

EMPOWER | REBEL | FREE



BRAND ARCHETYPES



THE
Rebel

#LogoLady



THE Rebel

BRAND ARCHETYPES

Break the rules

Maverick • Disruptor • Visionary

This brand archetype represents the unconventional. You will not hesitate to question authority! You are all about rebellion, revolution and challenging the status quo. Rebel Archetypes know what they want, and get it! You are the original rule-breakers!

You EMPOWER people to be themselves unapologetically and embrace their unique identity.

♥♥ Your desire ♥

FREEDOM!

Your brand voice

Confidence (and perhaps slightly arrogance), Independence, Honesty and Rebellion.





Famous Rebel Archetypes:

Richard Branson

Madonna

Pink

Miley Cyrus



Rebel Archetype brands



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



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

Your goal as the Rebel is to get rid of what's not working

Your mission

To disrupt and change

The upsides

- ✓ **Rebellious**
- ✓ **Disruptive**
- ✓ **Free-spirited**
- ✓ **Brave**
- ✓ **Confident**



The drawbacks

Being Powerless



Fonts & Words

As a rebel you can have a lot of fun with the fonts you choose to use. As far as shapes go, go crazy! You want your font to SHOUT because that is the very essence of your brand.

A great example is the Harley Davidson brand. The font expresses the brand as rugged, strong, and powerful.

Rebel **Maverick**
DISRUPT
Outlaw
Freedom **CONFIDENCE**
RULE BREAKER

Colours & Images

The Rebel's colours represent disruption, freedom, being bold and confident. Colours that are often used with this archetype are strong, powerful colours. The colour palette may include shades of grey, orange and red tones. Standing out and being proud is what the aim is for colours and images. Dark colours with a bright accent are the way to go.

