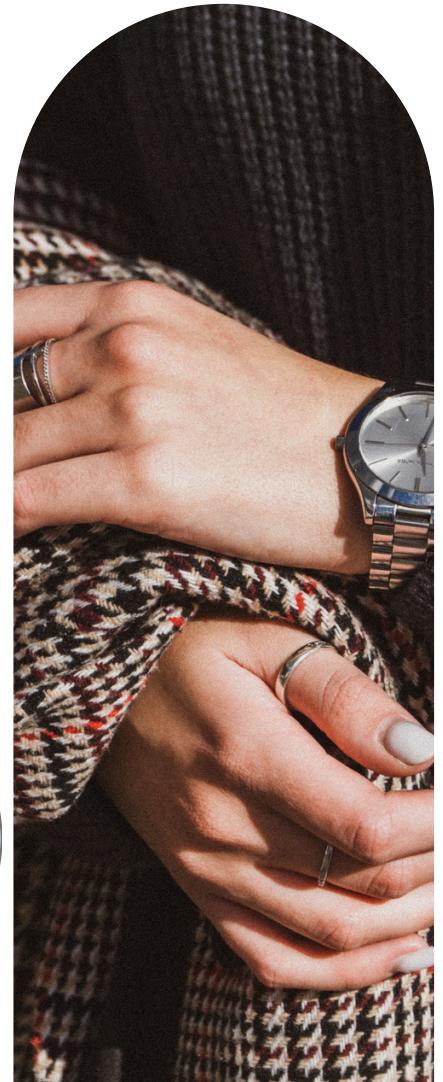


**deep
vibe**



BRAND
DOMINATION

"Deep" brand vibe refers to a communicating feeling of a sense of depth, complexity, and richness. They often appeal to consumers who are looking for something that goes beyond the surface level.

One of the key characteristics of the Deep' Brand Vibe is a sense of introspection enabling one to embark on a soul-stirring journey of profound contemplation. This is the essence of a "Deep" brand vibe, an aura that resonates with poignancy, philosophy, and a heartfelt connection to inner self. It gives a sensation of navigating the realm of philosophical inquiry, embracing concepts that stretch our understanding and invite us to question the nature of reality, consciousness, and the meaning of life itself.

In a world often characterized by noise and distraction, the deep brand vibe stands as a counterpoint, an oasis of contemplation and meaning. It reminds us to slow down, to listen to the whispers of our own hearts, and to engage with the world in a more profound and authentic way. It challenges us to seek depth, to embrace vulnerability, and to find solace in the beauty of introspection.

In the realm of the deep brand vibe, the world becomes a canvas for profound exploration, a space where we can engage with concepts that transcend the boundaries of time and life. It celebrates the power of art, writing, and concepts that touch our souls and ignite our spirits.

The Brand Domination Manual Contains

- A. Brand Emotion Elements
- B. Brand Function Elements

How To Use

The framework facilitates the integration of your Brand Vibe into Functional and Emotional elements of brand building for the founding team members. It offers a knowledge repository of the Brand Vibe fundamentals & guidelines to ensure consistency in brand integrity during various growth stages. By using these segments, a fast-track launch becomes possible, enabling the quick conclusion of branding aspects. Furthermore, these segments provide valuable long-term tips and guidance to maintain brand authenticity effectively.

Use this in conjunction with your chosen Brand Archetype Domination Manual to Optimise each factor as well as to create a truly Unique Brand.

Circulate this among your team, relevant stakeholders, marketing and branding departments, or agency, so that everyone becomes adept at understanding your brand's integrity and intended outlook.

1. Brand Emotions

2. Brand Functions

- | | |
|------------------|----------------------|
| 1.1 Mission | 2.1 Website |
| 1.2 Vision | 2.2 Logo |
| 1.3 Values | 2.3 Strategies |
| 1.4 Identity | 2.4 Pack/Description |
| 1.5 Storytelling | 2.5 Colours |
| 1.6 Customer | 2.6 Font |
| 1.7 Experience | 2.7 Marketing |
| 1.8 Positioning | 2.8 USP |
| 1.9 Voice | 2.9 Internal Comms. |
| 1.10 Visuals | 2.10 External Comms. |

Mission Statement

1.1

To _____
(heart of your archetype)

by _____
(the "HOW" - is your product facilitating it)

for _____
(the "WHY" - based off of your brand Vibe)

Incorporate "Deep Brand Vibe"
intention in your Mission Statement

The "Whys" of Brands that want to create a Deep Brand Vibe -

Cultivate profound emotional connections with our customers, evoking deep emotions and resonating on a meaningful level.

Inspire introspection & self-discovery, guiding individuals on a journey of personal growth & self-reflection.

Spark curiosity and inspire individuals to explore philosophical questions about reality, consciousness, and the meaning of life, fostering a sense of intellectual and spiritual growth.

Explore the depths of creativity, tapping into profound artistic expressions that touches human experience.

Engage in meaningful storytelling, sharing narratives that touch hearts, provoke emotions, and inspire meaningful connections.

Nourish the soul with upliftment & provide a deeper sense of meaning and purpose.

Create an oasis of contemplation, providing a respite from the noise & distractions of everyday life, allowing individuals to focus on deeper thoughts and emotions.

When customers engage with a brand, they have a specific vision in mind for themselves. Identify your offerings that align with that vision and then communicate it with a subtle hint in your vision statement.

