

BRAND ARCHETYPES

HYBRID BRAND GUIDE

For Coaches,
Consultants and
Service-Based
Business Owners.



HUMANIZE YOUR BRAND

consider yourself **BRANDED**
hybrid brand and marketing studio



BRAND ARCHETYPES

HUMANIZE YOUR BRAND

If your personal brand is a front to your business brand, and you've been spending lots of time on marketing efforts, only to discover that you are not connecting your business to your ideal audience. This could be due to a lack of clarity in your brand's personality traits within your brand identity.

Identifying and leveraging your archetype is the most powerful way to **HUMANIZE YOUR BRAND** and unlock the true persona & potential of your brand. They are shortcuts to meaning. They speak to something deep within us. Archetypes provide a way to convey a meaning to your ideal audience, relate to them, and give them a reason to care about you and your business.

Using brand archetypes help you make well-informed + educated decisions based on a psychological cheat codes that paint a picture of the universal expression of behavior and communication and enable you to create a image that sets your brand apart from the competition by instilling your humanity into your mission, vision and values.



BRAND ARCHETYPES

HUMANIZE YOUR BRAND

Archetypes are not new. They stem from the famous Swiss psychotherapist, Carl Jung who introduced the concept of archetypes noting that these universal stories manifest both on a personal level and collectively, as characteristics of whole cultures. Regardless of culture or language, he believed everyone shares and understands these themes because they are an undercurrent to all humanity. Archetypes help us meet on the same page with a resounding, “Oh, I get you.”

We intuitively ‘get’ archetypes.

Think about the famous actors you know. **Actors like Sandra Bullock, Jessica Alba, Tyler Perry, Sandra Bullock, Jane Fonda, Matthew McConaughey, Kevin Hart, Oprah Winfrey, Hugh Jackman, Jennifer Lopez, Ashton Kutcher, Jennifer Aniston, Jessica Alba, Gwyneth Paltrow and Tyler Perry.** Whether or not you are a huge fan is not the point here. The point is that you feel like you know them and instinctively understand them. And the people who are their fans feel a powerful attachment they can’t quite explain.

There’s a reason for all that. They have all worked hard on their images. Each one has a distinct personal image that we recognize and each one of them is currently using their archetypes to promote their own successful businesses.



BRAND ARCHETYPES

HUMANIZE YOUR BRAND

Archetypes are used to create an immediate sense of familiarity. Using Brand Archetypes, build a clear picture in your customers' minds and differentiates your brand and messaging from others in the same market niche. Which is why I use brand archetypes as a brand positioning and marketing tool when creating Brand Strategies for my clients.

Once you understand what your brand archetype mix is (you are usually more than one), strategies become much easier to improve and implement. As a result, marketing becomes much simpler because archetypes guide how your brand interacts with your audience.

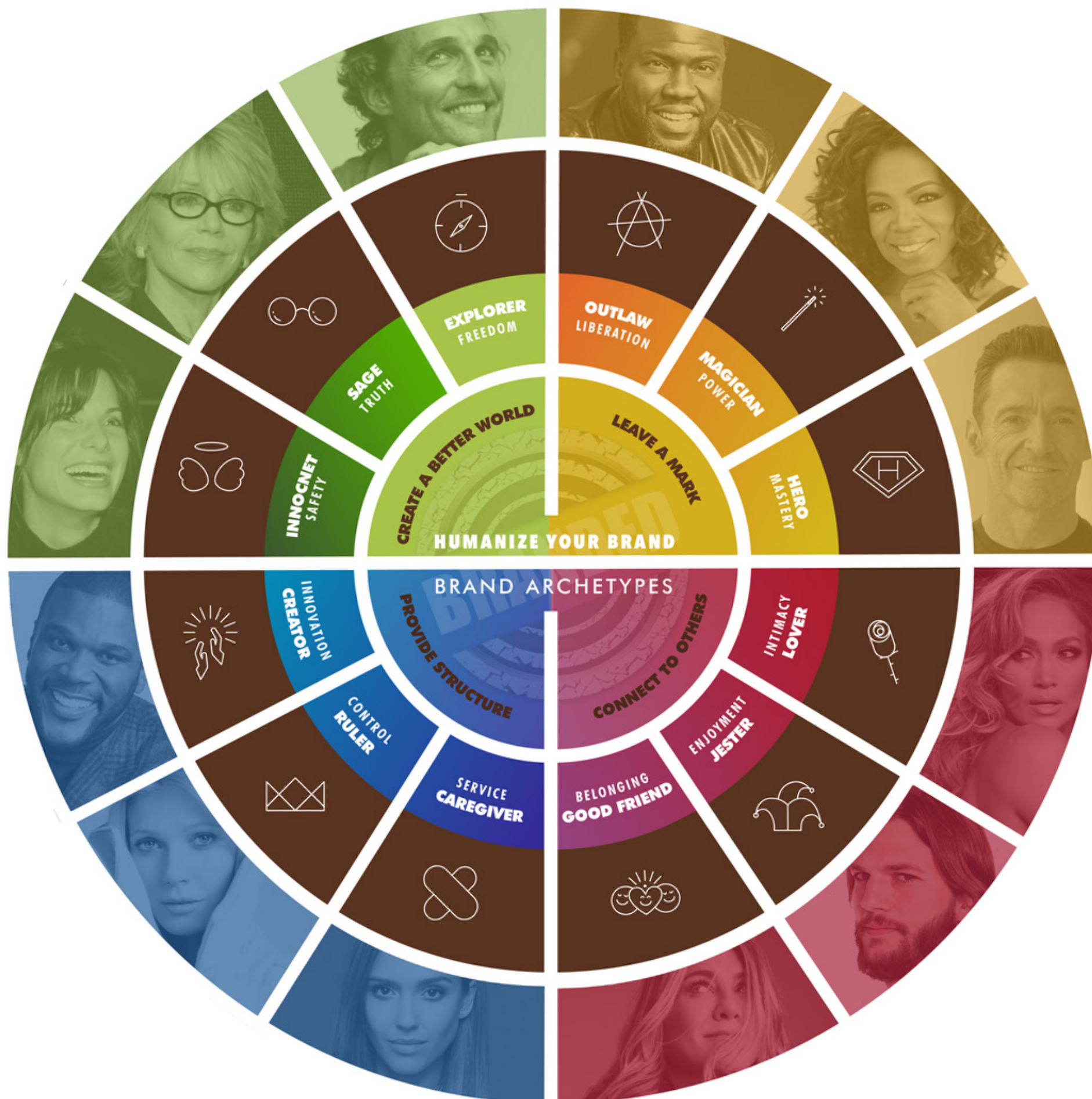
When you use Brand Archetypes your audience uses the pre-wired receptors in their brains that "fit" the shape you give your Brand Personality, they feel like they know your brand in the way they know a famous person. It just makes sense to them. And they, too, feel a powerful attachment that they can't quite explain.

