

EXCITING | DARING | ADVENTURE



BRAND ARCHETYPES



THE
Explorer

#LogoLady



BRAND ARCHETYPES

You only get one life make it count

Adventurer • Pioneer • Seeker

You are the Explorer! You LOVE adventure, to pioneer, have new experiences and to be spontaneous. You are curious, free and love to try new things. You help others to expand their horizons and experience new things.

Essentially you love to help people live a more fulfilling life!

♥♥ Your desire ♥

Discovery through adventure!

Your brand voice

Exciting, Daring and Experience





Famous Explorer Archetypes:

Arya Stark
Bear Grylls
and of course, Indiana Jones



Explorer Archetype brands



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



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 live each moment to the fullest

Your mission

To discover the world

The upsides

- ✓ Adventurous
- ✓ Spontaneous
- ✓ Daring
- ✓ Excited
- ✓ Brave
- ✓ Driven



The drawbacks

In your quest to be more fulfilled, the Explorer may become an aimless wanderer, or even a thrill-seeker.

Your goals are often unachievable, and in trying to ever scale that expectation, you often disappoint yourself.



Fonts & Words

The Explorer is a very earthy archetype so when it comes to your branding, fonts, colours, try and keep it as natural and earthy as possible. Your words and messaging should be encouraging and inspirational, you should be pushing your audience to get out of their comfort zones.

They are explorers and their mission is to explore!

Travel ADVENTURE
Brave discover
Explore
Experience Pioneer
Discover

Colours & Images

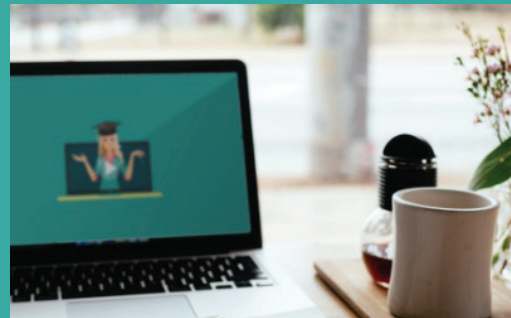
The Explorer is an outdoor brand archetype. They love all things earth and nature so when you choose colours that relate to that, you cannot go wrong. Avoid bold, loud colours that are superficial. Go for organic, natural and earthy. When choosing images, anything that resembles the outdoors and nature will work for Explorer brands. Authenticity and Nature is key here. Most explorer images don't even need to be of people, they can be landscapes, views and scenery.





Did you LOVE learning about your Brand Archetype?
I hope so!

If you would like to create a logo and brand
that attracts and inspires your clients,
here is how you can work with me:



Logo Packages

With logo packages
starting at £495

Design your own logo

Self-paced online
e-learning course £25

Find out more at
www.logolady.com

