

sage archetype



BRAND
DOMINATION



The Sage brand archetype is associated with wisdom, knowledge, and intelligence. Brands that embody this archetype seek to be seen as experts in their field, and they use their knowledge to help customers make informed decisions, it's like they're on a mission to spread the light of knowledge to the masses.

One of their key characteristics is a deep commitment to learning & personal development. Brands that embody the Sage archetype positioning themselves as thought leaders..it's in their DNA, offering educational resources, webinars, and other content to help their audience learn & grow.

They are seen as moral authorities who adhere to a strict code of ethics and principles. By aligning themselves with a higher moral purpose, brands can build trust and loyalty among their customers and stakeholders by being a beacon of truth and goodness in this crazy misinformed world. Brands that fit this archetype are recognised as authorities with that reputation for dishing out dependable and insightful information.

They place a high emphasis on education, objectivity, and the ability to make reasoned decisions. Sages offer advice and push people's thinking, always looking to learn more and share what they know with others. They are dependable counsellors whose knowledge inspires confidence. The Sage archetype values critical thought and intellectual development and is motivated by a desire to learn the truth and eliminate ignorance.

The Brand Domination Manual Contains

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

How To Use

The framework facilitates the integration of your Brand Archetype into Functional and Emotional elements of brand building for the founding team members. It offers a knowledge repository of the Brand Archetype 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 Vibe 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

1.1 Mission

1.2 Vision

1.3 Values

1.4 Identity

1.5 Storytelling

1.6 Customer

1.7 Experience

1.8 Positioning

1.9 Voice

1.10 Visuals

2. Brand Functions

2.1 Website

2.2 Logo

2.3 Strategies

2.4 Description

2.5 Colours

2.6 Font

2.7 Marketing

2.8 USP

2.9 Internal Comms.

2.10 External Comms.

Mission Statement 1.1

To _____
(heart of your archetype)
by _____
(the "HOW" - is your product facilitating it)
for _____
(the "WHY" - is based off of your brand Vibe)

Fill in the blank with PRODUCT/SERVICE Detail specific to you _____

HERE ARE THE CORE ELEMENTS OF THE SAGE ARCHETYPE TO DERIVE FROM -

Heart of Sage

To make complex concepts and information accessible and understandable to a wide audience.

To educate and empower individuals to make informed decisions for their personal growth and well-being.

To serve as a trusted source of knowledge and expertise in the industry.

To foster a community of intellectual exchange and discussion.

Sage Facilitates

Knowledge

Insight

Information

Research

Authority

Reliability

Analysis

Expertise

Trust

Framework of 'the why' piece of the mission statement can be derived from the Brand Vibe you have chosen for your product/service.

1.2

Vision Statement represent the long term objective, the highest soul purpose, the ultimate end game.

THIS NEEDS TO BE THE IDEAL STATE YOU WANT THE WORLD TO FUNCTION IN VIA YOUR PRODUCT- Tie your company's end game with one of your archetype's soul purposes

HERE ARE THE HIGHEST SOUL PURPOSES OF THE SAGE ARCHETYPE TO CHOOSE FROM -

Enlighten and educate

Foster wisdom and growth

Promote understanding and clarity

Provide guidance and mentorship

Promote critical thinking and problem-solving

Advocate for truth and integrity

Bridge gaps in knowledge and understanding

Cultivate a culture of lifelong learning

Developing an intelligent community

Vision Statement

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**

Values

Dominating Principles of your Archetype to shape your value statements

Wisdom

Integrity

Guidance

Clarity

Objectivity

Responsibility

Core Product attributes of your Brand Archetype

Knowledgeable

Insightful

Mindful

Ethical

Problem-solving

Progressive

Investigated

Value describing - 'The way you look after your customer' will largely depend on the Chosen Brand Vibe; Which plays a crucial role in creating a unique brand experience. Refer to the Brand Value segment of your Brand Vibe Domination Manual.

THE SAGE PERSONA

They are:

1. Wise: Possessing deep knowledge and insight in their area of expertise.
2. Analytical: Being able to critically evaluate information and draw accurate conclusions.
3. Intuitive: Having a natural ability to perceive and understand complex patterns and connections.
4. Thoughtful: Taking time to consider and reflect before making decisions or offering guidance.
5. Patient: Demonstrating the ability to wait and observe, valuing the process of learning and understanding.
6. Objective: Striving to maintain an unbiased and impartial perspective in their analysis and advice.
7. Perceptive: Being aware of subtle cues and details that others might overlook.
8. Reflective: Engaging in introspection and self-examination to deepen their wisdom.
9. Open-minded: Being receptive to new ideas and perspectives, willing to consider alternative viewpoints.
10. Curious: Possessing a natural inclination to seek knowledge and explore different subjects to get accurate results.