Brand personality is the collection of emotional, intellectual, and behavioral patterns unique to a brand and consistent over time. The concept of brand personality is best understood when we imagine the brand to be a person.



BRAND ARCHETYPES

My brand archetype wheel and the pages that follow, highlights the actors their Brand Archetypes and businesses— (I use them instead of the usual wheels that highlight only big brands like Apple and Nike) in hopes that you will find this more relatable when choosing your brand's image.



MEET YOUR BRAND ARCHETYPES

At the heart of each archetype is a core motivation. Motivation is important because that's what will resonate with your target – it's the 'why,' not the "what." Understanding the WHY behind your communication style of choice is essential for your brand.

CREATE A BETTER WORLD

THE INNOCENT THE SAGE THE EXPLORER

LEAVE A MARK

THE OUTLAW THE MAGICIAN THE HERO

CONNECT TO OTHERS

THE LOVER THE JESTER THE GOOD FRIEND

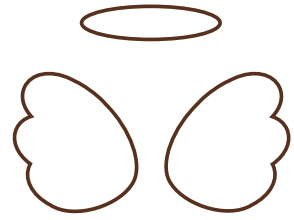
PROVIDE STRUCTURE

THE CAREGIVER THE RULER THE CREATOR

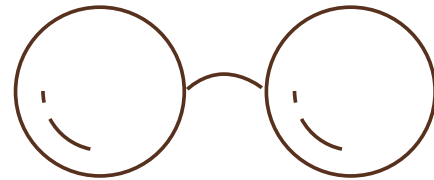
consider yourself **BRANDED** | cybranded.com



BRAND ARCHETYPES



THE INNOCENT



THE SAGE



THE EXPLORER

CREATE A BETTER WORLD

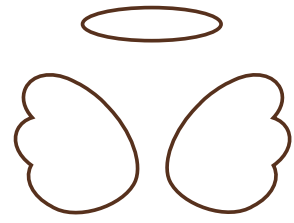
The Innocent, The Sage, and The Explorer all want to bring the world and their customers closer to an ideal life.

Whether it's through safety, truth, or freedom, these brands want to aspire their customers in their search for an authentic and fulfilling life.

Creating a better world is a rule of life, an uncharted territory, and a spiritual awakening.



HUMANIZE YOUR BRAND



THE INNOCENT



Open, pure, optimistic, forgiving, endearing — The Innocent always finds the silver lining. The Innocent brand genuinely cares about its customer's well-being. The Innocent brand appeals to its audience by providing simple, honest solutions.

Do you consider yourself an eternal optimist, like **SANDRA BULLOCK?**

Let's see...

consider yourself **BRANDED** | cybranded.com





If you're as nice as they come, wouldn't hurt a fly, and have a real knack for seeing the positive in all things, —
Consider The Innocent Archetype.

DO GOOD. BE GOOD.

Do the right things. Be trustworthy, positive and straightforward.

EXAMPLE:

SANDRA BULLOCK'S BRAND

Bess Bistro | Walton's Fancy and Staple



HUMANIZE YOUR BRAND.

BRAND ARCHETYPE **THE INNOCENT**

The Innocent yearns to create a better world through safety. Innocent brands value the simple joys in life, drawing on their strong values to construct a better future.

DESIRE:

Love, peace,
and happiness
for all.

FEARS:

Depravity,
Deceit,
Complexity,
Punishment,
Confusion.

TRAITS:

Optimistic,
Charming,
Honest,
Loyal,
Simplicity.

LIVE YOUR BRAND:

Guard your reputation. Share what makes you happy, Share stories of tradition or nostalgia and stories of hope.

YOUR BRAND VOICE + VIBE:

Simple, Concise language, Cheerful, Optimistic, Humble and Kind.

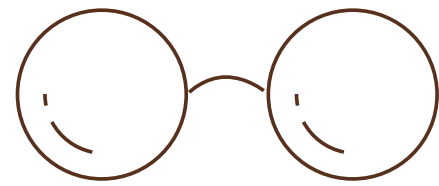
YOUR AUDIENCE FEELS:

Hopeful, Encouraged, Joy.

consider yourself **BRANDED** | cybranded.com



HUMANIZE YOUR BRAND



THE SAGE



The Sage feels compelled to share their knowledge as a contribution to a better tomorrow.

The Sage brand values research and knowledge trusting that it can equip their customer to make informed decisions.

Do you consider yourself a dedicated truth seeker, like **JANE FONDA**?

Lets see...

consider yourself **BRANDED** | cybranded.com





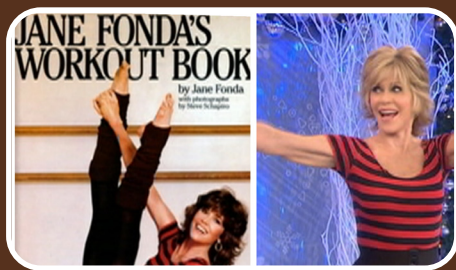
You're a researcher and teacher at heart, and love studying and understanding how the universe works and sharing what you've learned with others, — **Consider The Sage Archetype.**

THE TRUTH WILL SET YOU FREE.

Use intelligence, providing expertise and encouraging people to think.

EXAMPLE:

JANE FONDA'S BRAND
Health & Fitness | Women's Media Center



HUMANIZE YOUR BRAND.

BRAND ARCHETYPE
THE SAGE

The Sage yearns to create a better world through truth. The Sage brand values transparency and trusts that it can equip their clients/customers to make informed decisions.

DESIRE:

Find the Truth.

