

CARING | WARM | REASSURING



BRAND ARCHETYPES

THE
Caregiver

#LogoLady



THE
Caregiver

BRAND ARCHETYPES

How can we help

Caring • Compassion • Empathetic

You are the caregiver. You just love to serve! You are nurturing, caring and helpful. You aim to make others feel warm and fuzzy inside, and are just naturally a wonderful person.

You focus on other people so that they feel supported and taken care of. You are protective and generous.

Your desire

To serve

Your brand voice

Caring, warm and
reassuring





Famous Caregiver Archetypes:

Robin Williams (Patch Adams and Mrs Doubtfire)

Maria (Julie Andrews)

Hagrid from Harry Potter



Caregiver Archetype brands



Johnson & Johnson



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



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 help and serve

Your mission

Protect and care for your people

The upsides

- ✓ Caring
- ✓ Empathetic
- ✓ Nurturing
- ✓ Compassionate
- ✓ Loyal
- ✓ Kind



The drawbacks

A Caregivers' preference for social interaction and their tendency to rely on their feelings to guide them through problems can sometimes impede their ability to think through problems objectively, as they tend to see things more emotionally than rationally.



Fonts & Words

As a caregiver, your customers want to feel loved and taken care of and safe. When choosing your fonts, go for softer, maybe rounder and simple fonts. Nothing bold or loud.

When choosing your words for your messaging, remember to be considerate and empathetic. Also use words to show care and loyalty.



Colours & Images

Caregiver archetype brands tend to choose soft, pastel colours for their brand. This makes their audience feel trust and safety.

The images you use can also be soft toned and choosing ones with people on is a good choice, encouraging that human connection.



