

PASSIONATE | DEVOTED | HEART-CENTRED



BRAND ARCHETYPES



#LogoLady



BRAND ARCHETYPES

Unconditionally Yours

Sensual • Empathetic • Soothing

You love to LOVE! You are all about LOVE, PASSION, AFFECTION and INDULGENCE!

Your aim is to create intimate moments. You want to CONNECT with people and get as close as possible. Making your audience feel special and loved is your passion.

♥♥ Your desire ♥

CONNECTION

Your brand voice

Sensual, Empathetic and Soothing





Famous Lover Archetypes:

Baby (Dirty Dancing)
Jasmine from Aladdin
Anna from Frozen, and
Marilyn Monroe



Lover Archetype brands



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



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 CONNECT deeply to
what they LOVE

Your mission

Connection THROUGH intimacy

The upsides



- ✓ Sensual
- ✓ Faithful
- ✓ Passionate
- ✓ Loving
- ✓ Sexy
- ✓ Committed

The drawbacks



Feeling alone

Fonts & Words

As the lover, your fonts need to be personal, so elegant serifs and handwritten fonts that can connect deeply are the way to go.

Make sure the words and messages you choose to use in your marketing are informal, personal and have a lot of descriptive imagery to help your audience to really feel what you are saying.



Colours & Images

Use deep and passionate colours for the Lover. Tones of red and pink are often used as they symbolise love and connection. Don't use harsh tones or colours. Make sure the images you use are seductive, close up and passionate.

They need to be beautiful and invoke emotion in your audience.