Nature of your Personality

THE SAGE PERSONA

They are:

11. Cautious: Approaching situations with care and deliberation, avoiding hasty judgments.

12. Empathetic: Understanding and connecting with the emotions & experiences of others while offering solution.

13. Articulate: Communicating thoughts and ideas clearly and eloquently.

14. Rational: Employing logical reasoning and evidence-based thinking in their analysis.

15. Balanced: Striving for equilibrium and harmony in their thoughts and actions.

16. Diplomatic: Resolving conflicts and facilitating understanding through tact and sensitivity.

17. Ethical: Operating with a strong sense of integrity and moral principles.

18. Humble: Recognizing and acknowledging the limits of their knowledge, remaining open to continuous information gathering & learning.

19. Trustworthy: Inspiring confidence through reliability, honesty, and consistency.

20. Mentor: Guiding and supporting others on their journey of growth and development.

1.5 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 Sage Archetype, it is crucial to evoke emotions of -

- Of wisdom, enlightenment, and intellectual curiosity.
- Of trust, credibility, and reliability.
- Of guidance, mentorship, and support.
- Of authenticity, honesty, and transparency.
- Of introspection, self-reflection, and self-awareness.
- Of connection, community, and shared knowledge.
- Of clarity, insights, and breakthroughs.
- Of timeless wisdom, ancient traditions, and cultural heritage.
- Of education, enlightenment, and lifelong learning.
- Of foresight, strategic thinking, and problem-solving.
- Of enlightenment, light, and the path to higher consciousness.

1.6 know your customers

& APPEAL TO THEIR BUYING TENDENCIES

Sage's Buyers Are -



Lifelong learners: Customers who value education and lifelong learning are drawn to a brand embodying the Sage archetype. To appeal to their logic, your brand might highlight its educational resources, such as blog posts, white papers, or webinars. You can also use data and research to support claims, and provide evidence of your expertise in particular fields.

Analytical thinkers: For customers who are analytical and data-driven, provide detailed analyses & insights based on data and research. Use clear, concise language to communicate your findings, and provide tools or resources to help customers make informed decisions.

Ethical consumers: Customers who prioritize ethical behavior and transparency. Highlight your moral principles and provide evidence of your commitment to transparency and honesty. Provide detailed information about your products or services, including the sourcing of materials or ingredients and any potential environmental or social impacts.

Thoughtful decision-makers: Customers who take a thoughtful & deliberate approach to decision-making. Provide detailed information about your products or services, including features, benefits, and potential drawbacks. Offer guidance or resources to help customers make decisions, such as comparison tools, research evidences or customer reviews.

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.

- Retail Space/Shop/Office Space Interiors: The interiors should evoke a sense of wisdom, knowledge, and sophistication. Use natural materials like wood and stone to create a warm and inviting atmosphere. Incorporate minimalist yet elegant furnishings and decor, with clean lines and subtle nods to traditional craftsmanship. Display educational materials, books, and thought-provoking artwork to communicate the brand's commitment to learning and personal development.
- Product Aesthetic: Products should feature clean and timeless design elements, reflecting a sense of expertise and quality. Opt for sleek and minimalist packaging with understated branding. Utilize high-quality materials and finishes to convey a sense of durability and reliability.

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.

- **Background Music:** Choose calming and ambient instrumental music, such as classical or jazz, to create a serene and focused environment conducive to learning and reflection. Avoid overly loud or distracting music, opting instead for soft tones that enhance concentration and contemplation.
- **Advertisement Jingles/Social Media Reels and Posts Music:** Select soft, melodic tunes or gentle acoustic tracks that complement the brand's message of wisdom and insight. Avoid jingles that are too upbeat or energetic, opting instead for melodies that evoke a sense of tranquility and contemplation.

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.

- Packaging/Digital Interactions: Incorporate tactile elements such as embossed textures, matte finishes, or high-quality paper stocks to add a sense of luxury and sophistication to packaging and digital interfaces. Ensure that physical products have a substantial weight and feel solid and well-crafted in the hand, conveying a sense of reliability and expertise.

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.

