



**hero
archetype**



**BRAND
DOMINATION**

The Hero represents a brand that is courageous, determined, and seeks to overcome obstacles to achieve success. The Hero brand archetype represents bravery, strength, and the triumph of good over evil in all forms. It is associated with relentless pursuit of greatness & justice. It literally characterises someone who is Ideal!

Hero brands inspire their customers to overcome obstacles, become their best selves, and make a positive impact on the world. These brands radiate vitality, ambition, and the ability to make tough decisions in the name of greatness. They want to demonstrate their worth by bold and difficult tasks while also making the world a better place. By overcoming their anxieties of weakness and vulnerability, the clients of Hero brands should become strong and powerful.

The Hero archetype is defined by rising to the occasion and making an effort to defend and uplift others. They are driven to make an impact on the world, frequently by making a significant sacrifice. Heroes inspire others to accept adversity and find victory in the face of challenges. They possess that unwavering grit, that tenacity, and that inner fire that pushes them forward.

Heros are competitive, disciplined, focused, physically fit, mentally fit and unafraid. They are motivated, and they have an unwavering drive that epitomizes the very essence of human potential and the capacity to create a better world.

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.

1.1 Mission Statement

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 HERO ARCHETYPE TO DERIVE FROM -

Heart of Hero

To empower individuals to overcome challenges and achieve their full potential.

To provide exceptional products/services that enhance people's lives and make them feel like heroes.

To be the trusted partner that supports customers in their heroic journeys.

To lead with integrity, courage, and a commitment to making a difference.

Hero Facilitates

Durability
Performance
Reliability
Efficiency
Versatility
Innovation
Power
Precision
Safety
Effectiveness
Longevity
Stylish
Superiority

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

Vision Statement

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 SOUL PURPOSES OF THE HERO ARCHETYPE TO CHOOSE FROM -

Empowering individuals to overcome obstacles.

Making a positive impact in the world.

Being a beacon of hope and courage.

Leading by example & setting high standards.

Providing solutions to challenges.

Helping individuals discover their inner hero.

Creating a culture of heroism and excellence.

Encouraging personal growth & development.

Guiding and supporting people on their heroic journeys.

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

Courage

Integrity

Responsibility

Excellence

Resilience

Impact

Leadership

Core Product attributes of your Brand Archetype

Superior Features

Inspiring

High-quality

Durable

Problem-solving

Stylish

Dependable

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.

Nature of your Personality 1.4

THE HERO PERSONA

They are:

1. **Courageous:** Heroes exhibit bravery and are willing to take risks to overcome obstacles.
2. **Determined:** They possess strong determination and resilience to achieve their goals.
3. **Inspiring:** Heroes inspire others through their actions, motivating them to reach their full potential.
4. **Selfless:** They prioritize the well-being of others and are willing to make sacrifices for the greater good.
5. **Trustworthy:** Heroes are dependable and can be relied upon in times of need.
6. **Compassionate:** They show empathy and understanding towards others, supporting and uplifting them.
7. **Honorable:** Heroes adhere to a code of ethics and uphold moral principles.
8. **Tenacious:** They demonstrate persistence and perseverance in the face of challenges.
9. **Skilled:** Heroes possess exceptional skills or talents that contribute to their success.
10. **Respected:** They earn respect from others through their actions and achievements.

THE HERO PERSONA

They are:

11. Protective: Heroes have a natural inclination to protect and defend those in need.

12. Charismatic: They have a magnetic presence and the ability to captivate and inspire others.

13. Visionary: Heroes have a clear vision of a better future and work towards bringing it to fruition.

14. Leadership qualities: They excel in leading and guiding others towards a common goal.

15. Adaptable: Heroes can quickly adjust to changing circumstances and find solutions.

16. Justice-oriented: They strive for fairness and seek to right wrongs.

17. Bold: Heroes are not afraid to challenge the status quo and stand up for what they believe in.

18. Sacrificial: They are willing to make personal sacrifices for the benefit of others.

19. Responsible: Heroes take ownership of their actions and fulfill their obligations.

20. Inspirational: They serve as role models, inspiring others to be their best selves.

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 Hero Archetype, it is crucial to evoke emotions of -

-
1. Courage
 2. Inspiration
 3. Empowerment
 4. Triumph
 5. Resilience
 6. Hope
 7. Determination
 8. Justice
 9. Belief
 10. Adventure
 11. Motivation
 12. Transformation
 13. Loyalty
 14. Strength
 15. Unity
 16. Sacrifice
 17. Overcoming challenges
 18. Heroism
 19. Impact
 20. Possibility

Brand Story

The Call to Action: A Hero story often starts with a call to action, a challenge or problem that needs to be addressed.

The Journey: The story should focus on the journey of the Hero, including the challenges they face and the lessons they learn along the way.

The Purpose: The Hero's purpose should be clearly defined, conveying a sense of meaning and direction.

The Solution: Your story should introduce the product or service as the solution to the problem, offering a unique and effective way to achieve the Hero's goals.

