



**inKind**  
**brand**  
**Design**

**COMPANY RESUME**

[www.inkind-design.com](http://www.inkind-design.com)





# KINDNESS

## MY BRAND & MY MISSION

### MISSION:

Your visual branding is your love letter to your prospects and clients. It's an open invitation to who you are and what you can offer. Your visual branding allows your consumers to immerse themselves in your experience in a fraction of a second. InKind Design is rooted in empathy and understanding, and it's our job to listen to you about the beautiful business you've built and turn that into a visual branding that you can't wait to share. You're passionate about your business, and so are we. Together we can create meaningful brand magic.

### WORKING IN KINDNESS:

Working with me means, above all else, that you're not in it alone. I want to get to know you. I want to know all about your wildest hopes and dreams, so that together we can make them your reality. I'll help you build your brand with confidence, so that you'll be able to walk forward into this next chapter with confidence and excitement! I want you to be able to breathe without worrying where your next sale or donation is going to come from, because you KNOW you have a super solid foundation under your feet. Loving what you do is SO possible and I'd absolutely love to help you figure out how to get there. Working with me means working with someone who genuinely cares about your successes and wants your business and your life to be as amazing as it possibly can be.



# MEG JOYCE

FOUNDER &  
VISUAL BRAND DESIGNER

## EXECUTIVE PROFILE

An artist, a creative, an empath, and a strong woman in business. Meg Joyce is a powerhouse of a creative, with all the bravery and personality to back it up.

As an artist, I strive to capture moments that highlight the richness and beauty of the life that is all around us. In my career as a graphic designer, I learned to understand how much an image effects an individual and how important it is to create visual artistry that captures the right emotion, evokes the perfect memory, and speaks directly to the specific target consumer. Art is my life and I live to enrich the world around me.

## KEY ABILITIES

- An ability see the big picture and think holistically
- Critical thinking and creative problem solving
- A deep well of empathy and understanding
- Creativity that speaks volumes
- Color Psychology, Composition, Design Strategy, Project Management, Aesthetics, Attention to Detail, Visual Problem Solving

## CONTACT INFORMATION

meg@inkind-design.com  
www.inkind-design.com

## PREVIOUS WORK

### MARKETING MANAGER - LEAD GRAPHIC DESIGNER

DC & RH Innovations LLC

- Created and implemented company brand and expanded company focus to include internet marketing services
- Designed all marketing strategies and tracked the effectiveness of each to improve future marketing endeavors
- Tracked all CRM and ensured consistent follow-up to improve brand recognition and overall customer experience

### MARKETING ASSISTANT

Blue Heron Renaissance Choir

- Established comprehensive archival marketing systems dating back to the group's conception in 1999
- Maintained databases and managed ticket sales and donations in MS Access, MS Excel, and Gift Works
- Designed regular announcement flyers and constant contact email blasts and maximized use of social media

### OWNER - FREELANCE CAKE DESIGNER

Sweet Ains "In the Pursuit of Confection"

- Created unique artwork in cake, cupcakes and cookies and communicated with and listened to clients to truly capture their vision