GOAL:

Understanding.

FEARS:

Lies,
Misinformation,
Ignorance,
Inaccuracy,
Stupidity.

TRAITS:

Deep,
Analytical,
Researched,
Intelligence,
Trustworthy,
Wise.

LIVE YOUR BRAND:

Read, continue education and learning, analyze patterns, test all assumptions, share your research process, and stats.

YOUR BRAND VOICE + VIBE:

Factual, Decisive, Authoritative, Intelligent, Researched, and Educated.

YOUR AUDIENCE FEELS:

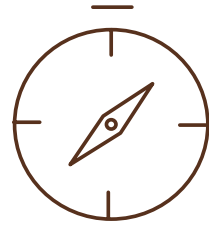
Educated, "In the know", wise, "I understand", Engrossed.

consider yourself **BRANDED** | cybranded.com



BRAND ARCHETYPE

THE EXPLORER



The Explorer brand frees itself from the establishment to explore new ways for their audience to rediscover themselves.

Do you consider yourself a down to earth pioneer, unafraid of the great unknown, like **MATTHEW MCCONAUGHEY**?

Lets see...

consider yourself **BRANDED** | cybranded.com





BRAND ARCHETYPE

THE EXPLORER

The Explorer yearns to create a better world through freedom. The Explorer brand frees itself from the establishment to find new ways for their clients/customer to rediscover themselves.

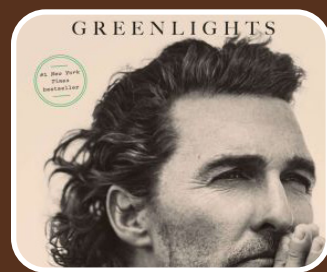
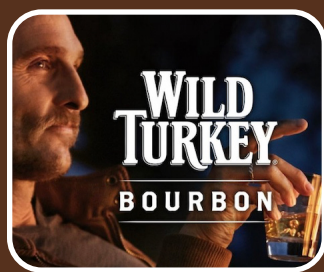
If you're addicted to adventure, and love expanding peoples minds and helping them uncover parts of themselves that they didn't know existed, —
Consider The Explorer Archetype.

ESCAPE FROM THE MUNDANE.

Seek out new experiences and new things to share with your audience.

EXAMPLE:

MATTHEW MCCONAUGHEY'S BRAND
JKL | Wild Turkey Bourbon | Author



DESIRE:

Freedom of discovery.

GOAL:

Excitement and fulfillment.

FEARS:

Aimlessness,
Conformity,
Confinement,
Short Sighted-
ness.

TRAITS:

Wise
Intelligent,
Expertise,
Information,
Influence.

LIVE YOUR BRAND:

Share your journeys, discoveries & ways your business (and life) is unconventional.

YOUR BRAND VOICE + VIBE:

Open-minded, resourceful, inspirational, tolerant.

YOUR AUDIENCE FEELS:

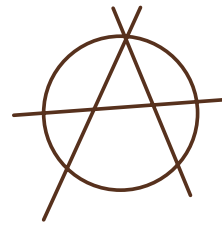
Adventurous, Cultured, "I have no limits", Amazed, Alive.

HUMANIZE YOUR BRAND.

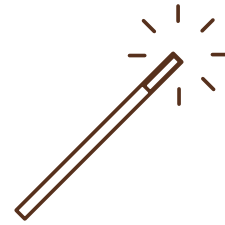
consider yourself **BRANDED** | cybranded.com



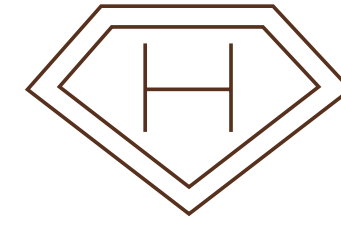
BRAND ARCHETYPES



THE OUTLAW



THE MAGICIAN



THE HERO

LEAVE A MARK

Brands who align with these archetypes are the risk-takers, the change-makers, the brands who seek to inspire and empower their customers to be the best versions of themselves, no matter the cost.

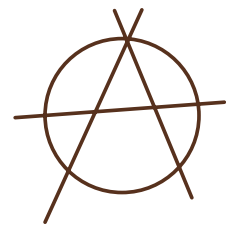
Whether it's through liberation, power, or mastery — These brands inspire and empower their customers to be the best versions of themselves.

Leaving a mark on the world is seen as a duty, a privilege, and a calling.

consider yourself **BRANDED** | cybranded.com



BRAND ARCHETYPE



THE OUTLAW



Running counter to the crowd — No idea is too “out there” if it leads to lasting positive change. When you find another Outlaw —or a fan of an Outlaw brand—you’ve found family.

Marketing will require a healthy dose of gumption and style as long as it speaks to your Outlaw family.

Do you consider yourself disruptive, confrontational, and independent—not afraid of doing whatever it takes to make the world a better place, like **KEVIN HART 'S BRAND** ?

Lets see...

consider yourself **BRANDED** | cybranded.com





If you seek to disrupt the system, are a rule breaker to your core and committed to your mission above all else, —
Consider The Outlaw Archetype.

FIX WHAT ISN'T WORKING.

Shake things up and do things differently.

EXAMPLE:

KEVIN HART 'S BRAND
 Hart House | HartBeat Studios



HUMANIZE YOUR BRAND.

BRAND ARCHETYPE **THE OUTLAW**

The Outlaw seeks to leave a mark on the world by revolutionizing it. Outlaw brands is not afraid of doing whatever it takes to make the world a better place.

DESIRE:
 Liberation.

GOAL:
 Disruption.

FEARS:
 Repetition,
 Rigidity,
 Status Quo,
 Powerlessness.

TRAITS:
 Disruptive,
 Liberating,
 Independent,
 Rebellious.

LIVE YOUR BRAND:

Encourage your audience challenge convention, and help them fit in by providing them with a counter-cultural home.

YOUR BRAND VOICE + VIBE:

Candid, Raw, Honest.

YOUR AUDIENCE FEELS:

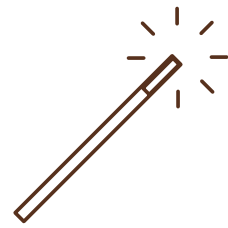
Stimulated, Thrilled, Rebellious, 'like a change-maker.

consider yourself **BRANDED** | cybranded.com



BRAND ARCHETYPE

THE MAGICIAN



The Magician genuinely believes that there's something greater than us, greater than what we see — and often stands in defiance of perceived “reality”, believing that the limits we have are mostly self-imposed.