Elements that contribute to the Visions of Customers

OF A DEEP BRAND VIBE :

Experiencing soulful artistry that evoke a deep appreciation for beauty and creativity.

Engaging in reflective philosophy that let one into introspection, self-reflection, and the exploration of deeper meaning and purpose in life.

Encountering meaningful stories that touch the heart, inspire empathy, and provoke thought, leaving a lasting impact on the minds.

Going beyond surface-level and witnessing perspectives on various aspects of life.

A spark of deep contemplation through thought-provoking content, products, or experiences.

1.3

Top 3 values of ANY Brand is made up of -

1. **Guiding principles of Operations**
2. **Product Attribute**
3. **How do you look after your customers**

DEEP BRAND VIBE
TAKES CARE OF
THEIR CUSTOMERS
WITH :

- Authenticity
- Introspection
- Contemplation
- Meaning
- Depth
- Vulnerability
- Philosophy
- Reflection
- Curiosity
- Spirituality
- Transcendence
- Beauty
- Empathy
- Inspiration
- Growth
- Artistry
- Solace

KNOW YOUR DEEP VIBE PERSONIFIED

They are:

1. Thoughtful: Deep Brand Archetypes are characterized by their introspective and contemplative nature.
2. Intuitive: They have a strong sense of intuition and rely on their inner wisdom and insights.
3. Reflective: They often engage in self-reflection and introspection to gain deeper understanding.
4. Wise: They possess a deep knowledge and understanding of their field or area of expertise.
5. Authentic: They value authenticity and strive to present themselves and their brand with genuineness.
6. Mysterious: They have an air of mystery and intrigue that captivates and engages their audience.
7. Thought-provoking: They provoke thought and stimulate intellectual engagement through their content and messaging.
8. Evocative: They have the ability to evoke deep emotions and create meaningful connections with their audience.
9. Empathetic: They are highly empathetic, understanding the emotions and experiences of others.
10. Soulful: They embody a sense of depth and spirituality, connecting on a deeper level with their audience.

Nature of your Vibe

11. Meaningful: They create content and experiences that are meaningful and have a lasting impact on their audience.

12. Intellectual: They value intellect and seek to engage their audience in intellectually stimulating discussions.

13. Philosophical: They often explore philosophical concepts and encourage deep thinking and questioning.

14. Serene: They exude a sense of calmness and tranquility that resonates with their audience.

15. Deliberate: They are purposeful in their actions and messaging, taking the time to carefully consider their choices.

16. Nuanced: They appreciate and value the nuances and complexities of life and seek to explore them.

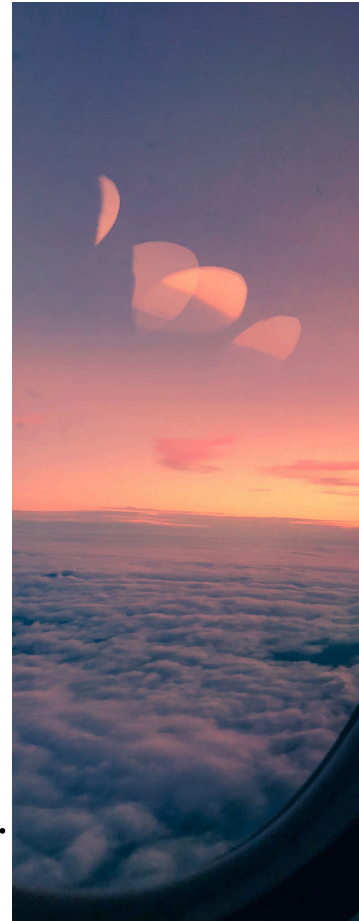
17. Inspiring: They inspire their audience through their wisdom, insights, and unique perspective.

Storytelling is about evoking emotions

During brand storytelling on social media, ad campaigns, websites, or stakeholder stories, employee narratives, customer testimonials, or the brand's origin tale, each one must elicit emotions that align with the essence of your Brand Archetype & Vibe exclusively, always.

For companies embodying the Deep Vibe, it is crucial to evoke emotions of -

1. Of wonder and awe.
2. Of nostalgia and longing.
3. Of introspection and contemplation.
4. Of curiosity and intrigue.
5. Of inspiration and aspiration.
6. Of fascination and euphoria.
7. Of tranquility and chaos.
8. Of empathy and understanding.
9. Of reverence and illumination.
10. Of healing and appreciation.
11. Of vulnerability and rawness.
12. Of beauty and elegance.
13. Of harmony and balance.
14. Of depth and profoundness.
15. Of poignance and reflection.
16. Of melancholy and serendipity.



know your customers



CUSTOMERS

Philosophical Pioneers: These customers are driven by a thirst for knowledge, introspection, and intellectual exploration. Focus on thought-provoking content, philosophical insights, and meaningful discussions by delving into profound topics and encouraging deep thinking.

Spiritual Seekers: These customers are on a spiritual journey and seek brands that resonate with their inner quest. Embody spiritual principles, mindfulness, and personal growth. Offer inspirational stories, and create a sense of tranquility and introspection in your brand messaging.

Emotional Evokers: These customers value brands that evoke deep emotions, connect on a profound level, and touch the core of their being. Evoke powerful emotions through visuals and narratives, and create an emotional bond with your audience.

Visual Sensory Brand Experience :

Strategically employs colors, logos, and visual aesthetics in retail and office spaces, ensuring a consistent and memorable brand identity across diverse platforms and touchpoints.

