

OPTIMISTIC | PURE | JOYFUL



BRAND ARCHETYPES

THE  
*Innocent*



#LogoLady



## BRAND ARCHETYPES

# Just be happy

Peaceful • Positive • Content

You are the Innocent. You value optimism, simplicity and ease. You are straight forward, trustworthy, and pure of heart! Just being around you people can feel your positivity and contentment.

You love all things simple, and you strive to help people live by their values.

*Your desire*

Pure Paradise

*Your brand voice*

Optimistic, youthful and honest





## Famous Innocent Archetypes:

Gwyneth Paltrow  
Will Smith  
Jamie Oliver



## Innocent Archetype brands



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



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 happiness to the world

*Your mission*

Create Paradise

## The upsides

- ✓ Happy
- ✓ Peaceful
- ✓ Simplistic
- ✓ Easy
- ✓ Positive
- ✓ Content



## The drawbacks

The Innocent can be naive, they can also be precocious and difficult to reason with.

They can also have a blissful disposition that ignores reality in order to retain a fantasy ideal.



## Fonts & Words

As the Innocent, you use your branding to make people FEEL. Enabling people to feel helpful, happy and joyful means that your brand is making a successful impact. Your branding is either soft, hopeful and calm or it is bright, happy and joyful.

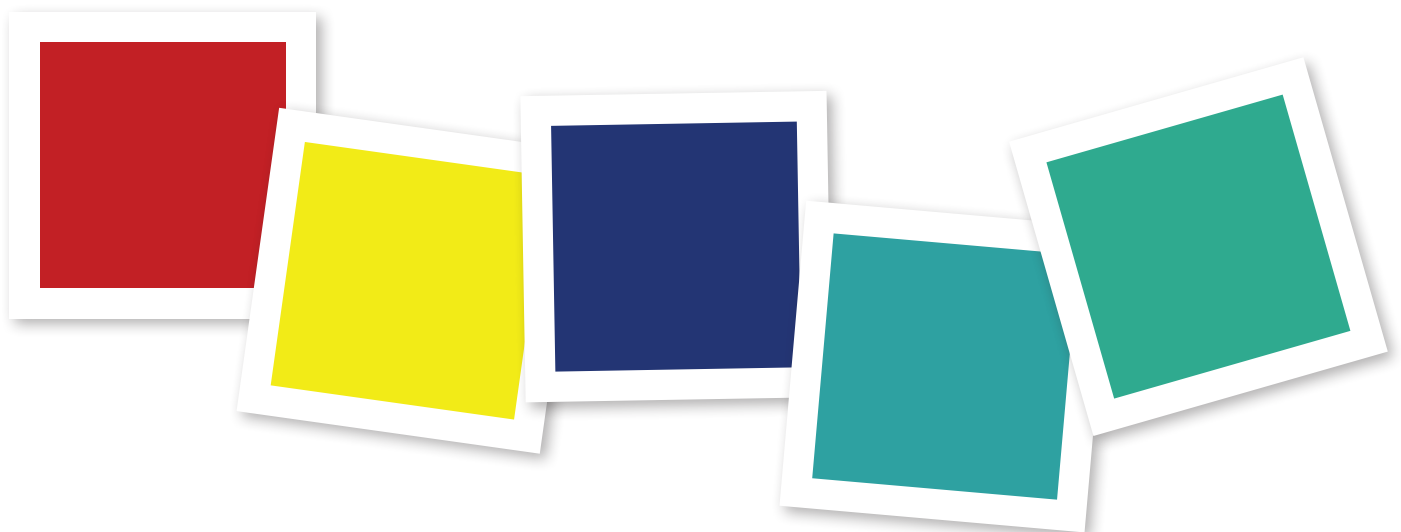
Choose fonts and words that align with these values, such as rounded and soft fonts. Avoid anything too harsh, in your face or overbearing.

optimist *Innocent*  
**simple**  
*Honest Content* Trust  
PARADISE

## Colours & Images

The same rules apply to your colours and images, that apply to your fonts and messaging. You can either choose soft, hopeful colours or happy, bright and cheerful ones.

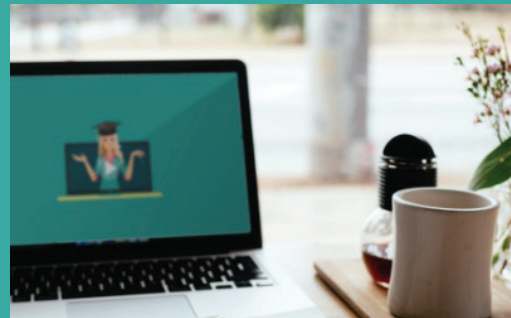
As long as the messaging is clear, you are bringing up the right emotions and not trying to outright sell.





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](http://www.logolady.com)