## EDUCATION HISTORY

NORTHEASTERN UNIVERSITY      BURREN COLLEGE OF ART

Bachelor of Arts  
Magna Cum Laude  
Undergraduate Studies Program

Student Residency Art Intensive  
Co. Clare  
Republic of Ireland

Minor in English Literature

# EXCITING MILESTONES IN THE LIFE OF INKIND DESIGN



**2014**

inKind Design Founded

**2015**

Started working with Emmanuel Church Boston



**2016**

First international brand

**2018**

Started working with Silver Lining Mentoring



**2018**

In-Store Branding for Habitat for Humanity Restore

**2018**

Rosie's Place Annual Report



**2018**

Consulted with SLM and Flour Bakery on fundraising campaign

**2019**

Official inKind Design Brand Book published



**2020**

Started working with Make-A-Wish Foundation

**2020**

The Edward M. Kennedy Institute guide



**2021**

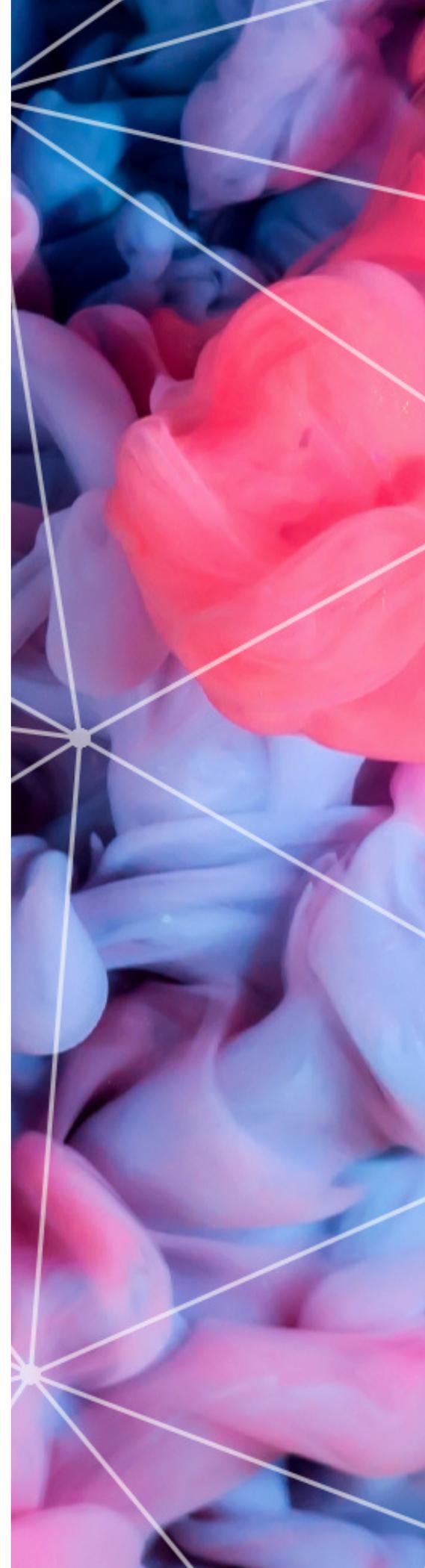
The inKind Collective founded

**2021**

The inKind Collective contracted by MA Office of Business Development



**AND SO MUCH MORE  
IN BETWEEN AND STILL  
TO COME!**



# A PARTIAL CLIENT LIST, BY SERVICES RENDERED

## BRAND EXPANSION

Ashland Reiki & Wellness Center  
Ashland Threading Spa  
Christine McShane Creative  
Cordaville Realty  
Dulce D Leche  
Herbs Make Scents  
Storyed Adventures  
The Dragon Collective  
Zen Family Dental

## SMALL BUSINESS BRANDING

AT&R Insurance  
Clocktown Cafe  
Concord Women's Chorus  
Dementia Friendly Ashland  
Dementially Speaking  
GCE Architecture  
Holliston Community Farm  
Howland Muscular Therapy  
Insight IV Systems  
L.E.A.D.  
MSM Strategic Marketing  
Nicole Jones Coaching  
The Corner Spot  
Tricia Kendal Architecture + Design

## BIG PICTURE BRANDING

Acumentri Leadership  
Body Clean Towels  
Embrace Kulture  
Geaux Expo  
Maura Webster  
Somatic Writing  
Spicy Water Distillery  
Wendy Leeds