- Retail Space/Shops: Infuse the space with subtle scents such as fresh linen, calming lavender, or invigorating citrus to create a welcoming and soothing atmosphere. Avoid overpowering or artificial fragrances, opting instead for natural and subtle scents that enhance the overall ambiance.
- Packaging/Product: Consider incorporating a signature scent into product packaging or marketing materials, such as a light and refreshing herbal fragrance or a hint of earthy wood. Ensure that the scent complements the brand's identity and reinforces its message of wisdom and authenticity.

A strong positioning statement typically covers all the core elements—

[target customer], [brand], [category], [unique benefit], [reason-to-believe]—though not always in that exact order.

What matters is that the statement clearly articulates who you serve, what you are, what makes you different, and why your claim is credible.

This isn't a customer-facing marketing line.

It's an internal strategic tool that anchors all future messaging.

Step 1 – Pick the Temperament of your Brand Vibe

- Use it to set the emotional promise

Step 2 – Pick the Avatar (Personality) of your Brand Archetype

- Use it to shape voice and delivery style.

Step 3 – The Formula

- For [target], [brand] is the [category] that [unique benefit] because [reason-to-believe].
- → Temperament = emotional benefit
- → Avatar = personality behind the proof

FOLLOWING ARE POSITIONS OF EACH SAGE AVATAR TO CRAFT UNDERLYING FOCAL POINT OF YOUR BRAND POSITIONING -

1. **Detective:**

- Attention to detail and keen observation skills.
- Analytical thinking and logical reasoning.
- Ability to connect dots and find patterns.
- Expertise in investigation and research.

2. **Mentor:**

- Provide guidance & support for personal growth.
- Share wisdom & experience to help one succeed
- Inspire & motivate one to reach their full potential
- Offer practical advice and constructive feedback.

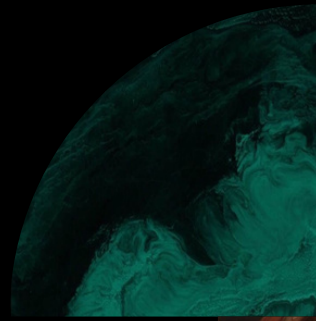
3. **Shaman:**

- Connect with spiritual and mystical realms.
- Facilitate healing and transformation.
- Tap into ancient wisdom and rituals.
- Guide individuals on a journey of self-discovery.

4. **Translator:**

- Facilitate effective communication and understanding.
- Adapt complex concepts into simple and accessible language.
- Serve as a mediator and facilitator in multicultural settings.
- Enable cross-cultural collaboration and exchange of ideas.

1.9 WORDS & PHRASES



You may use words with these meanings in your external communication including social media posts, replies, PR, advertisement, product description, website, videos etc



VOICE

1. Educate
2. Knowledgeable
3. Insightful
4. Analytical
5. Objective
6. Thoughtful
7. Inquisitive
8. Wise
9. Expert
10. Innovative
11. Inspirational
12. Self-reflective
13. Humble
14. Strategic
15. Informed
16. Rational
17. Credible
18. Honest
19. Trustworthy
20. Ethical.

Treat these as the tone of voice framework, so even if you pull down your logo or name - audience should be able to tell, this post/communication is made by you



DON'Ts

1. Don't use language that is overly complex or difficult to understand.
2. Don't make promises that cannot be kept or overemphasize short-term gains.
3. Avoid using fear-based or overly aggressive marketing tactics.
4. Don't create a culture that values tradition over innovation and new ideas.
5. Don't overemphasize data and analytics at the expense of intuition and wisdom.

1.10 OVERALL VISUAL



MESSAGING

1. Symbols of knowledge: Visuals that are associated with learning, knowledge, and education can help trigger customers' minds to associate the brand with the Sage archetype.
2. Symbols of wisdom: Similarly, using visuals that are associated with wisdom and understanding can help trigger customers' minds to associate the brand with the Sage archetype. This might include imagery of owls, bearded sages, or other symbols of wisdom.
3. Use of data and statistics: Customers who are drawn to the Sage archetype may be more likely to respond to data-driven messaging. Incorporating statistics or other data into visual messaging can help trigger customers' minds to associate the brand with the Sage archetype.
4. Professionalism and expertise: Customers who are drawn to the Sage archetype respond well to visual messaging that emphasizes professionalism and expertise. This includes using visuals that are clean and polished, or showcasing the brand's expertise through testimonials or other evidence of its knowledge and skill.