The Magician sets out to achieve objectives by applying the fundamental laws of how something works in order to get results — helping people transform.

Do you consider yourself a visionary that wants to dazzle your audience with new and exciting experiences and make dreams come true , like **OPRAH WINFREY'S BRAND?**

Lets see...

consider yourself **BRANDED** | cybranded.com





If you believe that anything is possible, love to inspire and empower people to be the best versions of themselves, —
Consider The Magician Archetype.

BE A FORCE FOR GOOD.

You always had the power my dear.

EXAMPLE:

OPRAH WINFREY'S BRAND
 Harpo Inc. | OWCF



HUMANIZE YOUR BRAND.

BRAND ARCHETYPE **THE MAGICIAN**

The Magician seeks to leave a mark on the world by making the impossible, possible. Magician brands guide their clients/customers on a magical journey from lost to found.

DESIRE:

Power to turn dreams into reality.

Goal:

Transcend.

FEARS:

Repetition,
 Boring,
 Stagnation,
 Doubt,
 Ignorance.

TRAITS:

Charismatic,
 Imaginative,
 Idealistic,
 Insightful.

LIVE YOUR BRAND:

Create a signature process. Make your vision so clear that fears become irrelevant. Share stories of transformation.

YOUR BRAND VOICE + VIBE:

Empowering, Encouraging, Transformational, Expansive.

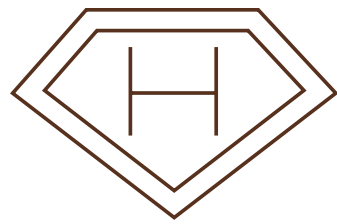
YOUR AUDIENCE FEELS:

Fascinated, in awe. "I want to experience that."

consider yourself **BRANDED** | cybranded.com



BRAND ARCHETYPE



THE HERO



Hero's represent power, honor, and victory, and triumphs over evil, adversity, or a major challenge.

The Hero never gives up.

Do you consider yourself someone who is ready to slay dragons: fight the bully and keep everyone safe just as much as you want the gratification of achieving the impossible, like **HUGH JACKMAN'S BRAND**?

Lets see...

consider yourself **BRANDED** | cybranded.com





If you care deeply about the quality of your work, commitment to being the best, and live to motivate and fight for others, —
Consider The Hero Archetype.

GIVE PEOPLE A HAND UP.

Be strong. You never know who you are inspiring.

EXAMPLE:

HUGH JACKMAN'S BRAND
Laughing Man Coffee Company



HUMANIZE YOUR BRAND.

BRAND ARCHETYPE **THE HERO**

The seeks to leave a mark on the world by serving others through mastery. Hero brands motivate and inspire their clients/customers.

DESIRE:
Mastery.

GOAL:
Improve the world through courage.

FEARS:
Weakness,
Incapability,
Injustice,
Cowardice,
Incompetence.

TRAITS:
Brave,
Courageous,
Honorable,
Inspirational,
Strong.

LIVE YOUR BRAND:

Share challenges you have overcome and stories of strength, courage and hope. Keep challenging yourself.

YOUR BRAND VOICE + VIBE:

Challenging, Motivational, Positive, Self-confident, Self-disciplined. Idealistic, Noble.

YOUR AUDIENCE FEELS:

Inspired, empowered. "I can rise above anything."

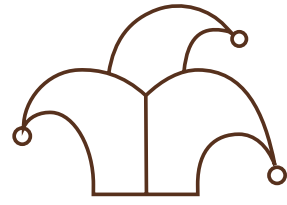
consider yourself **BRANDED** | cybranded.com



BRAND ARCHETYPES



THE LOVER



THE JESTER



THE GOOD FRIEND

CONNECT TO OTHERS

The Lover, The Jester, and The Good Friend all aspire to build stronger connections in the world and with their audiences.

Whether it's through intimacy, enjoyment or belonging — They're driven by a desire to be around people who understand them because they want to build genuine emotional connections. They want to enjoy whatever it is they're doing, which is a big part of why it's so important to them to be surrounded by like-minds.

The desire to build connection with and among their audience comes before all else.



BRAND ARCHETYPE



THE LOVER



Don't be misled by the name; it's not just about romance. The Lover archetype encapsulates all types of love — parental, familial, friendships, spiritual, and romantic. The Lover wants to have close relationships, achieve intimacy, feel special, and make others feel special, too..

Do you consider yourself ready to help your audience to find love or friendships, show appreciation to others, become more attractive, pleasure their senses, like **JENNIFER LOPEZ'S BRAND**?

Lets see...

consider yourself **BRANDED** | cybranded.com





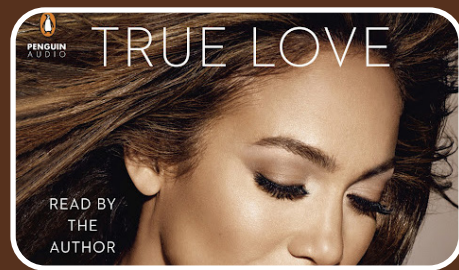
If you're a romantic and are motivated by a desire to help people feel great inside and out, —
Consider The Love Archetype.

SET OUR SOULS ON FIRE

Help people find love and connection through beauty, and closeness.

EXAMPLE:

JENNIFER LOPEZ'S BRAND
JLO Beauty | Author



HUMANIZE YOUR BRAND.

BRAND ARCHETYPE **THE LOVER**

The Lover connects with others through intimacy. Lover brands want to help their clients/customers feel beautiful, appreciated, and taken care of.

DESIRE:
Connection.

GOAL:
Intimacy.

FEARS:
Rejection,
Plainness,
Indifference,
Isolation,
Loneliness.

TRAITS:
Intimate,
Doting,
Passionate,
Descriptive,
Indulgent.

LIVE YOUR BRAND:

Focus on building relationships and making connections, Share your loves, passions and appreciation for others.

YOUR BRAND VOICE + VIBE:

Affectionate, Passionate, Warm, Inviting. Adjective-rich.

