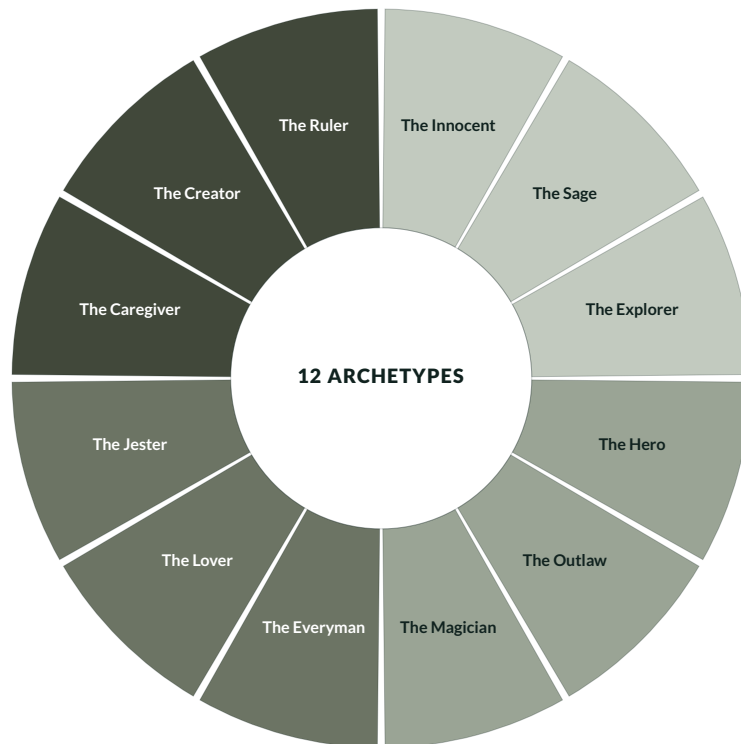


Brand Archetypes

A brand-personality tool: picks the character your brand plays (one of twelve) so voice, look and behaviour stay consistent everywhere. Origin: Margaret Mark & Carol S. Pearson, after Carl Jung



● PRIMARY ARCHETYPE

The single archetype the brand behaves like, plus its core desire. Choose on observed behaviour, not aspiration.

● VOICE AND LOOK

How the chosen archetype sounds and looks. Concrete enough that a freelancer could stay on-character without a long briefing.

● PROMISE TO THE CUSTOMER

The relationship the archetype offers - the gift it gives the customer and what they get from belonging to this brand.

● SHADOW TO AVOID

The archetype's specific trap this brand must dodge - the way the character goes wrong when overplayed.