

COMMAND | REFINE | ARTICULATE



BRAND ARCHETYPES



THE
Ruler

#LogoLady

THE Ruler



BRAND ARCHETYPES

Power is everything

Rule • Succeed • Prosper

You are the ruler! You are a really high achiever and value excellence. People look up to you and you set an example for them. You lead and inspire greatness!

You create order from chaos, but sometimes can be quite controlling. You are super responsible and super organised. People feel limitless and determined by your presence

♥♥♥ *Your desire* ♥

ACHIEVE GREATNESS

Your brand voice

**Commanding, refined
and articulate**





Famous Ruler Archetypes:

The Queen

Mufasa (from the Lion King)

Tony Soprano and,
Donald Trump



Ruler Archetype brands

BOSS
HUGO BOSS



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



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 achieve the highest success

Your mission

Control and create order

The upsides



- ✓ Control
- ✓ Order
- ✓ Rules
- ✓ Success
- ✓ Leader
- ✓ Greatness

The drawbacks



Losing their power

Fonts & Words

People's perception of you is very important! You want to be seen as successful, dignified and influential. Your fonts and words need to be bold and timeless.

Remember when constructing your messaging that your aim is to invoke confidence in your audience, make them feel powerful and valued.

LEAD control
CONFIDENCE
Success Ruler
Greatness
Achieve

Colours & Images

As the Ruler your colours and images are very important. They need to be classical, and not over the top.

Remember its high status, elegance, value and power. Imagine you are the ruler of all of the other brands!