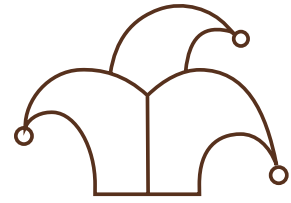
YOUR AUDIENCE FEELS:

Feels special, "in love", "I want what she/he has to offer!"

consider yourself **BRANDED** | cybranded.com



BRAND ARCHETYPE



THE JESTER



The Jester archetype represents living in the moment. This archetype allows others to connect with their fun inner child - impulsive and unrestrained, not afraid to bend a few rules, not afraid to stand out, and comfortable in their own skin.

The Jester is at out of the box thinking, brainstorming, refraining concepts, and presenting new perspectives.

Do you consider yourself someone who wants to take a fun approach in an otherwise serious industry, like **ASHTON KUTCHER 'S BRAND**?

Lets see...

consider yourself **BRANDED** | cybranded.com





If you're optimistic, quick-witted, and are driven to motivate people into seeing the value of play —
Consider The Jester Archetype.

LET'S HAVE FUN!

You only live once. Look forward to tomorrow, but enjoy today.

EXAMPLE:

ASHTON KUTCHER 'S BRAND
Sound Ventures | A-Grade Investments



HUMANIZE YOUR BRAND.

BRAND ARCHETYPE **THE JESTER**

The Jester connects with others through enjoyment. Jester brands will take something mundane and make it fun and unforgettable for their clients/customers.

DESIRE:

Enjoy life and have fun.

GOAL:

Entertainment.

FEARS:

Boredom,
Negativity,
Seriousness,
Gloom,
Misery.

TRAITS:

Playful,
Humorous,
Positive,
Funny.

LIVE YOUR BRAND:

Don't take yourself too seriously. Use a light-hearted approach and sense of humor. Push boundaries.

YOUR BRAND VOICE + VIBE:

Fun Loving, Expressive, Clever, Self-Deprecating, Silly.

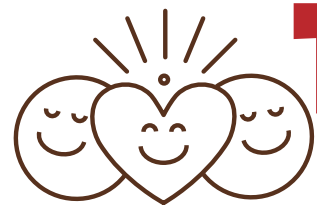
YOUR AUDIENCE FEELS:

Playful, "I love life", Energetic, Entertained, Amused.

consider yourself **BRANDED** | cybranded.com



BRAND ARCHETYPE



THE GOOD FRIEND



The Good Friend archetype is wholesome and genuine - which makes it irresistibly likable!

The Good Friend feels no need for pretense. It doesn't desire luxury or measure itself by status symbols - like the Ruler archetype.

Do you consider yourself someone who instinctively knows how to bring people together? Do your services or products have broad audience appeal, and are generally meeting a basic need, nothing fancy or extravagant, like **JENNIFER ANISTON'S BRAND**?

Lets see...

consider yourself **BRANDED** | cybranded.com





If you're down to earth, accessible, have solid values, and believe in working hard while being nice, — **Consider The Good Friend Archetype.**

WE'RE IN THIS TOGETHER

I'll be there for you.

EXAMPLE:

JENNIFER ANISTON'S BRAND
LolaVie



HUMANIZE YOUR BRAND.

BRAND ARCHETYPE **THE GOOD FRIEND**

The Good Friend connects with others through belonging. Good Friend brands want to help their clients/customers feel cared about comfortable and understood.

DESIRE:
Harmony

GOAL:
Connecting

FEARS:
Exclusion,
Isolation,
Separation,
Elitism.

TRAITS:
Dependable,
Realistic,
Pragmatic,
Inclusive.

LIVE YOUR BRAND:

Invite your clients/customer to come along with you. Share "normal" parts of your life with them. Share collaborations.

YOUR BRAND VOICE + VIBE:

Friendly, Casual, Dependable, Practical, Down-to-Earth.

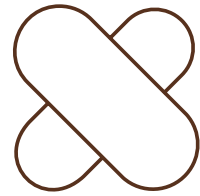
YOUR AUDIENCE FEELS:

Feels' Understood, Included, "This feels right."

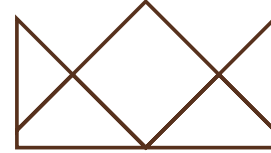
consider yourself **BRANDED** | cybranded.com



BRAND ARCHETYPES



THE CAREGIVER



THE RULER



THE CREATOR

PROVIDE STRUCTURE

Brands who align with these archetypes all aspire to care for their customers and the world through service, control or innovation. Brands who align with these archetypes want to help their customers to be the best versions of themselves and believe their services or products are key to that mission.

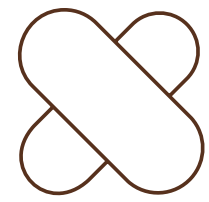
Whether it's through innovation, control or service, these brands help their customers manifest something meaningful.

Providing structure and order is a service, an opportunity, and a rewarding responsibility.

consider yourself **BRANDED** | cybranded.com



BRAND ARCHETYPE



THE CAREGIVER



The Caregivers archetype is motivated by nurturing and caring for others.

The Caregiver brand wants their audience to feel nurtured and secure and protected.

Do you consider yourself to be on a mission to provide structure to protect others from harm? Is your brand motivated by the greater good, or helping people or families find safety?, like **JESSICA ALBA'S BRAND** ?

Lets see...

consider yourself **BRANDED** | cybranded.com





If you're a natural born giver who is driven to make people feel safe —
Consider The Caregiver Archetype.

TREAT OTHERS AS YOURSELF

How can I serve and protect all of us?

EXAMPLE:

JESSICA ALBA'S BRAND
The Honest Company



HUMANIZE YOUR BRAND.

BRAND ARCHETYPE **THE CAREGIVER**

The Care provides structure through service and giving back. Caregiver brands want their clients/customers to feel safer knowing their watching over them.

DESIRE:

Protect

GOAL:

Helping

FEARS:

Helplessness,
Selfishness,
Instability,
Neglect.

TRAITS:

Caring,
Reassuring,
Nurturing,
Warm.

LIVE YOUR BRAND:

Use emotion is at the heart of messaging. Offer your clients/customers good feeling and a warm place to land.

