

ENTHUSIASTIC | EXPRESSIVE | FUNNY



BRAND ARCHETYPES



#LogoLady



THE Entertainer

BRAND ARCHETYPES

Life is too short not to have fun

Fun • Playful • Optimistic

You are the ENTERTAINER! The crazy one that makes everyone have a good laugh!

You are stress-relief through fun, humour and play. Laughter is the best medicine. You bring so much joy to the world in your fun-loving humorous way

♥♥ Your desire ♥♥

JOY

Your brand voice

Fun, Playful
and Optimistic





Famous Entertainer Archetypes:

Jim Carry
Will Farrell
Charlie Chaplin
Eddie Murphy and,
Coco the Clown!



Entertainer Archetype brands



So why should you care if you're The Entertainer?



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 have FUN!

Your mission

Bring JOY to the world.

The upsides

- ✓ Mischievous
- ✓ Humorous
- ✓ Optimistic
- ✓ Playful
- ✓ Impulsive



The drawbacks

Boredom



Fonts & Words

As the entertainer, your branding can NEVER be boring. It must be fun, playful and witty! Use fonts that are big. Bold, playful and even illustrated. Even completely over the top fonts will work.

The words you choose to use in your messaging are designed to enable your audience to enjoy, have fun and laugh!

Entertainer **play**
care free
FUN **Jester**
Laugh *Humour*

Colours & Images

Colours for the Entertainer must be fun, colorful, over the top and NOT boring. There are no hard rules except have fun with it!

Images to use as the entertainer are for the purpose of bringing joy, invoking laughter and making the world a happier, more fun place!

