

BRAND

guidelines



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Welcome

introduction



Welcome to the Smart Girl Meg / Smart Golf Society Brand Book — the start of a bold, multidimensional chapter. We're excited to partner with you as you shape a brand that seamlessly merges corporate excellence, elevated lifestyle storytelling, women's golf culture, and a powerful fitness journey. These guidelines will give you clarity, cohesion, and a strong creative foundation as both brands expand across content, partnerships, products, and community. Inside, you'll find the visual identity, messaging framework, and strategic direction that will guide every touchpoint moving forward — ensuring Smart Girl Meg and Smart Golf Society rise with intention, impact, and undeniable presence in every arena you step into.



The Brand

Smart Girl Meg and Smart Golf Society were born from a woman redefining what it looks like to lead, evolve, and elevate every part of her life — from the boardroom, to the golf course, to her personal wellness journey. What started as a personal pursuit of confidence, fitness, and soft ambition has grown into a movement for women who want more: more access, more community, more intention, and more power. This brand exists to inspire women to step boldly into new spaces, strengthen their minds and bodies, and build a life that reflects their highest potential — on and off the course.

Brand Pillars



1. Soft Ambition

Power with ease. A blend of strategy, confidence, and femininity that lets women lead without losing their softness.

2. Elevated Wellness + Fitness

Mind and body first. A commitment to strength, movement, and daily habits that support a high-performing lifestyle.

3. Access & Opportunity in Golf

Golf as a gateway. Opening doors for women to network, build influence, and step into spaces that create advantage.

4. Corporate Confidence

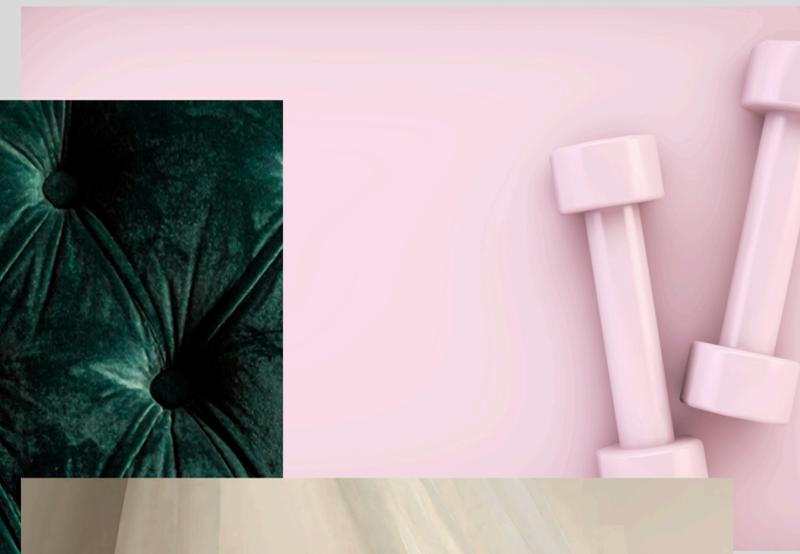
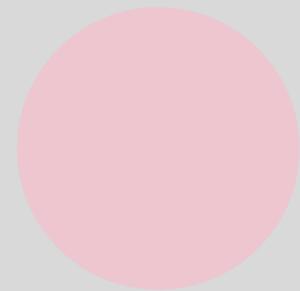
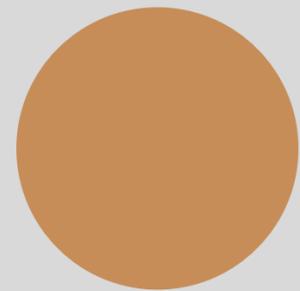
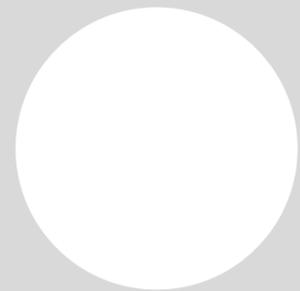
Own your expertise. Celebrating the modern career woman who leads boldly, grows intentionally, and moves with purpose.

5. Community & Connection

A sisterhood of momentum. Women rising together through shared experiences, collaboration, and accountability.

6. Style as Identity

Presence matters. Fashion and personal expression that reflect confidence, polish, and the Smart Girl Meg lifestyle.



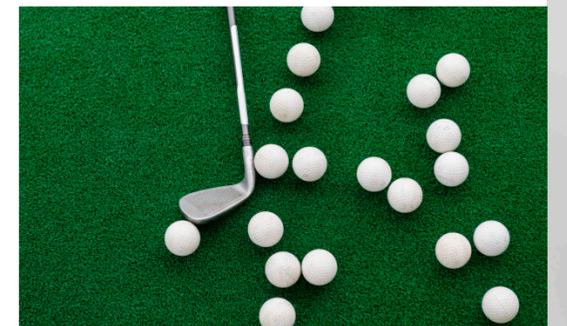
Moodboard

Inspiration

Messaging Framework

Our messaging empowers women to step into new spaces — in career, wellness, and golf — with clarity and confidence. We speak to the woman who leads with soft ambition, balancing discipline with ease and showing up fully in every area of her life.

The tone is polished, motivating, and rooted in real growth. Every message reinforces access, confidence, and community, positioning Smart Girl Meg and Smart Golf Society as a guide for women building stronger, more aligned versions of themselves on and off the course.



Logo



Smart Girl MEG