Visuals

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

AVATARS OF SAGE

1. Detective:

- Sleek and modern design with a focus on minimalism.
- Use dark color schemes and bold typography to create an air of mystery.
- Incorporate elements like magnifying glasses, fingerprints, and puzzle pieces.
- Use imagery that conveys investigation, problem-solving, and critical thinking.
- Utilize visual elements like shadows and gradients to add depth and intrigue.

2. Mentor:

- Clean and professional design with a friendly and approachable feel.
- Use bright and warm color palettes to evoke positivity and inspiration.
- Incorporate imagery that represents teaching, guidance, and growth.
- Utilize visuals of books, graduation caps, and knowledge-related symbols.
- Include images of people in mentorship or learning situations to showcase the mentor's role.

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

AVATARS OF SAGE

3. Shaman:

- Organic and mystical design with a connection to nature and spirituality.
- Utilize earthy color palettes inspired by natural elements like forests, mountains, and deserts.
- Incorporate symbols such as feathers, animals, and sacred geometry.
- Use textures and patterns inspired by natural materials like wood, stone, and plants.
- Include imagery that evokes a sense of healing, energy, and spiritual connection.

4. Translator:

- Clean and modern design with a global and multicultural aesthetic.
- Use a diverse color palette that represents different cultures and languages.
- Incorporate symbols of communication, such as speech bubbles or language icons.
- Utilize visuals of maps, flags, and global landmarks.
- Include images that showcase diversity and cultural exchange.

SAGE archetype



WWW.THEWEBSITE.COM

MUST DEPICT

1. Clear and concise messaging: The website should clearly and concisely communicate the value proposition of the product or service, emphasizing the importance of knowledge, insight, and expertise.
2. Educational resources: Offer a variety of educational resources, such as articles, webinars, or whitepapers, that provide customers with valuable insights and information.
3. Thought leadership content (Articles, Publication or Explore Page): Feature thought leadership content, such as blog posts or podcasts, that establish the brand as a credible and authoritative source of information in the field.
4. Expertise and credentials in About Us Page : Highlight the expertise and credentials of the people behind the brand, emphasizing their qualifications and experience in the industry.
5. Testimonials and case studies: Feature testimonials and case studies from satisfied customers, highlighting the value and impact of the product or service.
6. Simple and intuitive design: Have a clean and simple design that makes it easy for customers to navigate and find the information they need.
7. Call-to-action: Should include clear and compelling calls-to-action, encouraging customers to engage with the brand, such as signing up for a newsletter or booking a consultation.

WEBSITE LAYOUT:

- Design a clean and minimalist layout that exudes wisdom, knowledge, and simplicity.
- Use a calming and sophisticated color palette, incorporating shades of blue, green, or earthy tones.
- Implement a logical and intuitive navigation system to guide visitors through the depths of knowledge on your website.
- Prioritize readability and legibility, using clear fonts and ample white space to create a serene browsing experience.

CONTENT:

- Craft insightful and informative content that showcases your brand's expertise and wisdom.
- Use a knowledgeable and authoritative tone that establishes trust and credibility.
- Emphasize the value of learning and growth that your products or services offer to customers.
- Offer in-depth guides, tutorials, or resources that cater to the curious minds of your audience.

OTHER MUST-HAVES:

- Feature an "About Us" page that shares the wisdom and experience of your brand's founders and team.
- Include a blog or article section where you can share valuable insights, analysis, and thought leadership.
- Integrate social proof elements, such as testimonials or certifications, to reinforce your brand's expertise.
- Provide opportunities for visitors to engage in webinars, workshops, or courses that further their knowledge.
- Offer a seamless search function that allows users to find information easily within your vast knowledge base.

TYPES OF by re logo

UNDER SAGE ARCHETYPE & WHY THEY ARE EFFECTIVE

WORDMARK LOGO:

This type of logo uses only the brand name in a distinctive font to create a unique visual identity. A wordmark logo can be effective for a brand under the Sage archetype because it emphasizes the importance of words and language, which are key tools for imparting knowledge and insights.

SYMBOL LOGO:

A symbol logo uses a graphic or abstract design to represent the brand. A symbol logo can be perfect for a brand under the Sage archetype if the design is carefully chosen to convey a sense of expertise and knowledge.

EMBLEM LOGO:

An emblem logo incorporates the brand name and a graphic or emblem within a single design. An emblem logo is effective because it creates a sense of tradition and authority, which are associated with knowledge and expertise.

MONOGRAM LOGO:

A monogram logo uses the brand initials in a distinctive design. A monogram logo can be effective to convey a sense of sophistication, authority and intelligence.