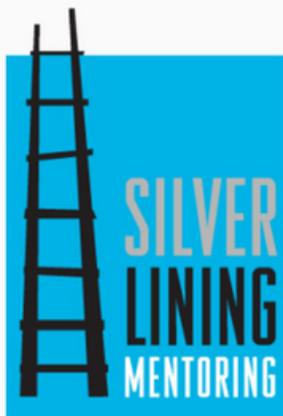
## EVENT BRANDING

Blue Heron Renaissance Choir  
Central Tavern  
Cystic Fibrosis Benefit Concert  
Embrace Kulture  
Jane Doe Inc.  
Make-A-Wish Foundation  
Preston Productions  
Silver Lining Mentoring  
USA 500 Clubs

## CAMPAIGN BRANDING

Ashland, MA  
Blue Heron Renaissance Choir  
Blush Bouquets  
Emmanuel Church, Boston  
Focus on Fitness  
Habitat for Humanity Restore  
Make-A-Wish Foundation  
Rosie's Place  
Silver Lining Mentoring

## SOME OF OUR MOST NOTABLE CLIENTS



EDWARD M. KENNEDY INSTITUTE  
FOR THE UNITED STATES SENATE

EMMANUEL CHURCH  
IN THE CITY OF BOSTON



# EMPATHETIC BRAND BUILDING

## AN IMPACTFUL & HOLISTIC PRACTICE

I built inKind Design in 2014, on the foundation of compassion, kindness, and joy. At first, my efforts were spread thin, helping anyone and everyone, with whatever they needed, because I just loved how it felt to support fellow good and kind people. 8 years later, all of the skills I learned by working that way have given me a HUGELY holistic way of understanding, planning, and executing amazing brands. I know what businesses need, on a deeply personal level, because so much of what they're up against is all stuff I've worked against and with before. In specializing inKind Design's services, I recognize that a higher value service comes at a higher price, because how much a client is willing to invest in the process, both financially and emotionally, is directly linked to how invested they are in trusting the process and respecting the value and importance of the work.

## OUR SERVICES OVERVIEW

### BRAND EXPANSION

Brand Expansion is the perfect solution for anyone who HAS a logo that they love, but is missing the world around that logo that will transform it into a meaningful and impactful brand.

### CAMPAIGN BRANDING

The success of any fundraising effort, or campaign of any kind, is GREATLY affected by how clear, polished, and recognizable it is. Campaign branding is where you set your efforts up for success!

### SMALL BUSINESS BRANDING

Small Business Branding is the perfect solution for any business that's just dipping a toe into (really) branding for the first time. This package covers all the basics and gets you started on the right foot.

### EVENT BRANDING

Event Branding is a crucial part of the planning process. We'll help you figure out what theme (literal and visual) will have the most impact and what the event is going to mean to attendees.

### BIG PICTURE BRANDING

Big Picture Branding is literally all the answers... From colors and templates to supporting artwork and guidelines and examples of how to actually make the most of your new brand in the real world.

### BRAND THERAPY CONSULTATION

Brand Therapy is our answer to the "standard" consultation call and it is SO much more than basic... and so much more than a consultation. Learn and grow with genuine, meaningful support.

# inKind Design - DETAILED SERVICE COMPARISON

## BRAND EXPANSION

### DELIVERABLES:

- + vectorize existing logo (if needed)
- + logo variations (if needed)
- + color palette
- + suggested fonts
- + brand supporting artwork
- + branded social templates
- + style sheet with basic instructions

**ESTIMATED TIMELINE:**  
**1-2 MONTHS**

**INVESTMENT: \$3500**  
DOES NOT INCLUDE LOGO DESIGN

## SMALL BUSINESS BRANDING

### DELIVERABLES:

- + primary logo
- + logo variations
- + color palette
- + suggested fonts
- + basic brand supporting artwork
- + branded social templates
- + style sheet with basic instructions

**ESTIMATED TIMELINE:**  
**2-4 MONTHS**

**INVESTMENT: \$7500**

## BIG PICTURE BRANDING

### DELIVERABLES:

- + brand strategy (included)
- + primary logo
- + logo variations
- + color palette
- + suggested fonts
- + photography guidelines
- + clear instructions for brand use
- + brand supporting artwork
- + branded templates for print and social
- + instructions and inspiration for real-world application
- + detailed brand guide
- + 3 months of brand activating art direction retainer