- Interiors: The retail space or office should have a minimalist and sophisticated design, with clean lines, muted colors, and an emphasis on natural materials like wood, stone, and leather. Artwork featuring abstract or thought-provoking designs can evoke a sense of depth and contemplation.
- Product Aesthetic: Products should have a sleek and elegant design, with attention to detail and craftsmanship. Utilize minimalist packaging with subtle branding to convey a sense of sophistication and refinement.

Sensory Experience

Auditory Sensory Brand Experience:

Utilizes sound elements like jingles, music, and specific tones to create a distinctive auditory identity, fostering brand recognition and emotional connections.

- Music: Play instrumental music with ambient tones, such as classical or contemporary piano compositions or ambient electronic music. Avoid upbeat or distracting music, instead opting for calming melodies that promote introspection and focus.
- Jingle: If using jingles in advertisements or social media, consider soft and contemplative melodies that complement the brand's deep and introspective nature. Avoid overly catchy or energetic tunes that may detract from the brand's message

Sensory Experience

Tactile Sensory Brand Experience:

Focuses on touch by integrating textures, quality materials, and interactive interfaces, establishing a physical connection with the brand through products, packaging, and digital interactions.

- Textures: Incorporate textures that evoke a sense of luxury and quality, such as smooth matte finishes, soft fabrics, or fine-grained paper for packaging. Use high-quality materials like brushed metal or polished wood for digital interfaces to convey a sense of sophistication and durability.
- Interface: Ensure that digital interactions are intuitive and responsive, with smooth transitions and tactile feedback that enhances the user experience. Consider incorporating subtle animations or haptic feedback to engage users and create a sense of depth in the digital environment.

Sensory Experience

Olfactory Sensory Brand Experience:

Engages the sense of smell with signature scents in branding, products, retail spaces, or packaging, contributing to a unique and memorable olfactory association with the brand.

- **Fragrance:** Infuse the retail space with a subtle and sophisticated scent that creates a calming and immersive atmosphere. Consider using scents like sandalwood, cedarwood, or lavender to evoke a sense of tranquility and relaxation. Incorporate the signature scent into packaging or marketing materials to create a cohesive olfactory brand experience.

FOLLOWING ARE POSITIONS OF EACH DEEP TEMPERAMENT TO CRAFT UNDERLYING FOCAL POINT OF YOUR BRAND POSITIONING -

1. PROFOUND:

- a. Deep insights and wisdom.
- b. Thought-provoking and meaningful experiences.
- c. Emotional depth and resonance.
- d. Transformational impact on individuals.
- e. Uncovering profound truths and perspectives.

2. TIMELESS:

- a. Enduring and timeless design aesthetics.
- b. Classic and timeless products or services.
- c. Deep-rooted traditions and heritage.
- d. Creating experiences that transcend time.
- e. Resonating with the timeless human experience.

3. SOULFUL:

- a. Authentic and heartfelt connections.
- b. Nurturing the inner self and personal growth.
- c. Infusing experiences with beauty and meaning.
- d. Creating a sense of soulful nourishment.
- e. Connecting to the deeper aspects of life and existence.

4. CONTEMPLATIVE:

- a. Encouraging introspection and self-reflection.
- b. Providing space for silence and stillness.
- c. Inspiring deep thinking and contemplation.
- d. Creating opportunities for mindful experiences.
- e. Fostering a sense of peace and serenity.

Elements of Tone



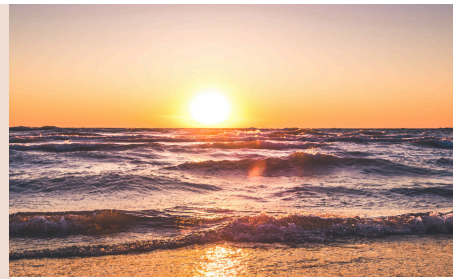
1. Emotional connection: Brands with a deep vibe strive to create an emotional connection with the customers. The tone must be heartfelt, empathetic, and personal, conveying a sense of warmth and understanding.
2. Storytelling: Brands with a deep vibe use storytelling as a way to connect with their audience. The tone must be narrative, engaging, and inspiring, inviting customers to be a part of the brand's story.
3. Positive messaging: Deep Brand Vibe focuses on positive messaging, emphasizing the brand's purpose and values. The tone should be uplifting, inspiring, and optimistic, inviting customers to be a part of a greater mission.
4. Authenticity: Brands with a deep vibe value authenticity and genuineness in their communication. The tone used is real, raw, and unfiltered, reflecting the brand's commitment to transparency and honesty.



DON'Ts

1. Don't use jargon or overly technical language that may confuse or alienate your audience.
2. Avoid using negative or fear-based messaging.
3. Don't make false or exaggerated claims about your products or services.
4. Don't ignore feedback or concerns from customers or stakeholders.
5. Avoid using humor or sarcasm that could be misinterpreted.
6. Don't bombard your audience with irrelevant or excessive communication.
7. Don't be overly sales-focused or pushy in your messaging.
8. Avoid being overly formal or distant in your communication.

AESTHETICS OF



A DEEP BRAND:



**As unique
as you**

1. Natural colors and materials: Use natural colors and materials, such as wood, stone, and earth tones, to convey a sense of authenticity and connection to the natural world.
2. Minimalist design: Have a minimalist design aesthetic, with clean lines, simple shapes, and a focus on functionality. This reflects the brand's commitment to simplicity and sustainability.
3. Vintage or retro elements: Incorporate vintage or retro elements into their visual messaging, such as old-fashioned typography or vintage-inspired graphics. This can create a sense of nostalgia and evoke a bygone era.
4. Symbolic imagery: Use symbolic imagery, such as animals, plants, or geometric shapes, to convey your values and purpose. These symbols may be used in logos, packaging, or marketing materials.

