

UNDERSTAND | CONNECT | IMPACT



BRAND ARCHETYPES

THE
Magician

#LogoLady



BRAND ARCHETYPES

Make dreams come true

Inventor • Transformer • Visionary

This brand archetype is VISIONARY. You can see things that others can't see. You are one that makes dreams a reality and because of this people are fascinated by you! There are no limits nor boundaries in your world!

♥♥ Your desire ♥

POWER and TRANSFORMATION

Your brand voice

Mythical, Informed and Reassuring.





Famous Magician Archetypes:

Steven Spielberg

Walt Disney

Gandalf (Lord of the rings)



Magician Archetype brands



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



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

The Magicians goal is to become as knowledgeable as possible and create a transformation that amazes and fascinates!

Your mission

Transformation and Power

The upsides

- ✓ Visionary
- ✓ Charismatic
- ✓ Imaginative
- ✓ Idealistic
- ✓ Spiritual



The drawbacks

Not moving forward or progressing.

Huge fear of failure.



Fonts & Words

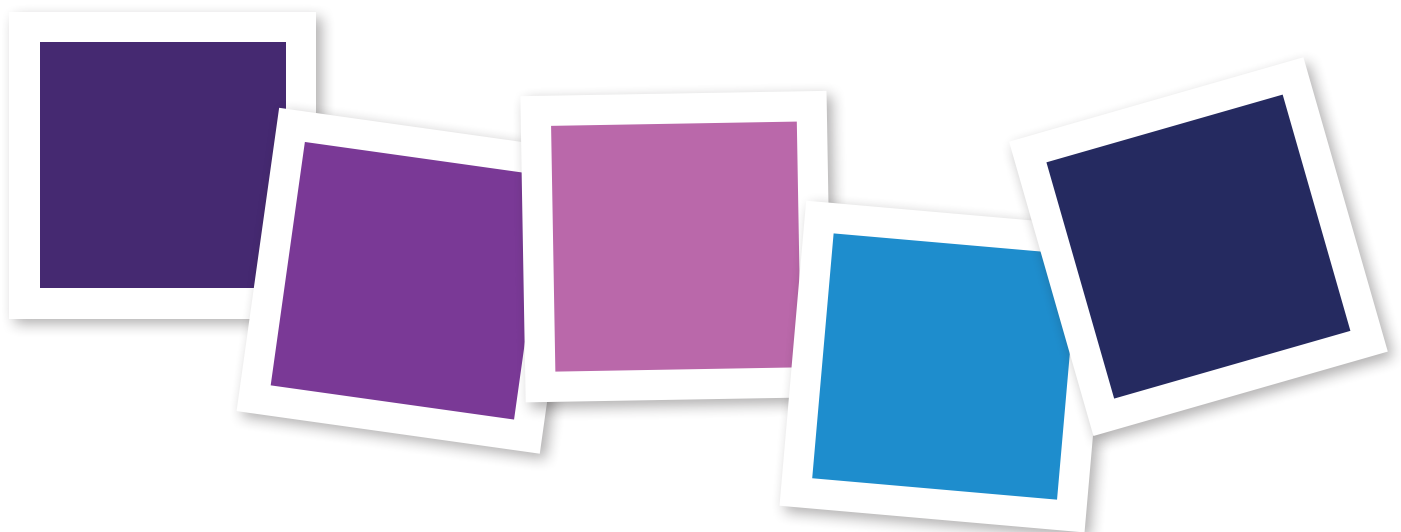
Magicians are always wanting to cross the line between reality and dreams, so their fonts should be bold, big and playful. Fonts must feel magical and mystical to wow their audience.

Magician Archetypes use words in their marketing and messaging that trigger a mystical, magical and supernatural experience. Enabling their audience to believe in the impossible and helping their dreams to come true is the very core of their mission.



Colours & Images

The Magician's colour palette is deep, rich, bold and passionate energy colours that can stimulate your mind and imagination stirring up feelings of awe and inspiration. The images you use in your branding can either be a hi-tec type of approach as well as magical and mystical images. Anything that extends past the borders of reality is in tune with the Magician's core mission.





I'd love to hear what you think about the brand archetypes.
Why not drop in to my Facebook group and leave me a message?
Or connect on LinkedIn?

Here are my details:



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