

FRIENDLY | HUMBLE | AUTHENTIC



BRAND ARCHETYPES

THE
Everyman



#LogoLady



BRAND ARCHETYPES

All for one and one for all

Neighbour • Friend • Guy next door

You are the Everyman archetype!

Essentially, this is the guy next door :) You are down to earth, friendly and easy to get along with. It is important to you to encourage a sense of community because you need belonging and connection.

People love you because you are loyal, faithful and dependable.

♥♥ Your desire ♥

COMMUNITY

Your brand voice

Friendly, Humble and Authentic





Famous Everyman Archetypes:

Drew Barrymore
Matt Damon, and
Will Smith



Everyman Archetype brands



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



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

Create and connect community

Your mission

LIVE in the moment

The upsides

- ✓ Down to earth
- ✓ Friendly
- ✓ Loyal
- ✓ Authentic
- ✓ Inclusive



The drawbacks

Being excluded is the Everymans biggest fear!



Fonts & Words

As the Everyman, your fonts need to be practical and easy to read. The purpose of the information is way more important than fancy fonts so the simpler the better. Messaging that the Everyman may use to engage with their audience will be friendly, welcoming, clearly communicated and invoke a feeling of loyalty.

Don't complicate, or have a hidden agenda.

Friendly *HELPFUL*
COMMUNITY loyalty
Regular
Citizen
guy next door

Colours & Images

The same kind of concept with the fonts, applies with the colours and images for the Everyman brand. Practical, simple and neutral. Use colours and tones that are earthy and natural, and nothing that is too bright or “loud”.

Images are also more the message they give than how they look. Because the very core of the Everyman brand is community, using people from all walks of life and showing how they all fit into one community can be very effective and useful in your branding. Just think community.