YOUR BRAND VOICE + VIBE:

Compassion, Reassuring, Nurturing, Understanding.

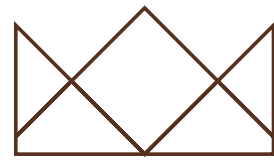
YOUR AUDIENCE FEELS:

Feels' Safe, Secure, Looked after, "I feel protected."

consider yourself **BRANDED** | cybranded.com



BRAND ARCHETYPE



THE RULER



The Ruler archetype provides structure by taking control. Not afraid to own their mistakes and rise to any occasion.

The Ruler archetype stands at the top of its game, creating order from chaos, responding to its customer's deep need for stability, status, and direction.

Do you consider yourself a role model, or "the" standard for others to emulate? Do you seek to help others be the best versions of themselves, and live their best life like, **GWYNETH PALTROW'S BRAND** ?

Lets see...

consider yourself **BRANDED** | cybranded.com





You're a born influencer, don't apologize for the affluent life, or your a-list connections and want to help people who crave direction and status — **Consider The Ruler Archetype.**

CREATE EXCLUSIVITY

We go first so you don't have to.

EXAMPLE:

GWYNETH PALTROW'S BRAND
Goop

goop

HUMANIZE YOUR BRAND.

BRAND ARCHETYPE **THE RULER**

The Ruler provides structure by taking control. Ruler brands respond to their clients/customer's deep need for stability, status, and direction.

DESIRE:
Control

GOAL:
Success

FEARS:
Losing control,
Chaos,
Takeovers.

TRAITS:
Power,
Status,
Success,
Wealth,
Loyalty.

LIVE YOUR BRAND:

Create a velvet rope strategy. Partner with other "A-listers. Earn your respect through promises kept.

YOUR BRAND VOICE + VIBE:

Refined, articulate and charismatic. Speak clearly, and with authority.

YOUR AUDIENCE FEELS:

Feels' Superior, Empowered. "I deserve the best."

consider yourself **BRANDED** | cybranded.com



BRAND ARCHETYPE

THE CREATOR



The Creator archetype contributes to others by bringing something into being - by realizing a vision.

The Creator archetype often the first to realize a concept and push the boundaries while at the same time providing structure to bring it into existence.

Do you consider yourself someone who gets deep satisfaction from both the process and the outcome of creating something that did not previously exist, like, **TYLER PERRY'S BRAND**?

Lets see...

consider yourself **BRANDED** | cybranded.com





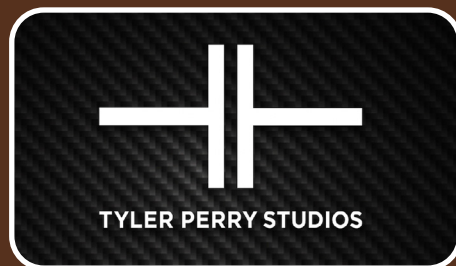
If you're highly skilled, and equally artistic, with a boundless imagination that allows you to see new possibilities that many can't, —
Consider The Creator Archetype.

CREATING NEW THINGS

Create everlasting value using creativity and innovation to realize a vision.

EXAMPLE:

TYLER PERRY'S BRAND
 Tyler Perry Studios



HUMANIZE YOUR BRAND.

BRAND ARCHETYPE **THE CREATOR**

The Creator provides structure through innovation by expanding the scope of reality. Creator brands build sandboxes for their clients/customer's self-expression.

DESIRE:
 Innovation.

GOAL:
 Form to vision.

FEARS:
 Stagnation,
 Duplication,
 Familiarity,
 Mediocrity.

TRAITS:
 Innovative,
 Original,
 Expressive,
 Daring.

LIVE YOUR BRAND:

Show your creative process, inspiration, and tools. Highlight how you do things differently.

YOUR BRAND VOICE + VIBE:

Unique, Descriptive, Visual, and Metaphor-rich.

YOUR AUDIENCE FEELS:

Feels' Amazed, Inspired. "I want to create with that."

consider yourself **BRANDED** | cybranded.com



BRAND ARCHETYPES

HUMANIZE YOUR BRAND

Discovering your brand archetype is a great way to help you find your voice and get connections started with your audience. Because you'll be utilizing the correct personality, tone of voice, and imagery (guided by your archetype) you'll be able to zero in on clients that are already primed for your services.

So, as you can see, archetypes really do instill humanity into your mission, vision, and values. **The real challenge lies in understanding how to integrate it into your brand and your marketing.**

Keep in mind: Most people (most brands) are complex beings that can't be categorized by ticking a single identifier (*which is why I am not a fan of those Brand Archetype Quizzes you can take all over the web*).

Some nuances and traits cross over from one archetype to another as you will see on the following pages as I dive deeper into **Jessica Alba + The Honest Company Brand** and **Kevin Hart + Hart House Brand**.



BRAND ARCHETYPES

Jessica Alba + The Honest Company Brand **IN ACTION:**

The Honest Company is a wellness brand founded when a new mother “Jessica Alba” couldn’t find safe household products that actually worked. It focuses on creating safe and responsible products for babies and the homes they live in.

The Caregiver their primary archetype, but they use The Sage Archetype in their marketing as well.

Since their mission is to provide safe and effective products for families, they consistently share positive, health-conscious content they know will resonate with their customers. The content they produce not only pertains to the products they sell but also to their mission to empower and encourage parents and all health-conscious people through education (Totally Sage). It focuses on creating safe and responsible products for babies and the homes they live in.



BRAND ARCHETYPES

Jessica Alba + The Honest Company Brand **IN ACTION:**

According to them, The Honest Company's mission is "to empower people to live healthy, happy lives. We're committed to creating effective, safe, delightful, accessible, responsible products."

THEIR MISSION AND VALUES

They strive to make products families can feel good about using in their homes, not only for the way these products take care of customers' own families but also for the way the brands products treat the earth.

These products are free from toxic chemicals, true, and the company also ensures their products are created using renewable resources.

The Honest Company also focuses on transparency in their products, meaning that customers never have to wonder what they're putting on their family's bodies. As a bonus, The Honest Company also ensures these safe products live up to their promises and actually work.

As I keep saying, the best way to bring in more leads and generate more revenue is to tell your brand's story and cement a crystal clear identity in your audience's minds.