For Specific Visuals
MAINTAIN A UNIFIED THEME IE : THE LOOK & FEEL FOR
YOUR BRAND VISUALS.

Look Theme - Based on Avatar of your Brand Archetype

Feel Theme - Based on Temperament of your Brand Vibe

TEMPERAMENTS OF DEEP

1. **Profound:**

- Nature landscapes with breathtaking views
- Mystical symbols and patterns
- Deep and layered artwork
- Abstract illustrations representing depth of meaning
- Monochrome or dark-toned imagery

2. **Timeless:**

- Vintage photographs or sepia-toned images
- Classic typography and elegant fonts
- Vintage-inspired graphics and illustrations
- Retro or antique design elements
- Classic art styles like Renaissance or Art Deco

3. **Soulful:**

- Emotional portraits capturing human expressions
- Warm and soft lighting
- Hand-drawn illustrations with intricate details
- Symbolic representations of emotions and spirituality
- Collage-style imagery with personal elements

4. **Contemplative:**

- Minimalistic designs with clean lines
- Serene and peaceful scenes
- Ethereal and dreamlike visuals
- Zen-inspired graphics and patterns
- Tranquil and balanced compositions

2.1 Deep brand vibe



WWW.THEWEBSITE.COM

MUST COMMUNICATE FEELING OF

1. Relaxation: The website should promote a sense of relaxation and serenity, using calming colors, minimalistic design, and natural elements to create a peaceful atmosphere.
2. Authenticity: Convey authenticity and sincerity, using genuine language and imagery to build trust and connection with the audience.
3. Purpose: Communicate a clear sense of purpose and mission, emphasizing the brand's values and goals and inviting the audience to participate in the brand's vision.
4. Clarity: Promote clarity and simplicity, using clear navigation and messaging to guide the audience towards the desired action.
5. Connection: Promote connection and community, using social media integration, customer testimonials, and interactive elements to foster engagement and loyalty.
6. Mindfulness: Incorporate mindful practices such as breathing exercises or guided meditations, inviting the audience to pause and reflect on their wellness journey.
7. Nature: Incorporate elements of nature such as plants, water, or sunlight, promoting a sense of connection to the natural world.

WEBSITE LAYOUT:

- Design a serene and elegant layout that reflects the depth and contemplative nature of your brand.
- Use a sophisticated and muted color palette, incorporating deep blues, purples, and earthy tones.
- Implement a clean and minimalist design with ample white space to create a sense of calm and reflection.
- Incorporate subtle and meaningful design elements that convey a sense of spirituality or wisdom.

CONTENT:

- Craft thought-provoking and introspective content that resonates with your brand's philosophical nature.
- Use a poetic and eloquent writing style to express profound ideas and concepts.
- Share personal stories or experiences that showcase the soulful essence of your brand.
- Offer valuable insights, philosophical reflections, or contemplative essays to engage and inspire the audience.

OTHER MUST-HAVES:

- Feature an "About Us" page that delves into the profound origins and philosophy behind your brand.
- Include a blog or article section where you can share deep and insightful content related to your niche.
- Integrate social media sharing buttons to encourage visitors to engage in meaningful discussions and share profound ideas.
- Provide opportunities for visitors to sign up for newsletters or subscriptions to receive regular doses of soulful inspiration.
- Offer meditation or mindfulness resources to promote contemplation and spiritual growth.

TYPES OF

UNDER DEEP VIBE & WHY THEY ARE EFFECTIVE

Wordmark logos: They consist of the company's name or initials, using a unique font or typographic style. Companies with a deep brand vibe can choose wordmark logos for they are simple, clean, & timeless

Lettermark logos: They use the company's initials or a shortened version of the name, using a unique font or typographic style. Companies with a deep brand vibe choose lettermark logos because they are simple, versatile, and easy to recognize, while promoting the brand's identity and values.

Symbol or **icon** logos: They use a simple graphic or symbol to represent the company, often using a meaningful shape or image. They are memorable, versatile, and easy to recognize, while reflecting the brand's values and mission.

Combination logos: They use a combination of wordmark, lettermark, or symbol elements to represent the company, often using a unique color scheme or design. Companies with a deep brand vibe choose combination logos because they offer a balance between text and visual elements giving more room to portray brand's identity and values.



THOUGHT-PROVOKING CONTENT:

Develop content that sparks introspection, encourages deep thinking, and invites contemplation. Craft narratives, articles, or videos that explore profound topics and elicit emotional responses.

SYMBOLISM AND METAPHORS:

Incorporate symbolism and metaphors into your brand's messaging and visuals. Use powerful and evocative imagery that conveys deeper meanings and allows your audience to interpret and connect with your brand on a profound level.

EMOTIONAL STORYTELLING:

Share stories that evoke deep emotions and resonate with your audience's core values and experiences. Focus on authentic and vulnerable narratives that touch the heart and create a lasting impact.

PHILOSOPHY-INSPIRED BRAND MESSAGING:

Infuse philosophical concepts and ideas into your brand's messaging. Incorporate wisdom, introspection, and existential themes that encourage your audience to explore life's deeper questions.

