

# HOW TO:

## HARNESS THE POWER OF ARCHETYPES TO GUIDE YOUR BRAND

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### BACKGROUND

Archetypes are universally understood symbols and patterns of behavior consistent across generations and cultures that help people understand concepts and decide which messages to retain. In a brand context, archetypes are proven to help us:

define a brand's true-north

pinpoint its genuine story and define an ownable brand voice/tone

create differentiation in a competitive landscape

connect people more deeply - internally and externally - to an organization

Working with archetypes to guide the strategy, relationships, products and services for a business can help to align brand and culture, enhance trust and relatedness with all stakeholders, and increase its impact and bottom-line. There are 12 primary archetypes, symbolizing basic human motivations, meanings and values. A brand should align with ONE dominant archetype, but can and will share similar traits and characteristics from others.

### THE 12 BRAND ARCHETYPES:

	The Innocent	The Explorer	The Sage	The Hero	The Outlaw	The Magician	Regular Guy/Gal	The Lover	The Jester	The Caregiver	The Creator	The Ruler
Goal	Be happy	Discovery, new experiences	Wisdom and insight	Help improve the world	Destroy what isn't working	Make dreams come true	To belong, form a connection	Create intimacy, inspire love	Bring joy to the world	Care for and protect others	Create something with meaning	Control, create order from chaos

### STEPS TO HARNESS YOUR ARCHETYPE:

- **IDENTIFY YOUR ARCHETYPE(S)** \_\_\_\_\_  
Determine the ones that best align with your company mission and beliefs.
- **CONSIDER YOUR AUDIENCES** \_\_\_\_\_  
Based on the personas of your audiences, narrow to the archetype(s) commonly shared by your company and your audience.
- **TRANSLATE INTO STORYTELLING** \_\_\_\_\_  
Not only your messaging, but the functional and emotional content of your visual identity elements, design and marketing.
- **ALIGN YOUR CULTURE** \_\_\_\_\_  
Share your archetype identity across the organization to build a singularly-focused brand-led culture.

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Founded in 1999, Trajectory is the specialist branding and marketing agency partnering with clients across the health + wellness continuum to grow better business. Reach us at 973-292-1400. [trajectory4brands.com](https://www.trajectory4brands.com).