BRAND ARCHETYPES

Jessica Alba + The Honest Company Brand **IN ACTION:**

Creating a consistent personality for your brand helps build loyalty and trust with your customers, ultimately leading to greater retention and more conversions over time.

This personality isn't just your internal story, though that is part of it, but also what kind of images and content you produce and publish throughout your digital marketing platforms.

The Honest Company keeps its keeps its archetype, mission, and story front and center in all its marketing, from its social media to its website, but one way they do a stand-out job telling its story is through its website's home page; it's different from their competitors because it is a door that welcomes you into Their "Virtual House lets you see how the "Honest Lifestyle" can fit in your own home — and you can shop room by room for the whole family + explore the clean conscious life. Bonus: Find all five hidden butterflies for an exclusive offer!" (so they are adding a bit of The Magician in their marketing) — [It's really cool check it out!](#)

(I bet you are thinking *"I could never afford something like that!"* I'm here to tell you that it's just creative — and creative is not for just big brands; you just need to work with the right creative studio.

[consider yourself **BRANDED** | cybranded.com](#)



BRAND ARCHETYPES

Kevin Hart + Hart House Brand **IN ACTION:**

Also you can see, while most brands primarily align with one archetype, they draw on secondary archetypes or can behave in different ways depending on the situation.

Look at KEVIN HART 'S BRAND — **Hart House** (they are “disrupting” the fast food MEAT industry with PLANTED BASED product), that’s classic Outlaw Archetype.

Yet, their marketing includes Caregiver. They tell the story of their mission & vision by saying: *“Hart House is committed to the future of food and our overall well-being. We’re on a mission that’s simple: to make the food you know and love - better for you, your wallet, and the planet. We are committed to more than just fast food. We’re here to disrupt quick service with an affordable, delicious, plant-based alternative made with respect for people, animals, and our ecosystem.”* But at their core, what they are doing is all Outlaw. They are about disrupting the system by being rule breakers — *shaking things up and operating in the world a little differently than everyone else.*

There’s no “right” or “wrong” brand archetype — all have value and merit. But knowing which story you align with makes telling your story to others much easier. ***Are you telling a strong story?***

consider yourself **BRANDED** | cybranded.com



BRAND ARCHETYPES

MY STUDIO ARCHETYPE

As a branding and creative marketing studio, obviously, there's The Creator Archetype in there, but given my industry niche, that isn't what drives me. I align with The Magician Archetype. The Magician seeks to leave a mark on the world by making the impossible possible. *As a Magician Brand I guide my clients on a magical journey from lost to found.*

I achieve objectives by applying the fundamental laws of how something works (*my strong belief of brand strategy first, then brand identity, then brand marketing*) to get results — helping people transform (*their business to reach their goals*).

I also have a bit of The Outlaw Archetype going on in my studio, which aligns me with clients who don't want the status quo or "boring" — they are looking for someone to "*Shake things up and do things differently.*" And I often behaved like a Jester in my personal content on social (*because I believe life and work should be FUN!*), but at my core, I am about empowering and encouraging.

Check out my [website](#) , [LinkedIn Profile](#) + [Instagram](#) and see if you think I've lived up to my studios' archetype and remain "on brand."

consider yourself **BRANDED** | cybranded.com



I hope you now understand the psychology of brand archetypes and how they help you craft an authentic, magnetic, and, above all, consistent brand personality.

A great way to get started with your archetypal mix is to take business out of the equation... for a minute... and focus on understanding what it actually means to “be yourself” online and how that translates into the right purpose, people, and positioning for your specific brand.

Then, start writing down how each archetype shows up in your personality. Not from a business standpoint, but in terms of your everyday life. Remember, archetypes are you, so only use what’s yours and stack those together, so they look, sound, act, feel, and behave like YOU. As you start to implement your brand personality into the rest of your marketing, you’ll start to see your audience make personal connections with you and your business.

This will start out slow, so don’t expect a fast return on this technique. Your brand is a marathon, not a sprint. So don’t get discouraged if you don’t gain traction right away. The goal here is to set yourself apart from the crowd and once you effectively do that, take my word for it, people will definitely start to notice.

If you still aren’t sure what brand archetypes you are, or how to connect it to your business it just so happens that’s one of my superpowers. So I will be happy to [schedule a consultation](#) to find out how you can use the power of brand archetypes in your marketing.

consider yourself **BRANDED**



Why work with me? My process of branding is all about who YOU are, what YOUR goals are, how YOU want to be perceived and how you need to be perceived by YOUR target market. It's about uncovering, what makes YOU unique, building a brand with personality, and creating a clear, road-map and giving you all the tools you need to get there!

No more guessing: Every business and marketing decision and marketing will be grounded in YOUR BRAND strategy.

..

consider yourself **BRANDED** | cybranded.com



consider yourself **BRANDED**



Here more reasons that I hope you will find compelling:

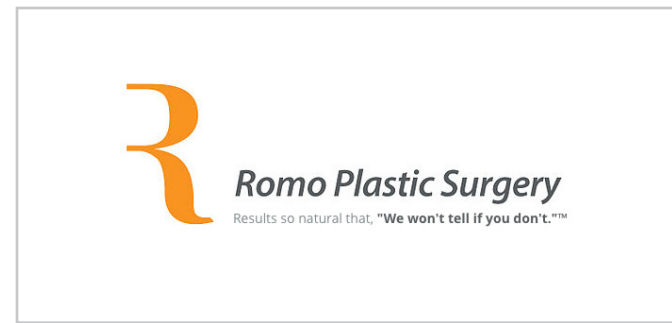
- I know exactly how strategy, design and creative marketing work together.
- You will work directly with me and only me. (Strategy, art & copy — on-line & off)
- I've helped a number of businesses to redesign and market their brands successfully.
- Communication, as well as deliverables, are prompt and hassle-free.
- I'll be here to support you for any future plans you need help implementing.
- Unlike most brand strategists or brand designers, or brand marketers, I consider everything when creating your brand so you won't be shuffled off to subcontractors or 3rd party vendors.

On the following pages, you can see some of my client work.



See some of my work.