COLLABORATIVE ART PROJECTS:

Collaborate with artists, writers, or thinkers to create interdisciplinary art projects that blend different forms of expression. These projects can provoke thought, inspire reflection, and convey a sense of depth and artistic exploration.

DEEP DIVES INTO YOUR BRAND'S VALUES:

Offer in-depth exploration of your brand's core values and philosophies. Share detailed manifestos, essays, or documentaries that articulate the profound essence of your brand and resonate with like-minded individuals.

EMOTIONAL BRAND EXPERIENCES:

Create immersive brand experiences that touch the senses and emotions deeply. Consider sensory elements, such as soundscapes, visual installations, or tactile interactions that evoke profound feelings and connections.

PHILANTHROPIC INITIATIVES WITH DEPTH:

Develop philanthropic initiatives that address complex social issues and aim for sustainable, long-term impact. Focus on collaborations and partnerships that delve into the root causes of problems and work towards transformative change.

DEEP REFLECTION IN VISUAL BRANDING:

Create visual branding elements that evoke a sense of depth and introspection. Utilize rich color palettes, layered textures, and intricate designs that invite viewers to explore and interpret your brand on a deeper level.

EXPERIENTIAL ART INSTALLATIONS:

Design immersive art installations or exhibitions that encourage introspection and provoke thought. Utilize interactive elements, sensory experiences, and meaningful symbolism to create profound encounters with your brand.

MEANINGFUL PARTNERSHIPS:

Form partnerships with organizations, thought leaders, or influencers who champion profound ideas, personal growth, or spiritual exploration. Collaborate on events, content, or initiatives that align with your brand's deep and soul-stirring vibe.

MINDFUL AND INTROSPECTIVE CONTENT SERIES:

Develop a content series that explores mindfulness, self-reflection, personal growth, or spiritual practices. Provide resources, guidance, and insights that inspire your audience to embark on their own deepening journey.

AUTHENTICITY AND VULNERABILITY:

Embrace authenticity and vulnerability in your brand's communication. Share personal stories, challenges, and triumphs that resonate with your audience's own experiences, fostering a deep and genuine connection.

MEDITATIVE BRAND EXPERIENCES:

Create meditative and reflective experiences that allow your audience to pause, introspect, and connect with themselves on a deeper level. This could include guided meditations, mindfulness exercises, or tranquil environments that evoke a sense of inner calm.

MINDFULNESS AND SELF-CARE RESOURCES:

Offer resources and tools that promote mindfulness, self-care, and personal growth. This could include guided journals, self-reflection exercises, or curated playlists that encourage deep introspection.

DEEPENING WORKSHOPS AND SEMINARS:

Host workshops or seminars that delve into specific topics related to personal development, spirituality, or emotional well-being. Invite experts or thought leaders to facilitate deep conversations and learning experiences.

EMOTIONAL RESONANCE IN MUSIC:

Incorporate emotionally resonant music into your brand's experiences or content. Choose soundtracks or compositions that evoke deep emotions and complement the profound themes associated with your brand.

PHILOSOPHER-IN-RESIDENCE PROGRAM:

Invite a philosopher or a thinker to be a part of your brand as a philosopher-in-residence. They can contribute to content creation, lead discussions, or offer unique insights that elevate the intellectual and philosophical aspects of your brand.

EVOCATIVE POETRY AND PROSE:

Collaborate with poets, writers, or lyricists to infuse your brand's messaging with evocative poetry or prose. These artistic expressions can convey profound emotions, evoke introspection, and create a deep connection with your audience.

COLLABORATIVE STORYTELLING:

Engage your audience in collaborative storytelling initiatives that invite them to contribute their own narratives, ideas, or artworks. This fosters a sense of community and creates a platform for profound personal expression.

LITERARY COLLABORATIONS:

Collaborate with writers, poets, or authors known for their profound and thought-provoking work. Co-create books, essays, or collections of poetry that embody the depth and soulful essence of your brand.

COMMUNITY ENGAGEMENT:

Foster a sense of community around your brand that encourages meaningful conversations, shared experiences, and support for personal growth. Create online forums, social media groups, or offline meetups where like-minded individuals can connect and engage.

UTILITY AS EMBODIED BY EACH ESSENCE OF THIS VIBE

1. PROFOUND:

- Delve into the depths of knowledge and experience with our transformative product/service.
- Discover profound insights and unlock new perspectives with our innovative offering.
- Experience profound moments of clarity and inspiration through our exceptional product/service.
- Embrace the power of profound change and growth with our transformative solution.
- Engage with a profound experience that will leave a lasting impact on your life.

2. TIMELESS:

- Step into a world where timeless traditions meet modern innovation with our classic yet cutting-edge product/service.
- Indulge in the timeless elegance and sophistication of our meticulously crafted offering.
- Experience the beauty of timelessness through our product/service that transcends fleeting trends.
- Embrace the enduring qualities of our timeless solution that stands the test of time.
- Rediscover the timeless essence of our product/service and create memories that last a lifetime.

UTILITY AS EMBODIED BY EACH ESSENCE OF THIS VIBE

3. SOULFUL:

- Engage with a thoughtfully designed product/service that caters to your unique inner desires.
- Experience the thoughtfulness and attention to detail woven into every aspect of our offering.
- Embrace a beyond the surface & a permanent approach to problem-solving with our meticulously crafted solution.
- Discover the thoughtfulness behind our product/service that anticipates and fulfills your every requirement.
- Engage with a thought-provoking experience that sparks reflection and fosters personal growth.