CONTINUOUS LEARNING AND ADAPTATION:

Stay updated with the latest trends, research, and developments in your industry. Continuously learn and adapt to new information, technologies, and customer needs. Position your brand as an agile and forward-thinking resource for knowledge and insights.

OPEN DIALOGUE AND ENGAGEMENT:

Foster an open dialogue with your audience by encouraging feedback, questions, and discussions. Actively engage with your community to address concerns, clarify information, and reinforce your commitment to knowledge and truth.

STRENGTHENING REPUTATION:

Continuously build and protect your brand's reputation through consistent delivery of accurate information and reliable insights. Leverage positive testimonials, case studies, and customer reviews to showcase your track record of providing trustworthy knowledge.

ETHICAL CONDUCT:

Adhere to ethical standards in your brand's conduct and practices. Respect intellectual property rights, prioritize privacy and data protection, and maintain high ethical standards in all aspects of your operations.

INTELLECTUAL RIGOR:

Maintain a high standard of intellectual rigor in your content and offerings. Demonstrate your brand's commitment to logical reasoning, critical thinking, and evidence-based insights positioning yourself as a go-to resource for reliable and insightful information.

HIGHLIGHT INTRIGUING FACTS:

Share intriguing facts or statistics related to your industry or niche. This can pique curiosity and generate interest among your audience, prompting them to seek further information from your brand.

PERSONALIZED RECOMMENDATIONS:

Tailor your communication to meet the unique needs of your audience. Provide personalized recommendations, guidance, or resources that align with their specific interests and aspirations for knowledge and intellectual preferences.

AUTHENTICITY AND TRANSPARENCY:

Share the reasoning behind your recommendations or insights, and be honest about any limitations or uncertainties. This builds trust with your audience, as they perceive you as being genuine and truthful.

AVOID CONDESCENSION:

Be mindful of the tone you use in your communication. Avoid condescension or talking down to your audience. Instead, focus on fostering a respectful and inclusive environment that encourages learning and growth.

TRANSPARENT COMMUNICATION:

Ensure that your brand's communication is transparent and upfront about the sources of information, research methodologies, and data used to provide insights and guidance.

THOUGHTFUL ANALYSIS:

Offer thoughtful analysis and interpretation of complex topics or issues relevant to your audience. Provide in-depth insights that go beyond surface-level information and empower critical thinking among your customers.

EDUCATIONAL EVENTS AND WORKSHOPS:

Organize or participate in events and workshops that aim to educate and empower attendees. Share valuable insights, conduct training sessions, and offer guidance to enhance understanding and foster personal and professional growth.

CORPORATE SOCIAL RESPONSIBILITY:

Incorporate social responsibility initiatives that align with the Sage archetype's mission. Support educational projects, donate resources to libraries or educational institutions, or sponsor initiatives that promote lifelong learning and access to information.

COLLABORATIONS WITH EXPERTS:

Collaborate with experts, influencers, or thought leaders in your industry to co-create content, host events, or conduct joint research. This enhances your brand's credibility and allows for the exchange of valuable insights and knowledge.

ESTABLISH EXPERTISE:

Invest in research team, develop in-depth knowledge, and demonstrate your authority through thought-provoking content, white papers, or case studies.

THOUGHT LEADERSHIP:

Position yourself or your brand as a thought leader by actively sharing valuable insights, trends, and analysis. Publish articles, speak at conferences, deliver keynote speeches, participate in panel discussions or host webinars to showcase your expertise and establish trust among your target audience.

KNOWLEDGE SHARING PLATFORMS:

Create platforms or channels dedicated to sharing valuable knowledge and insights. This can be in the form of a blog, a podcast, a YouTube channel, or a dedicated section on your website that offers educational content, commentary, and analysis.

FACT-CHECKING AND DEBUNKING:

Take a proactive approach in fact-checking and debunking misinformation or falsehoods in your industry or society or trending debates on social media. Be thorough with this move, this can be risky if you get it incorrect as much extremely rewarding it will be otherwise.

INTELLECTUAL COMMUNITY BUILDING:

Foster a sense of community among your intellectually inclined customers by creating online forums, social media groups, or exclusive memberships where they can connect, share ideas, and engage in meaningful discussions.

CONTEMPLATIVE AND SCHOLARLY STYLE:

Cultivate a contemplative and scholarly style of writing your content. Encourage critical thinking, reflection, and deeper exploration of the topics you discuss, fostering a sense of intellectual engagement among your audience.