**ESTIMATED TIMELINE:**  
**3-6 MONTHS**

**INVESTMENT: \$11,000**

[www.inkind-design.com](http://www.inkind-design.com)

## CAMPAIGN BRANDING

### DELIVERABLES:

- + campaign logo
- + color palette
- + suggested fonts
- + supporting artwork with instructions for use
- + branded social templates
- + style sheet with basic instructions

**ESTIMATED TIMELINE:**  
**1-3 MONTHS**

**INVESTMENT: \$4000**

## EVENT BRANDING

### DELIVERABLES:

- + event logo
- + color palette
- + suggested fonts
- + supporting artwork with instructions for use
- + branded social templates
- + style sheet with basic instructions

**ESTIMATED TIMELINE:**  
**1-3 MONTHS**

**INVESTMENT: \$4000**

## BRAND THERAPY

### INCLUDES:

- + our guidance and support on your journey to figuring out who you are, what you need, and how we can help

**ESTIMATED TIMELINE:**  
**ASAP!**

**INVESTMENT: \$150/HR**

# TESTIMONIALS



## Joe Chatham, Managing Partner, USA 500 Clubs LLC

Wellesley, MA

"Wow! I cannot think of a more appropriate or more oft-heard word when it comes to the design, programs, posters, and LED backdrops done by InKind Design and Meg Joyce. Working with Meg and her team made all the difference in the world. Throughout the entire process, InKind Design consulted and implemented our ideas, plus made them better with their own input. If you are looking for a superior product, service, and attitude, look no further than InKind Design."



## Ashleigh Howland, Licensed Muscular Therapist, Owner of Howland Muscular Therapy

Ashland, MA

"When it comes to creativity, support, collaboration, strong business acumen, and the power of a strong woman, look no further than Meg and InKind Design. I worked with Meg to re-brand my business, and the process was fantastic. I had zero ideas of what I wanted for my design; by trial and error and helping me find out what I didn't want, Meg came up with the perfect balance of logo, image, and color. Her knowledge and flexibility and utter support of my (developing) vision were comforting - I felt comfortable designing and revising with her, and I appreciate her patience. Since that initial project, whenever I realize I need the design in a different kind of digital file, Meg gets it to me within 24 hours. Her response rate for communication is impeccable. As a fellow female small business owner, I'm so proud of the professionalism, dedication and skill that Meg brings to the work she does and to the business world. It's a pleasure to work with Meg, and I am confident that any business will be in excellent hands when they choose InKind Design."



EMMANUEL CHURCH

## Rev. Pamela L. Werntz, Emmanuel Church

Boston, MA

"Meg is a dream to work with. Her designs are completely in line with the content of the message and the character of the intended audience. She is responsive to schedule and budget constraints and produces beautiful work every time."



## Wendy Leeds, MA, CAGS, LMHC

Medfield, MA

"It is a pleasure and a joy to work with Meg Joyce of InKind Design. Not only is she a talented graphic designer and a skilled market strategist, she's also a delight to work with. Meg is a great listener. She's insightful, creative and a real team player. We've been working together for over a year now. I love the logo and look she's created for me and my brand. I feel Meg and InKind Design have made building my business so much easier. I'm so grateful she's been a part of the process, and can't wait to see where we go next. Stay tuned!"



## Janis Orel, Orel and Associates CPAs Inc.

Hopkinton, MA

"I have had the pleasure of doing business with Meg and InKind Design for the past two years. Throughout that time, Meg has never ceased to amaze me with her talent and passion for graphic design. I have brought her a myriad of different projects from the logo for my small business, my business cards, and even my letterhead. She takes on each new task with a colossal drive and enthusiasm that is rarely if ever seen in the professional world. She makes the process of design easy and engaging. Each piece of her work captures the true essence of my business. Her work has been solely responsible for the exponential growth of my business over the past two years. I am beyond fortunate to have found such a dedicated individual to work with. I look forward to continuing to work with Meg in the future."