4. CONTEMPLATIVE:

- Immerse yourself in a contemplative journey of self-discovery and introspection with our transformative product/service.
- Explore the contemplative nature of our offering that invites deeper reflection and meaning.
- Engage in moments of quiet contemplation and find solace in our serene and peaceful solution.
- Embrace the contemplative qualities of our product/service that encourage mindfulness and self-awareness.
- Experience a contemplative retreat from the fast-paced world and reconnect with your inner self through our offering.

2.5

Select SUPPORTING SECONDARY COLOURS based on the essence you want to create, in combination with your Dominant color, to create the desired brand aesthetics.

Colours

PROFOUND

Indigo

Purple

Blue

Teal

Burgundy



#4B0082

#291B4F

#191970

#008080

#800020

TIMELESS

Black

White

Brown

Olive

Gray



#000000

#FFFFFF

#964B00

#556B2F

#808080

SOULFUL

Green

Blue

Amber

Plum

Orange



#228B22

#4169E1

#FFBF00

#660066

#FF4500

CONTEMPLATIVE

Lilac

Gray

Rose

Blue

Sage



#C8A2C8

#D3D3D3

#C08081

#C4D8E2

#BCD4A7

USE OF FONTS IN HEADINGS, SUB-HEADINGS & PARAGRAPHS -

Use your Brand Archetype Fonts For **Formal & all Standard** Content/Communication &

Use your Brand Vibe Font For **Informal or all Personal Note** Content/Communication

CHOICE OF FONTS -

The main briefing about your archetype typeface, the styling of fonts & few example fonts are shared herewith - Lock the fonts you want in each Category (Headings, Sub-headings & Paragraphs) based on those pointers & always use the same chosen ones in your internal & external communications including social media posts, replies, PR, advertisement, product description, website, videos etc



Main Brief for the Archetype

1. Large Headings:

- Use bold and impactful fonts to capture the depth and profoundness of your brand vibe.
- Choose serif fonts with strong and elegant lines, such as Baskerville or Georgia, to convey a sense of tradition and contemplation.
- Opt for uppercase letters to emphasize the importance and significance of the headings.

2. Sub Headings:

- Select slightly smaller fonts than the large headings but maintain the same style to create visual consistency.
- Consider using sans-serif fonts, like Helvetica or Arial, for subheadings, as they offer a modern and clean appearance while complementing the larger headings.

3. Paragraphs:

- Choose legible and easy-to-read fonts that foster a contemplative and introspective reading experience.
- Utilize serif fonts with moderate line spacing, such as Times New Roman or Garamond, to promote a sense of thoughtfulness and depth.
- Avoid using fonts that are too elaborate or decorative, as they might distract from the content's message.

Style of the Archetype

Large Headings:

- Use a bold serif font with elegant curves and intricate details to evoke a sense of wisdom and depth.
- Consider incorporating a drop shadow effect to add depth and make the heading stand out.

Sub Headings:

- Opt for a clean and modern sans-serif font that complements the large heading's style.
- Experiment with uppercase or capitalized text for a subtle contrast between headings and subheadings.

Paragraphs:

- Choose a legible and comfortable serif or sans-serif font with a touch of elegance and sophistication.
- Incorporate subtle variations in font weight (e.g., regular, light, or italic) to add visual interest.

General Examples of the Archetype for references

Large Headings:

1. Goudy Old Style Bold
2. Bodoni MT Black
3. Didot Bold
4. Rockwell Extra Bold
5. Trajan Pro Bold
6. Playfair Display Black
7. Abril Fatface
8. Great Vibes

Sub Headings:

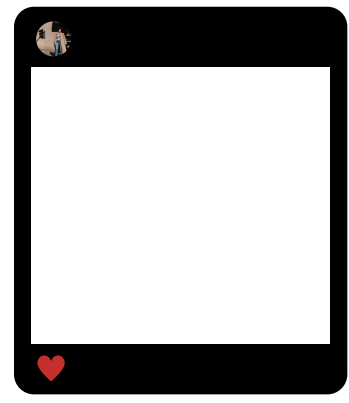
1. Roboto Condensed
2. Franklin Gothic Medium
3. Lato Semibold
4. Montserrat SemiBold
5. PT Sans Narrow Bold
6. Nunito Sans Bold
7. Oswald Medium
8. Raleway SemiBold

Paragraphs:

1. Cormorant Garamond
2. Merriweather Regular
3. Source Serif Pro Regular
4. Cardo Regular
5. Libre Baskerville Regular
6. Crimson Text Regular
7. Gentium Basic Regular
8. EB Garamond Regular

Please note this is not a exhaustive list, these are examples based on discussed parameters for your references

Step 1



LIST THE SOLUTION YOUR COMPANY IS PROVIDING

- Solution to the pain of Your ideal customer
- Solution to the dream of Your ideal customer

There would be few very core solutions that your company is offering. Additionally, there'd be other solutions that align with your unique selling proposition, reflecting your brand archetype or vibe.

LIST ALL OF THEM.

Excellent! these will serve as a captivating hook for your social media post. By now, you should have developed approximately 10 to 20 solutions addressing your customers' pains and aspirations, all tailored to resonate with your brand's archetype & vibe ideologies.

Step 2

CREATING YOUR SOCIAL MEDIA POST

Like all storytelling.. every social media posts is divided into three segments.