CLARITY AND UNDERSTANDING:

Prioritize clarity and understanding in your communication. Break down complex concepts into digestible pieces, use examples or analogies to enhance comprehension, and ensure that your messaging resonates with your audience.

2.4

EACH AVATAR HAS A DIFFERENT OBJECTIVE - THIS IS HOW EACH WILL SPEAK ABOUT IT'S UTILITY : IDENTIFY WHICH SPEAKS TO YOU THE MOST & EXPAND

1. DETECTIVE:

- Uncover the truth with our innovative investigative tools and techniques.
- Solve complex problems and uncover hidden insights with our detective services.
- Navigate through the unknown and discover valuable information with our expertise.
- Piece together the puzzle and make informed decisions with our detective solutions.
- Delve deep into data and uncover valuable patterns with our detective software.

2. MENTOR:

- Experience personalized growth and development with our expert mentoring services.
- Unlock your full potential with the guidance and support of our experienced mentors.
- Gain valuable knowledge and skills through our mentorship programs.
- Learn from industry experts and receive personalized advice for your professional journey.
- Achieve your goals and overcome challenges with the guidance of our trusted mentors.

Product Description

UTILITY AS EMBODIED BY EACH AVATAR

3. SHAMAN:

- Embark on a transformative journey and connect with your inner wisdom through our shamanic practices.
- Discover healing and spiritual guidance through our shamanic rituals and ceremonies.
- Experience profound personal growth and emotional well-being with our shamanic services.
- Tap into ancient wisdom and enhance your spiritual connection with our shamanic teachings.
- Awaken your true potential and find balance and harmony through our shamanic practices.

4. TRANSLATOR:

- Bridge the communication gap and connect with a global audience through our professional translation services.
- Ensure accurate and culturally sensitive translations with our team of skilled translators.
- Expand your reach and effectively communicate your message in different languages with our translation solutions.
- Overcome language barriers and deliver seamless multilingual experiences with our translation services.
- Empower your brand with accurate and reliable translation services that capture the essence of your message.

DOMINANT COLOURS DETECTIVE

Blue

Purple

Gray

Black

Silver



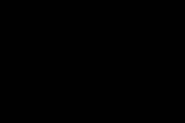
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#800080



#333333



#000000



#C0C0C0

MENTOR

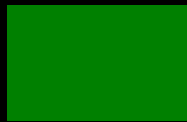
Green

Blue

Yellow

Teal

Beige



#008000



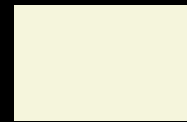
#0066CC



#FFD700



#008080



#F5F5DC

SHAMAN

Brown

Violet

White

Indigo

Green



#8B4513



#8A2BE2



#FFFFFF



#4B0082



#228B22

TRANSLATOR

Orange

Yellow

Blue

Green

Purple



#FF4500



#FFD700



#1E90FF



#228B22



#9932CC

Combine the dominant archetype colors with the supporting brand vibe aesthetic colors to create your final color palette.

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 a clean and elegant font that exudes sophistication and wisdom.
- Opt for a bold and easily readable typeface to command attention and authority.
- Consider using serifs, as they convey a sense of tradition, knowledge, and reliability.

2. Sub Headings:

- Choose a complementary font to the large headings, ensuring a harmonious visual hierarchy.
- Use a slightly smaller size and weight to differentiate from the main headings while maintaining clarity.
- Aim for a font that is easy to read and complements the overall brand's intellectual and insightful image.

3. Paragraphs:

- Prioritize readability over all else for paragraphs, as "Sage" archetype values knowledge dissemination.
- Opt for a legible sans-serif or serif font with ample spacing between lines to enhance readability.
- Consider using a medium or regular font weight for a balanced appearance.

Style of the Archetype

1. Large Headings:

- Font Style: Sophisticated serif fonts like Georgia or Baskerville.
- Font Size: Larger size for prominence and authority.

2. Sub Headings:

- Font Style: Sans-serif fonts like Helvetica or Arial for a modern touch.
- Font Size: Slightly smaller than large headings but still prominent.

3. Paragraphs:

- Font Style: Serif fonts like Times New Roman or Garamond for a classic and scholarly look.
- Font Size: Medium size with a line height that offers comfortable reading.

General Examples of the Archetype for references

A. LARGE HEADINGS FOR SAGE BRAND ARCHETYPE:

- Classic Serif Fonts: Times New Roman, Baskerville, Georgia, Garamond, Palatino.
- Modern Serif Fonts: Playfair Display, Abril Fatface, Lora, Merriweather.