## Peg Doyle, M.Ed

Westwood, MA

"A colleague suggested I contact InKind Design when I was ready to update my branding and logo. The experience did not disappoint. Owner Meg Joyce spent time with me, looking to understand my mission and my message. In turn she developed a sampling of logos and tag lines, with attention to color, design and message. The end result was an easy choice for me. It felt natural and perfectly matched with my business. I knew it was right when my clients viewed the changes as favorably as I did. Thanks, Meg!"

# What does it mean to work WITH inKind Design?

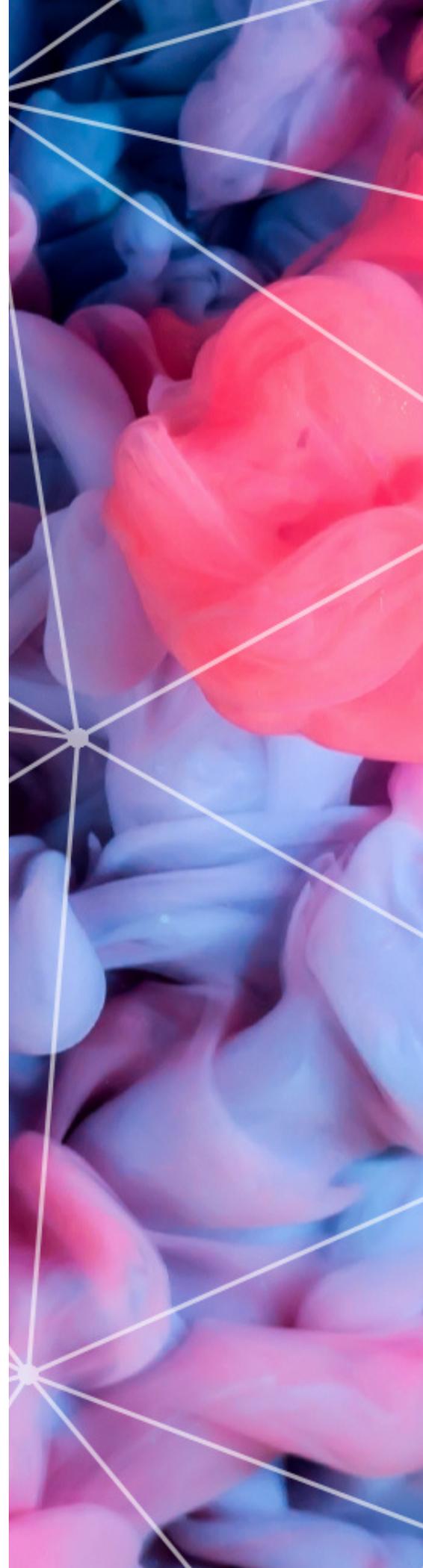
My clients aren't just businesses who hire me, they're people who love their families, they're people who work hard at their jobs, and they're people who aren't afraid to admit that they need help. And I get it! I'm right there with them! My work is FUN because I don't just work FOR my clients, I work WITH them. And whatever they're going through, I've been there.

