



Brand Archetypes Guide

Understanding your Archetype helps you establish meaningful relationships and connect with your ideal customers. It's also a great way to stand out from a crowded marketplace to leave a lasting impression on potential clients. What is an archetype? Google dictionary defines it as "a very typical example of a certain person or thing." In branding it helps give a human identity, a personality.

If you have clarity of where your business fits then you understand how to communicate with your customer and position your brand.

What Brand Archetype does your business fall under? Review the 12 most common Archetypes below.

	Archetype	Description	Brand Example	Avoid
EGO Leave a mark on the World	The Hero <i>Mastery</i>	Provides feeling of strength, empowered, motivated, warrior, competitive, principled, proud, and courageous <i>Instills positive change in the world</i>	Nike and Fedex	Avoid seeming too egotistical
	The Magician <i>Belief</i>	Healer, transformation, intuitive and charismatic	Disney, Coca-Cola and Sony	Maintain sense of realism and achievability
	The Outlaw <i>Liberation</i>	Cool, endearing rebel, disruptive, feared, <i>doesn't adhere to social norms</i>	Harley Davidson, and Virgin	Be sure you don't offend the target market
FREEDOM Explore Spirituality	The Explorer <i>Freedom</i>	Outgoing, adventurous, independent and brave	Jeep, North Face and REI	Don't let your customer feel excluded, be sure to have a clear goal
	The Sage <i>Knowledge</i>	Trustworthy, intelligent friend; thinker, expert, and adviser	IBM, Google and The Wall Street Journal	Avoid trying to sound too smart, it can make your customers feel inferior.
	The Innocent <i>Safety</i>	Simple, carefree, wholesome, trusting and happy <i>(usually focused on sustainability, health, and foods)</i>	Dove, The Honest Company and Kleenex	Sometimes too soft, make sure you define your values and stand up for them
ORDER Provide Structure to the World	The Creator <i>Innovation</i>	Innovative, imaginative, experimental, takes risks	Lego, Adobe and Apple	Make sure to maintain truth and integrity
	The Ruler <i>Control</i>	Leader, sets path for others, exclusive and class <i>(usually focused on luxury goods)</i>	Microsoft, Mercedes and Rolex	Careful not to come across as overbearing or too exclusive
	The Caregiver <i>Service</i>	Selfless, nurturing, supportive, compassionate, and empathetic <i>(Like Hero wants to make the world a better place)</i>	TOMS shoes, Johnson & Johnson and St. Jude's Hospital	Avoid showing up as weak or incapable
SOCIAL Connect to others	The Regular Guy <i>Belonging</i>	Unpretentious, approachable, reliable, values routine, and predictable	IKEA, Target, and Budweiser	Avoid missing your audience with untargeted messaging everytime
	The Jester <i>Pleasure</i>	Spreads joy through humor, fun, impulsive and spontaneous <i>(successful marketing is to be entertaining)</i>	M&M, Skittles and Geico	Make sure that humor remains sensitive and within reason
	The Lover <i>Intimacy</i>	Brings people together, passionate, follows emotions and	Dove chocolate, Barefoot wine and Victoria's Secret	Avoid being seen as selfless or not grounded

Your Business' Archetype

Now, that you have reviewed the archetypes the challenge is to define the right archetypal mix, that would best communicate your brand. You may be all of one or a mix of a couple. But you do not want to find your business spread across many then it's diluted and confusing for your customer. This will help you provide clear messaging in your advertising.

What's your Archetype?

What is your core:

The key is to keep you archetypal mix refined and focused. You may end up with 80% of a core and 20% of a secondary archetype (Control, Belonging, Safety or Liberation).

Begin with the far right column that is the overview and **identify the core desire of your audience**. Second, think about what role does your brand play in their lives.

SOCIAL

Connect to others

ORDER

Provide Structure to the World

FREEDOM

Explore Spirituality

EGO

Leave a mark on the World

For example: If they desire leadership, it doesn't necessarily mean that your brand should chose the Ruler archetype.

Because if your brand is educating them to help them gain leadership, then they're likely to be drawn to the Sage personality that demonstrates wisdom and knowledge.

So based on the research you've done so far, let's consider all the archetypes.

What archetype would define your brand personality best?

Your core desire _____

Your secondary archetype for differentiation _____

Once you have determined your archetype answer these two questions in the way your brand views them.

What do you love and why? (finds connection) *ie. We love serving others and helping them overcome challenges.*

What do you hate and why? (shows empathy) *ie. We hate regulations that limit accomplishing the greater good.*

Now create your messaging to align this belief.