

LEGACY | PROTECTION | INSPIRATION



BRAND ARCHETYPES

THE  
*Hero*

#LogoLady

# THE Hero



BRAND ARCHETYPES

## Rise to the challenge

Competitive • Confident • Courageous

As the hero you are tough! Both mentally and physically! Mastery, courage and discipline is the very core of who you are. You are disciplined, brave and inspirational.

You will rise to the challenge, with a relentless attitude!

♥♥♥ *Your desire* ♥

TRIUMPH!

*Your brand voice*

Legacy, protection and  
Inspiration





## Famous Hero Archetypes:

Superman  
Harry potter  
Luke Skywalker and,  
Russell Crowe (The Gladiator)



## Hero Archetype brands



# So why should you care if you're The Hero?



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*

Leave a legacy and master your  
craft

*Your mission*

To protect and inspire

## The upsides



- ✓ Competitive
- ✓ Confidence
- ✓ Strength
- ✓ Courage
- ✓ Relentless Attitude
- ✓ Determination

## The drawbacks



Being weak

## Fonts & Words

As a Hero, your message is more important than the font used itself. Having said that, choosing a font, here are some things to consider:  
Go for simple, classic and timeless fonts.

The words you use are very important for the hero. You need to inspire and challenge your audience.

Hero **COURAGE**  
**STRENGTH** TRIUMPH  
Compete **BOLD**  
**CONFIDENCE**

## Colours & Images

Hero colours are quite versatile, you can go with **BOLD** and **STRIKING** colours and images, or you can go with simple, classical and timeless colours. Be sure to stay away from Pastel colours as a hero. The images you choose need to show strength and be dramatic. The bigger, the better. Think bold and proud.

