaningful change. This is where your work expands beyond individual transformation and becomes something communal. Something that helps people become better advocates for themselves, for vulnerable communities, and for the kind of world they actually want to live in. This movement exists to help people stop mistaking silence for safety and start recognizing the power of their voice, their presence, and their willingness to care and speak openly.

I. THE BRAND: COURAGE

1. Your Personal Brand

Libby, your brand is courage. The courage to speak up in the face of adversity and to lead, and live, with emotional resilience and an empowered sense of humanity. At its core, your work is about helping people to *find* their courage and become the kind of person who can remain connected to themselves, and the things that matter to them, in moments where fear would otherwise have silenced them.

Just about everyone has a moment they remember where someone stepped on them, or on someone they love, and they didn't stand up. They didn't fight back or say no. And that memory lives, in them, as a testament to their weakness. A reminder of how big fear can be and how dangerous it is to speak their mind. They justify their silence and use it as evidence that speaking up *just isn't something they do*. But that's just a story. Courage isn't something you're born with, or without, it's a muscle that you can train and strengthen, with guidance and support.

And your work isn't about performance. It's not about teaching people to become louder for the sake of *being* loud. It is about helping people develop the emotional capacity to stay grounded in conflict, speak with integrity, and to advocate for love and humanity above all.

You know that silence doesn't always mean that people don't care... Silence from good people is often a symptom of fear. Fear of conflict. Fear of backlash. Fear of losing their place in the community they belong to. Fear of getting their details mixed up and being embarrassed. Or fear of becoming a target themselves.

You help people move through that fear with compassion, clarity, and courage. And you do that, first, by living what you teach and letting them see that courage is possible.

2. The Heart of Your Brand

You are doing this work because you know silence comes with a cost.

It costs people pieces of themselves.

It costs them connection to people and communities they love.

It costs them their integrity and the idea of who they thought they were, or could be.

And on a grand scale, it steals from us all the kind of compassionate, loving, rich future we could otherwise be working toward. One where marginalized communities aren't marginalized anymore and love is more powerful than cruelty.

Your brand speaks to the moment where someone realizes they can't continue to abandon themselves or others in order to "keep the peace." The moment where staying quiet becomes more costly and more painful than speaking up.

That tipping point is the emotional center of your brand and the catalyst for where your work actually begins.

You have lived that tipping point, first hand, and you know how big, and how terrifying, it is. And you're aware of what it would have cost you if you had chosen to stay silent. You've seen that story play out before, we all have. But you didn't choose silence. You chose to stand up and speak out for the people you love. Your personal brand embodies that moment of tipping, of choosing, and the courage it took to follow the better, braver, more loving path.

In your teaching, your speaking, and in leading by example, you are helping people to become emotionally resilient enough to stay present during hard conversations and moments of confrontation without collapsing under the weight of fear, discomfort, or judgment.

THAT is courage. And that is the heart of your brand.

3. Brand Positioning

As a personal brand, you are a leader. The figurehead of a movement and an outspoken advocate for love.

And your leadership doesn't come from posturing or preaching, it comes from embodiment. You don't asking people to do hard things from the sidelines. You lead them through it by going there first.

You're showing up and *having* the hard conversations, being visible, standing in discomfort, and showing up in alignment with your values, even when it would be easier not to.

That willingness to lead by example inspires trust. Trust in you and trust in what's possible.

People see you in action and think:
"If she can do this, maybe I can too."

And *that* is the foundation of your authority.

Yes you have all the credentials, but your true authority comes from living into everything you teach.

Your power comes from the fact that people can feel your humanity while also feeling your conviction. You are soft without being passive. Strong without being harsh. Compassionate without collapsing. That combination *is* the example that so many of us wish we could live up to, but fear we will get wrong.

Your brand of leadership ultimately feels like an invitation into courageous visibility.

Not:
"Look at me."

But:
"Come with me."

End of Sample Email Meg@inKind-Design.com for access to the full document and to ask questions.