B. SUB-HEADINGS FOR SAGE BRAND ARCHETYPE:

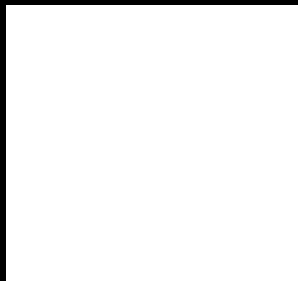
- Clean Sans-Serif Fonts: Montserrat, Open Sans, Roboto, Lato.
- Elegant Sans-Serif Fonts: Raleway, Avenir, Futura, Gotham.

C. PARAGRAPHS FOR SAGE BRAND ARCHETYPE:

- Readable Serif Fonts: Calibri, Cambria, Book Antiqua, Adobe Garamond.
- Legible Sans-Serif Fonts: Arial, Verdana, Helvetica, PT Sans.

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

2.7 Post Creation Guide



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 Archetype & Enhance Audience Engagement

#WISDOMWEDNESDAYS:

Start a weekly campaign where you share sage quotes, advice, and life lessons every Wednesday, encouraging followers to engage and share their own insights.

SAGE-INSPIRED MOTIVATION:

Create a series of motivational videos featuring influential individuals sharing how wisdom has positively impacted their lives.

SAGE OF THE WEEK:

Highlight a "Sage of the Week," showcasing ordinary people who have displayed wisdom and kindness in their communities, celebrating acts of wisdom.

SAGE BRAND AMBASSADORS:

Collaborate with brand ambassadors who embody the sage archetype, sharing their stories and experiences with your brand's products or services.

SAGE ACHIEVEMENTS CELEBRATION:

Celebrate the achievements and milestones of your followers, creating a positive and supportive community.

THE SAGE TRIVIA QUIZ:

Host a weekly or monthly trivia quiz where participants answer questions related to sage wisdom, offering prizes to winners.

SAGE WISDOM WORKSHOPS:

Organize virtual workshops led by experts in various fields, providing insights and guidance inspired by sage wisdom.

SAGE CONNECTIONS:

Host virtual meet-ups or networking events where like-minded individuals can connect and share ideas for personal growth and development.

THE SAGE BOOK CLUB:

Initiate an online book club where participants read and discuss books related to personal growth, mindfulness, and wisdom.

SAGE INSIGHTS PODCAST:

Host a podcast that explores various aspects of life through the lens of information, research, sage wisdom, inviting guests to share their perspectives.

Social Media & Ads

SAGE SOCIAL IMPACT CHALLENGE:

Launch a challenge where followers share their ideas and actions for making a positive impact on their communities.

SAGE CHARITY INITIATIVE:

Partner with charitable organizations that align with sage values, raising awareness and support for meaningful causes.

SAGE DAILY INFORMATION :

Daily tips, tricks, information, trends notifications and updates

SAGE INSPIRED INNOVATION:

Highlight how your brand's products or services incorporate elements of sage wisdom, emphasizing their value and relevance to consumers.

SAGE PERSPECTIVES SERIES:

Invite influential individuals from diverse backgrounds to share their perspectives and expertise.

2.8

1. Knowledge-centric: Valuable insights and guidance based on deep expertise.
2. Wise perspective: Offerings that leverage wisdom for Optimal outcomes.
3. Thought leaders: Cutting-edge insights and innovative solutions.
4. Growth and development: Personal and professional growth with your resources.
5. Critical thinking: Thought-provoking content and experiences.
6. Trust and credibility: Reputable source of knowledge and guidance.
7. Lifelong learning: Continuous educational opportunities and resources.
8. Research and analysis: Evidence-based insights and data-driven solutions.
9. Introspection: Tools and experiences for self-reflection and personal growth.
10. Clarity and simplicity: Simplify complex concepts for accessible learning and growth.

Embody
your
SAGE
Personality

In Product
Building

& in
Campaign
Building

USP

brandbusinessboundless.com

USP

Favored USPs of Sages'

1. Authoritative Expertise:

Provides customers with proven knowledge and reliable guidance.

2. Data-Driven Insights:

Delivers actionable recommendations based on thorough research and analytics.

3. Predictive Accuracy:

Offers foresight into trends, outcomes, or behaviors to support informed decisions.

4. Evidence-Based Solutions:

Products or services are grounded in validated research or best practices.

5. Educational Value:

Provides learning, skill-building, or knowledge enhancement through the offering.

