

INSPIRATIONAL | CREATIVE | PROVOCATIVE



BRAND ARCHETYPES



THE
Creator

#LogoLady



THE Creator

BRAND ARCHETYPES

What you dream you can create

Creator • Artist • Visionary

You are the creator! You are artistic and visionary. You are both an inspiration and also just love to be inspired. You are a never ending source for creative ideas and imagination.

Due to your desire to invent and create you are driven to build things. It is important that what you create has value and meaning. You see potential and opportunity in everything.

♥♥ Your desire ♥

TO INNOVATE

Your brand voice

Inspirational, Creative and
Provocative





Famous Creator Archetypes:

Tony Stark (Iron Man)

Dr Emmet Brown (Back to the future)

Adele, Steve Jobs,
and of course Trudie Avery 😊



Creator Archetype brands



So why should you care if you're **The Creator?**



Branding is all about connecting with your clients on an EMOTIONAL level. When you can do that and connect emotionally you no longer need to sell. Think about some of your favourite brands. How do they make you feel?

You feel connected to those brands.
There is a brand loyalty and promise.

By knowing what your brand archetype is, you will learn to brand yourself in a way that connects emotionally, and that is why this is so super important! Also, knowing your archetype will help you to always be your true authentic self.

Your goal

To bring their visions to life

Your mission

Innovation and Creation

The upsides

- ✓ Creative
- ✓ Provocative
- ✓ Artistic
- ✓ Visionary
- ✓ Expressive



The drawbacks

Being the same and fitting in a box



Fonts & Words

As the creator, you have a big job ahead of you when it comes to designing your brand because you are a designer at heart! So the bar is naturally set super high. Choose fonts that have a meaning to the brand itself. You will often hear a designer say less is more, and when it comes to your fonts and words this is absolutely true.

You desire to make an impact. If you are going to be fancy, make sure you pull it off properly, otherwise stick to simple fonts that don't distract. Make sure your messaging is unique and descriptive when speaking to your audience.

Creator
VISION
visionary
Artist
Imagine
Dream
Build

Colours & Images

The creators' colours are not bound by rules when it comes to the selection of what colours to use, however, it is very important that the colours chosen work together and compliment each other creating the right people pleasing effect on their audience.

Choose images that are unique, and show off your skills as the

