The Brand Archetypes Guide

20 Personas to Inspire Your Brand.

Branding For The People.
Archetypes are a concept originally conceived by famed Swiss psychiatrist, Carl Jung. When used in branding and marketing, the concept is referred to as Brand Archetypes.

Essentially, Brand Archetypes are used as a heuristic to infuse personality into a brand. When creating your Brand Strategy, we recommend identifying one or two Brand Archetypes. A Brand Archetype is identified when you fill in the blank to the following statement: If our company were a person, that person would be described as _______.

It’s important to identify the Brand Archetypes for where your brand is heading (not what the brand has historically represented). When you identify the one or two Brand Archetypes, your creative team should use them to guide both visual and verbal expressions of your brand in marketing communications.
Sage.
Expert & teacher, seeks info and knowledge, and uses intelligence and analysis to understand the world. Critical thought to help us become wise & considerate.

Mechanic.
Loves to tinker. Takes something that needs work, fixes it, and returns it like new. Meticulous, detailed, organized. Does not teach, but fixes others.

Exploiter.
Copycat who prefers to reverse engineer and build off the product of others. Takes another’s mousetrap and adds bells and whistles.

Ruler.
The dominant force, exerts control over others in order to achieve a goal. Encourages responsibility, and is a community leader.
**Lover.**

Deeply experiences love - both romantic and spiritual. Helps experience pleasure and fulfill commitments, and strives for desirability, self-acceptance and pure love.

**Jester.**

Makes the everyday fun, lives with a full appreciation of each moment. Takes pleasure in the mundane, using jokes or humor to find ways around obstacles.

**Seeker.**

Seeks out new paths, new ways for a better, more authentic life. Teaches independence. The journey becomes a way to find individuality and uniqueness.

**Hero.**

Brave, competitive winner, helps get where we want to go when the going gets tough. Protects family, community and country, but also changes and improves the world.
Virgin.

Pure as the driven snow, the virgin is exclusive, discerning and naturally beautiful. The character of the virgin is as unquestionable as its desirability.

Creator.

Gives form to vision through imagination and innovation. Enables others’ self-expression, and creates something that influences culture and society for many years.

Magician.

Charismatic catalyst for change, a transformational force that leverages knowledge. Helps reality reflect a vision or dream. Influences others.

Innocent.

Wholesome and wide-eyed; brings renewal, faith and optimism to our lives. Removes everyday worries. Wholeness that comes from inner values and integrity.
Liberator.

Ruthlessly anti-establishment, helps liberate from the bonds of outdated philosophies and approaches. Disrupts when is needed, and creates new opportunity.

Star.

The star is the attention seeker of the group, and seeks to be known for being known. There isn’t much substance to this archetype beyond a relentless ability to be always on.

Rebel.

Blazing new paths, a rebel doesn’t answer to anyone but themselves. Most trendsetters and creatives are rebels. If you need to innovate, consider finding one.

Cheerleader.

The indefatigable, charismatic, life of every party. Avoids conflict & encourages enthusiasm, capable of making others achieve what they could not achieve alone.
Engineer.

Attention to precision performance. Makes form meet functionality with consistency & style, never using more, or less than what is needed.

Devil.

A powerful creature, and willing to stop at nothing to achieve its goals. The energy and determination of the devil are bottomless. To submit to the devil is to lose self will.

Regular Guy/Gal.

Street smart, realistic and empathic, wants to belong in chosen environment. Helps others believe all people have value regardless of abilities or circumstances.

Detective.

The truth is the detective’s reason for being. Almost mystically logical, and able to juggle innumerable pieces to any puzzles, nothing can be hidden from them.
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