

ANALYTICAL | WISE | AUTHORITATIVE



BRAND ARCHETYPES

THE
Sage



#LogoLady



THE
Sage

BRAND ARCHETYPES

The wise one

Teacher • Mentor • Confidante

You are the Sage! You understand the world and you teach what you know! You love to take the time to do research, analysis and reflection to ensure that everything you teach is the truth. You are intelligent, thorough and people come to you for your wisdom.

You are a teacher. Your audience wants to feel informed, validated and more confident. People see you as a mentor, an advisor and an expert in your field.

Your desire

Speak the Truth

Your brand voice

Knowledgeable, assured
and guided





Famous Sage Archetypes:

- Dumbledore
- Hermoine Granger
- Martin Lewis
- Yoda
- The Dalai Lama



Sage Archetype brands



UNIVERSITY OF
OXFORD

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Google

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



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 seek knowledge and gain
understanding

Your mission

Share truth

The upsides

- ✓ Wise
- ✓ Teacher
- ✓ Understanding
- ✓ Analytical
- ✓ Confident
- ✓ Mentor



The drawbacks

Personal truth based on falsehood is one of the Sage's great fears. An eagerness to find contradiction can lead the Sage to be misled, or even manipulated. They can be addicted to learning, spend too much time pouring over books and information and never actively engaging.



Fonts & Words

As the Sage it is very important to ensure your brand messaging is well thought out. Your audience doesn't take lightly to cheap, quick put together material that is not well researched and presented. Your fonts should be classical, and present trust and loyalty to your brand. Your audience responds to smart and intelligent messaging.

Make sure you are always backing up with data and facts.
Be confident in your message.



Colours & Images

The Sage often chooses colours that are soft, neutral and very subtle.

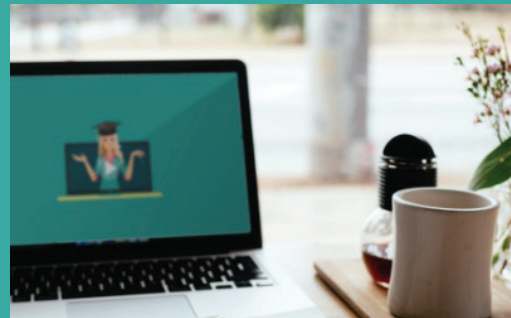
The colours and images must not distract from the well researched information. Keep your images clean and simple, and always ensure they have a purpose.





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:



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With logo packages
starting at £495

Design your own logo

Self-paced online
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www.logolady.com