- **The hook**
- **The body**
- **The end**

That is the beginning, the middle and the end.

STRUCTURE OF YOUR SOCIAL MEDIA POST

THE HOOK

a. Grab your customer's attention by talking about their dream or their pain area in the beginning of the Post
(from previous step)

First or Initial line

THE BODY

b. Talk about the SOLUTION your brand offers targeting that specific 'pain or dream'

Use the undertone of your brand archetype positioning - there will be different avatars of your brand archetype that would specifically play the role of being a solution to the problem specified.

Forming your second main line/para

c. Add extra detailing, to specifically cement your connection with the audience; Make them give you the contract of their loyalty/ their purchase/their engagement/ their add to cart

Use the undertone of your brand vibe positioning - there are different temperaments to play around with. You can switch according to the suitability of the offering or solution.

Forming your third supporting line/para

d. Talk about your USP

This is optional

THE END

d./e. Clearly showcase their pain/desire to transformation into result
Followed by - a Call to Action



Language or Voice: Depending upon the nature of the post, you can choose the what emotion of storytelling that you are applying to this specific post.

With this method you can literally create hundreds of social media content for your brand. The possibilities are endless as you progress to make content combining each element that covers - Frustrations and desires of customers -

This will ensure, You talk about your brand as a solution in so many different forms to the line of issues your customers are facing or serving as a dream maker

This format will also help your customers too. Always see the personality of your brand come through every single time it brings the solution

Each rendezvous with your social media post will bind the brand and the customer in the same vibe (your vibe attracts your tribe)

You will literally be able to free up so much of your time and can be rest assured that your post is getting the message across.

You can give these instruction to your content writer or as a prompt to your AI content generator or use it yourself.

Ensure that the tone or the language that you use to create these posts is within the framework of your brand archetype /brand vibes storytelling emotion.

CAMPAIGNS

to Reinforce your Brand Vibe & Enhance Audience Engagement

1. DEEP WISDOM UNVEILED:

Run an ad campaign that presents profound insights and wisdom, inspiring the audience to delve deeper into contemplation.

2. SOULFUL JOURNEY:

Position your brand as a guide for a soulful journey, where customers explore profound depths within themselves.

3. THE PHILOSOPHICAL EXPLORER:

Feature influential philosophers or thinkers discussing the profound aspects of life and the universe, aligning them with your brand.

4. DIVE INTO DEEP REFLECTION:

Encourage your audience to share their profound thoughts and reflections, creating a contemplative community around your brand.

5. PROFOUND REVELATIONS:

Unveil new products or services that bring profound revelations or transformative experiences to customers.

6. THE SOULFUL COLLECTION:

Launch a collection of products or experiences designed to inspire soulful contemplation and connection.

7. WISDOM IN EVERY MOMENT:

Create a series of ads that highlight the profound wisdom hidden in everyday life and experiences.

8. EXPLORE THE DEPTHS WITHIN:

Invite your audience to embark on a journey of self-discovery and philosophical contemplation with your brand.

9. THE PHILOSOPHER'S SANCTUARY:

Position your brand as a sanctuary for philosophers and deep thinkers to explore their contemplative musings.

10. SOULFUL CONNECTIONS:

Showcase heartwarming stories of people finding profound connections and meaning through your brand.

13. A JOURNEY OF INNER DEPTHS:

Craft a campaign that portrays your brand as a companion in the inward journey towards profound understanding.

14. DEEP CONVERSATIONS:

Encourage conversations around profound topics on your social media platforms, fostering a space for contemplation.

15. SOULFUL INSPIRATIONS:

Highlight inspiring individuals whose philosophical or soulful perspectives resonate with your brand's essence.

16. THE PHILOSOPHICAL ADVENTURE:

Showcase how your brand's products or services can ignite a philosophical adventure of the mind and soul.

17. EMBRACE THE PROFOUND MOMENTS:

Feature ads that capture profound moments of emotional depth and reflection.

18. SOULFUL GARDEN:

Position your brand as a place where customers can nurture their souls with profound insights and contemplation.

19. A JOURNEY OF PROFOUND GROWTH:

Create a narrative-based ad campaign following an individual's transformative journey through deep introspection.

20. A WORLD OF PROFOUND DISCOVERY:

Unveil a new initiative or partnership that brings profound discoveries and insights to the forefront.

21. THE WISDOM QUEST:

Run an interactive ad campaign where customers engage in philosophical quests and challenges, promoting deep contemplation.

22. SOULFUL CREATIVITY:

Highlight how your brand's products or experiences inspire soulful creativity and artistic expression.

23. EMBRACING THE DEPTHS OF ART:

Feature artists and creatives who explore profound themes through their art, aligning them with your brand.

24. THE SOULFUL CONNECTIONS CAMPAIGN:

Invite customers to share their stories of profound connections, fostering a sense of community and unity.

25. THE PHILOSOPHER'S RETREAT:

Promote retreats or events focused on philosophical discussions and soulful exploration.