ReBRANDED



←
Click to see more

consider yourself **BRANDED** | cybranded.com



recent **ReBranded**



organized by andrea



Click to see more

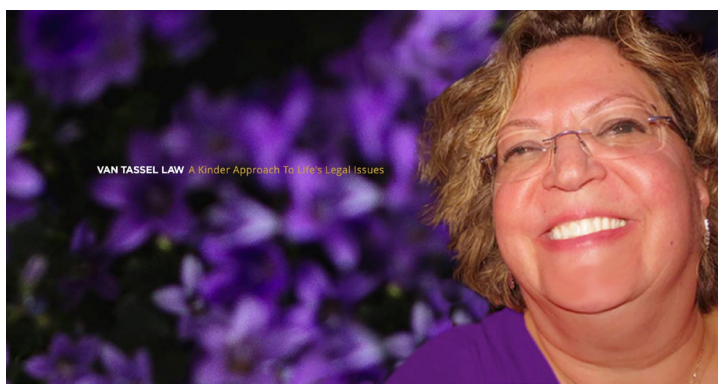
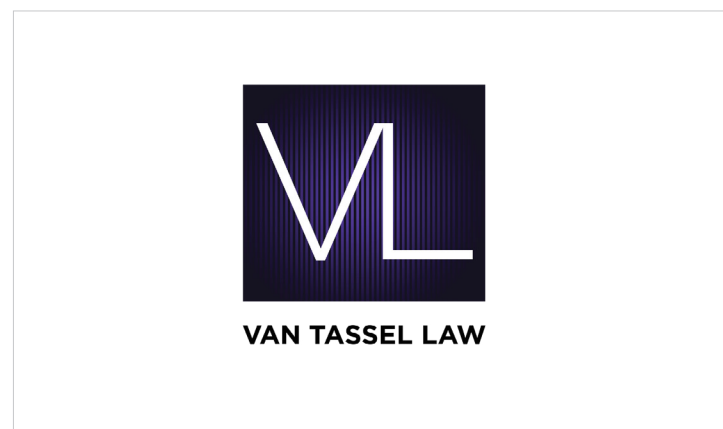
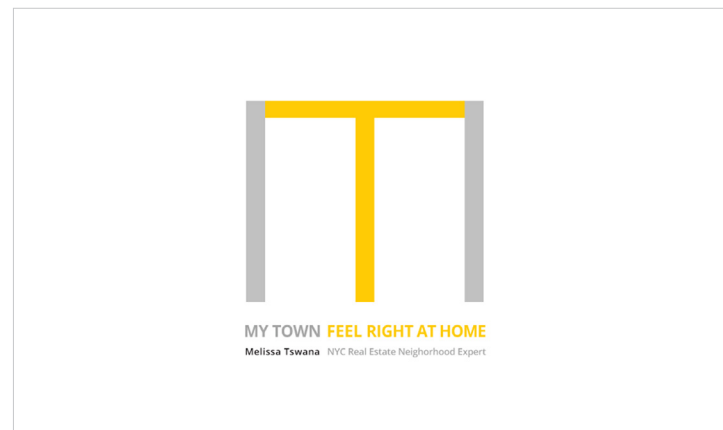
consider yourself **BRANDED** | cybranded.com



consider yourself **BRANDED**



[Click on images below to see more of the work](#)



[See more of my work](#)

[consider yourself **BRANDED** | cybranded.com](#)



consider yourself **BRANDED**



Dr. Thomas Romo III, MD, FACS | Romo Plastic Surgery

Helene Abrams delivers a very rare combination of creative conceptualization and incredible design. We are simply thrilled with the results! We want to thank Helene for all her hard work and time. We have received so many compliments on our new branding, website design and social media channels.

Everything is really fantastic.

Helene did a wonderful job.

consider yourself **BRANDED** | cybranded.com



consider yourself **BRANDED**



Andrea Dechtman | Organized By Andrea

Helene Abrams not only helped me pivot my business through Covid-19 she has single-handedly taken it to the next level. Helene is not only a amazing creative force, she is diverse in her skills and well equipped to address every marketing service you need; "It was so much easier than having to work with a copywriter and designer separately and managing deadlines."

I can't recommend her enough. She will elevate all of your ideas and make them better. You shouldn't think twice just "considered yourself **BRANDED**" — you need it!

consider yourself **BRANDED** | cybranded.com



consider yourself **BRANDED**



Jason Silverglate | CEO Continuous Networks

Even our competitors are complimenting our branding.

When we started we generated \$348,238 in sales. Today
Continuous Networks generates \$7.73 million in sales!

Need I say more?

consider yourself **BRANDED** | cybranded.com



consider yourself **BRANDED**



Melissa Tswana | Affiliated Real Estate Agent with Citi Habitats

This was a game changer for me and my business. Helene Abrams is a true branding GENIUS!

Being part of this transformation and witnessing her work on my logo, tagline, website, jingle, social media branding, and creating something completely new and innovative in my marketplace was so AMAZING!

consider yourself **BRANDED** | cybranded.com



consider yourself **BRANDED**



Laura L. Van Tassel, Esq., LLC | Van Tassel Law

Helene Abrams created all of my branding well as my website and is still the person I go-to for all my marketing materials (print and digital) as well as writing content and creating visuals for my monthly blog.

Over 7 years later, my website is STILL fresh and drawing in clients. Clients tell me it is helpful and useful - I am an attorney and this is a truly individual site that is unique and chock full of information.

I highly recommend all business owners who know the extraordinary value in brand-marketing!

consider yourself **BRANDED** | cybranded.com



consider yourself **BRANDED**



Stuart and Lousie Newsome | Newway, LLC | Newsome Color |
Stuart Newsome Construction

Our three companies Newway, LLC Newsome Color and Stuart Newsome Construction were in desperate need of a facelift, rebrand and design connection to each other. Helene saw the big picture and made what seemed impossible “POSSIBLE!” Helene has incredible creative ability! She was a total and utter pleasure to work with. Her hard work, patience, and professionalism far exceeded our expectations.

[Click here to meet my other super hero clients!](#)

consider yourself **BRANDED** | cybranded.com



I would be honored to be part of your journey.

For start-ups to clean-ups and everything in-between...

Are we a fit?

Lets talk!



consider yourself **BRANDED** | cybranded.com