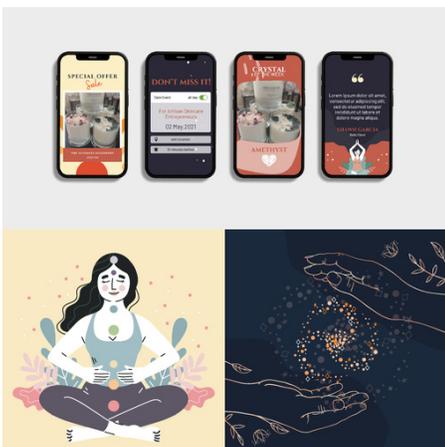
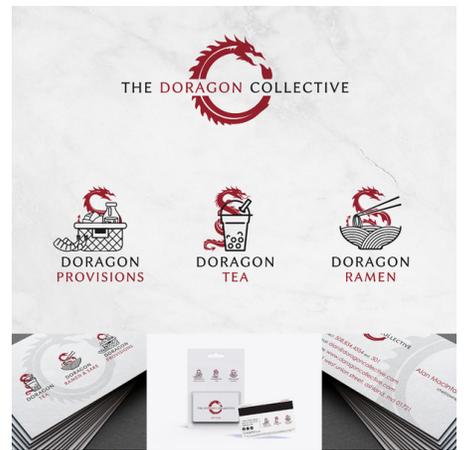
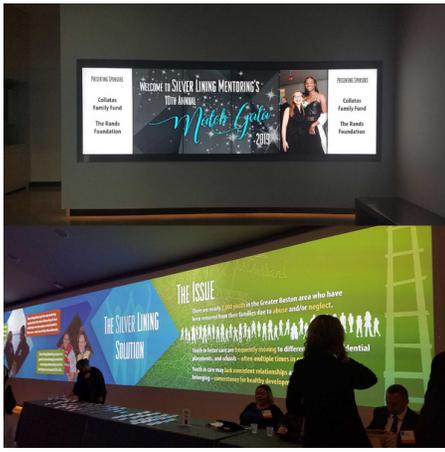
I understand. A dear friend and client once said, "It's such a relief to have other women in business to talk to about all this stuff" and she could not have been more right!

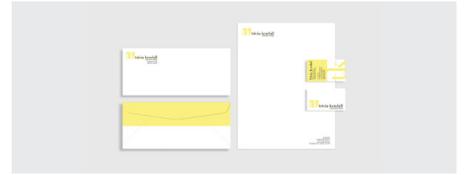
What does it mean to work with inKind Design?  
It means having someone to rely on, someone who will do whatever they can to make your life better, even if all you need is a coffee and a chance to vent.

"WOW!! This is seriously the first time in twenty years that I've gotten anything I've wanted back from a graphic designer. You listened to me deeply and felt into the essence beautifully. So... you're amazing!  
Very grateful I've found you."

**SOMATIC WRITING**







**tk** tricia kendall  
Architecture + Design



"You're 100% part of the  
MAW (Make-A-Wish)  
family and we couldn't do  
what we do without you."  
MAKE-A-WISH FOUNDATION





be creative & be kind

Certified Woman Owned Business

A photograph of a modern office interior with large windows and glass partitions. In the center, there is a large graphic overlay with a blue background and a network of white lines connecting dots. The text is white and reads: "KIND. CARING. EMPATHETIC. COMFORTING. FRIENDLY. WARM. HAPPY. LISTENING. CREATIVE. THOUGHTFUL. PROFESSIONAL. ACCOMPLISHED. CONFIDENT. AUTHORITATIVE. EXPERIENCED. FORWARD-THINKING. GROWTH-ORIENTED. SUCCESSFUL. DRIVEN. TIMELESS. BE CREATIVE & BE KIND".

KIND. CARING. EMPATHETIC  
COMFORTING. FRIENDLY. WARM  
HAPPY. LISTENING. CREATIVE  
THOUGHTFUL. PROFESSIONAL  
ACCOMPLISHED. CONFIDENT  
AUTHORITATIVE. EXPERIENCED  
FORWARD-THINKING  
GROWTH-ORIENTED  
SUCCESSFUL. DRIVEN. TIMELESS  
BE CREATIVE & BE KIND

# CONTACT ME

[www.inkind-design.com](http://www.inkind-design.com)

[office@inkind-design.com](mailto:office@inkind-design.com)

[@inkinddesign](https://www.instagram.com/inkinddesign)