Embody
your
Deep Energy

In Product
Building

& in
Campaign
Building

- Making informed choices: Customers of the "deep" brand archetype are likely to be well-informed about the products or services they are purchasing. They research brands and products extensively, and make choices that align with their values and beliefs.
- Engaging with the brand: Customers of the "deep" brand archetype engage with the brand in meaningful ways. This might include following the brand on social media, attending events or workshops hosted by the brand, or participating in online forums or communities related to the brand.
- Supporting the brand's mission: They are supportive of the brand's mission and values, and may seek out opportunities to contribute to the brand's social or environmental initiatives.
- Prioritizing quality over quantity: They place a higher value on quality over quantity, and are willing to pay a premium for products or services that are well-crafted, ethically sourced, or environmentally friendly.
- Seeking out experiences: Customers of the "deep" brand archetype are interested in seeking out unique or transformative experiences, rather than just buying products or services. They may be drawn to brands that offer experiential elements, such as workshops, retreats, or immersive events.
- Taking a long-term view: Customers here are willing to invest in products or services that have a longer lifespan, rather than opting for cheaper or disposable alternatives. They may be drawn to brands that prioritize durability, sustainability, and longevity.

COMMUNICATING WITH EMPLOYEES :

1. Foster a culture of deep reflection and personal growth, encouraging employees to explore meaningful insights and develop their skills.
2. Provide opportunities for open and honest communication, creating a safe space for sharing ideas, concerns, and aspirations.
3. Offer ongoing training and development programs that promote continuous learning and personal development.
4. Recognize and appreciate the unique talents and contributions of each team member, fostering a sense of belonging and fulfillment.
5. Encourage collaboration and teamwork, emphasizing the importance of collective wisdom and shared goals.

Internal Communication

COMMUNICATING WITH LEADERSHIP:

1. Lead by example, demonstrating deep reflection, integrity, and a commitment to personal growth.
2. Communicate the company's purpose and values in a meaningful and inspiring way, guiding the organization towards a deeper sense of purpose.
3. Foster a culture of trust and open communication, inviting input and ideas from all levels of the organization.
4. Provide opportunities for leadership development and self-reflection, encouraging leaders to embody the deep brand archetype in their actions and decisions.
5. Support and empower employees, recognizing their potential and creating an environment where everyone can thrive.

COMMUNICATING WITH INVESTORS

1. Clearly communicate the long-term vision and purpose of the company, highlighting its deep and meaningful impact.
2. Provide transparent and comprehensive information about the company's strategies, values, and performance.
3. Highlight the company's commitment to ethical and responsible practices, demonstrating a deep understanding of the impact of its actions.
4. Show how the company's deep brand archetype aligns with market trends and consumer preferences, emphasizing its unique value proposition.
5. Build relationships based on trust and authenticity, demonstrating a deep understanding of investors' interests and concerns.

COMMUNICATING WITH CUSTOMERS:

1. Be authentic and transparent in your communication, showcasing the depth and meaningfulness of your products or services.
2. Focus on building deep connections with your customers by understanding their needs, desires, and values.
3. Communicate your brand's story and purpose in a compelling and thought-provoking way, inviting customers to join a deeper experience.
4. Provide exceptional customer service that goes beyond transactions, demonstrating empathy, understanding, and care.
5. Engage with your customers through meaningful conversations and interactions, fostering a sense of community and shared values.

COMMUNICATING WITH SUPPLIERS

1. Establish strong and collaborative relationships based on trust and mutual understanding.
2. Communicate your brand's commitment to ethical sourcing, responsible practices, and long-term partnerships.
3. Clearly articulate your expectations and requirements, while also listening to the perspectives and expertise of your suppliers and vendors.
4. Foster open and transparent communication channels to address any concerns or challenges that may arise.
5. Recognize and appreciate the contributions of your suppliers and vendors, demonstrating a deep understanding of their role in your brand's success.

COMMUNICATING WITH COLLABS/PARTNERS:

1. Seek collaborations and partnerships that align with your brand's deep values and purpose.
2. Foster open and honest communication, sharing knowledge, insights, and resources to create mutual growth and impact.
3. Nurture long-term relationships built on trust, respect, and shared goals.
4. Collaborate on meaningful projects and initiatives that have a deep and lasting impact on both organizations and their stakeholders.
5. Communicate the value and impact of your collaborations and partnerships, showcasing the collective effort and shared values.

External Communication

COMMUNICATING WITH OUTSIDE STAKEHOLDERS & MEDIA

1. Engage in open and transparent communication with the wider community, including local communities, industry associations, and regulatory bodies.
2. Actively listen to the concerns and needs of outside stakeholders, demonstrating a deep understanding and commitment to address them.
3. Communicate your brand's purpose and values in a way that resonates with the wider community, showcasing your contribution to society.
4. Participate in industry discussions and initiatives that promote ethical practices, sustainability, and social responsibility.
5. Seek opportunities to collaborate and engage with external stakeholders to create shared value and positive change.

The Brand Domination Journal is designed as your trusted resource to equip you with the tools to make your brand stand out in a competitive market & be your compass in your Brand Domination Journey :

- Use this to Strategize your entire brand across the lifetime of your product/service
- Use in conjunction with your Brand Archetype Manual while formulating all brand emotional & functional components
 - Include all team members so as to maintain authenticity & cohesiveness in your branding
- Revisit as a ready reference from time to time during practical implementation of your new feature development, social media, website/app growth, public relations etc
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We are rooting for you every step of the way. With this brand guide, we believe you will be able to strategically position your brand, communicate your unique value proposition, and connect with your audience in a meaningful way. From crafting compelling brand stories to implementing consistent messaging across various touchpoints, we are confident that your brand will leave a lasting impression and make a mark in the hearts and minds of your customers.

We are excited to see your brand thrive and wish you all the success in your brand journey!

- BrandBusinessBoundless.com