6. Analytical Tools:

Offers tools or systems that simplify complex information into clear, usable forms.

7. Trusted Methodology:

Uses a recognized, repeatable process that ensures consistent results.

8. Expert-Led Guidance:

Products or services are designed, curated, or supported by credible authorities.

USP

USP

brandbusinessboundless.com

Favored USPs of Sages'

9. Research-Backed Design:

Features & functions are informed by rigorous study and verified data.

10. Knowledge Accessibility:

Complex insights are made understandable and actionable for customers.

11. Systematic Problem-Solving:

Enables users to diagnose and solve problems efficiently using structured approaches.

12. Thought Leadership Differentiation:

Provides unique frameworks, methodologies, or perspectives unavailable elsewhere.

13. Insight-Driven Innovation:

New features or products are designed based on deep understanding and analysis.

14. Accuracy and Reliability:

Delivers consistently precise results that customers can depend on.

15. Evidence-Based Customization:

Tailors solutions to individual needs based on verified data and analysis.

Internal Communication

2.9

A) COMMUNICATING WITH TEAM & EMPLOYEES:

1. Foster a culture of learning and growth, encouraging continuous education and professional development.
2. Provide clear and transparent communication channels to keep the team informed about company updates, strategies, and goals.
3. Encourage open dialogue, feedback, and ideas from team members, creating a collaborative and supportive environment.
4. Recognize and appreciate individual contributions and achievements, fostering a sense of belonging and motivation.
5. Emphasize the importance of knowledge sharing and encourage employees to share insights and expertise with one another.

Internal Communication

B) COMMUNICATING WITH LEADERSHIP:

1. Lead by example, embodying the qualities of wisdom, guidance, and integrity.
2. Communicate a clear vision and strategic direction for the company, aligning it with the brand's values and purpose.
3. Foster a culture of innovation, encouraging leaders to explore new ideas and approaches.
4. Actively seek and value the input and expertise of team members, creating an inclusive and collaborative leadership style.
5. Encourage ongoing learning and development among leaders, staying informed about industry trends and best practices.

Internal Communication

C) COMMUNICATING WITH INVESTORS:

1. Provide accurate and transparent financial information, ensuring investors have a clear understanding of the company's financial health.
2. Communicate the long-term vision and growth potential of the company, highlighting opportunities for future success.
3. Share insights and analysis on market trends, demonstrating a deep understanding of the industry and its challenges.
4. Highlight the company's unique knowledge and expertise as a competitive advantage in the market.
5. Establish strong relationships with investors, building trust and confidence through consistent and open communication

A) COMMUNICATING WITH CUSTOMERS:

1. Provide valuable and insightful information that educates and empowers customers.
2. Communicate in a clear, concise, and professional manner, using language that resonates with their needs and aspirations.
3. Demonstrate expertise and credibility by sharing relevant industry knowledge and insights.
4. Cultivate trust and transparency by being honest and authentic in all customer interactions.
5. Offer personalized and attentive customer service, addressing individual needs and concerns with care and empathy.

External Communication

B) COMMUNICATING WITH SUPPLIERS AND VENDORS:

1. Build strong relationships based on trust and open communication.
2. Clearly communicate expectations and requirements, ensuring alignment on quality, timelines, and deliverables.
3. Collaborate and share knowledge to optimize processes and achieve mutual success.
4. Acknowledge and appreciate their contributions, fostering a sense of partnership and loyalty.
5. Maintain consistent and reliable communication channels to address any issues or concerns promptly.

External Communication

C) COMMUNICATING WITH COLLABORATORS AND PARTNERS:

1. Foster a collaborative and mutually beneficial approach, emphasizing shared goals and values.
2. Maintain open lines of communication, keeping partners informed about relevant developments and opportunities.
3. Demonstrate respect and appreciation for their expertise and contributions.
4. Seek opportunities for knowledge sharing and joint learning, leveraging each other's strengths.
5. Collaborate on innovative solutions and projects that align with the brand's values and purpose.

External Communication

D) COMMUNICATING WITH OUTSIDE STAKEHOLDERS:

1. Communicate the company's values, mission, and impact on the broader community or society.
2. Engage in public dialogue and thought leadership on relevant industry topics.
3. Demonstrate a commitment to social and environmental responsibility, addressing stakeholder concerns.
4. Build trust through transparent and authentic communication, sharing accurate and reliable information.
5. Engage in meaningful and constructive relationships, seeking to create value for all stakeholders.

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 Vibe 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!

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