The Impact: Your story should highlight the impact the product or service has on the Hero and the world around them, conveying a sense of positive change and empowerment.

The Transformation: Should showcase the transformation that occurs as a result of the Hero's journey and the use of the product or service.

The Inspiration: Should inspire and motivate the audience to take action and make a positive impact in their own lives and communities.

The Authenticity: Should be authentic, reflecting the brand's values and mission in a genuine and relatable way.

The Leadership: Highlight the brand's leadership in the industry, setting the standard for quality, innovation, and ethical behavior.

The Empowerment: Convey a sense of empowerment and encourage the audience to take action and make a positive impact in the world.

1.6 know your customers

& APPEAL TO THEIR BUYING TENDENCIES

Hero's Buyers Are -



Socially responsible consumers: Customers who prioritize ethical and social responsibility in their purchasing decisions are likely to be drawn to a Hero brand. To appeal to their logic, emphasize the brand's commitment to making a positive impact on the world, and the ways in which its products or services help customers achieve their own social and ethical goals.

Goal-oriented consumers: Customers who are focused on achieving their goals, whether personal or professional, are likely to be drawn to a Hero brand that offers solutions to help them succeed. To appeal to their logic, emphasize the brand's ability to empower customers to achieve their goals, and the quality and effectiveness of its products or services.

Quality-focused consumers: Customers who prioritize quality and value in their purchasing decisions. To appeal to their logic, emphasize the brand's commitment to excellence, and the ways in which its products or services exceed customer expectations.

Leadership-oriented consumers: Customers who respect and admire leaders and are drawn to brands that are industry leaders themselves. To appeal to their logic, emphasize the brand's leadership role in the industry, and its commitment to setting the standard for quality, innovation, and ethical behavior.

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 Interiors: The interiors should evoke a sense of strength, resilience, and accomplishment. Clean lines, bold architectural elements, and strategic lighting can convey a sense of power and confidence. Display heroic imagery, such as inspirational quotes or symbols of courage, to inspire customers and employees alike.
- Product Aesthetic: Products should exude quality, durability, and reliability. Use sleek and modern design elements with strong, decisive lines. Incorporate bold logos or symbols that evoke a sense of heroism and leadership. Packaging should be sturdy and well-crafted, reflecting the brand's commitment to excellence.

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 epic and uplifting music with powerful orchestral arrangements or motivational anthems that inspire a sense of triumph and victory. Instrumental tracks with dynamic crescendos can evoke a feeling of determination and resolve.
- **Advertisement Jingles/Social Media Posts:** Utilize heroic melodies or fanfare-style jingles that capture the brand's essence of courage and leadership. Incorporate powerful vocals or instrumental arrangements that resonate with the audience's aspirations for greatness.

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: Use high-quality materials with tactile textures that convey strength and resilience. Incorporate embossed or raised elements on packaging for a tactile experience that communicates a sense of importance and prestige. In digital interactions, utilize smooth transitions and responsive feedback to enhance the user experience and convey a sense of confidence and control

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

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/Packaging: Infuse the retail space with a signature scent that evokes feelings of strength and vitality. Consider scents with woody or earthy notes, reminiscent of the great outdoors or the essence of adventure. Incorporate the scent into packaging materials to create a multi-sensory brand experience that leaves a lasting impression of heroism and empowerment.

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

1. **Athlete:**

- Superior performance: Products/services that enhance physical capabilities and deliver exceptional performance.
- Endurance: Solutions that help individuals push their limits and achieve athletic milestones.
- Training & Technology: Access to expert training programs, coaching, and cutting-edge resources.

2. **Liberator:**

- Freedom: Products/services that liberate individuals from constraints, restrictions, or limitations.
- Empowerment: Tools and resources that empower individuals to take control of their lives and break free from obstacles.
- Liberation mindset: Inspiring a mindset of courage, resilience, and freedom in the face of challenges.

3. **Rescuer:**

- Safety and protection: Products/services that prioritize the safety and well-being of individuals.
- Rapid response: Immediate help or assistance in emergencies or critical situations.
- Reliability: Being a trusted partner that people can depend on in times of need.

4. **Warrior:**

- Strength and power: Offering products/services that embody strength, power, and dominance.
- Battle-tested durability: Providing durable and resilient solutions that withstand tough conditions.
- Courageous leadership: They take charge, make tough decisions, and lead with confidence.

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



1. Courageous: Be bold and courageous, taking risks and standing up for what's right.
2. Empowering: Empower customers to achieve their goals and make a positive impact on the world.
3. Inspirational: Inspire customers to take action and make a difference in their lives and communities.
4. Trustworthy: Honest, transparent, and trustworthy, earning the respect and loyalty of its customers.
5. Innovative: Innovative, constantly seeking new solutions to old problems and challenging the status quo.
6. Quality-focused: Prioritize quality, delivering exceptional products or services that exceed customer expectations.
7. Leadership: Be a leader in its industry, setting the standard for excellence, innovation, and ethical behavior.
8. Action-oriented: Be action-oriented, encouraging customers to take action and make a positive impact on the world.
9. Impactful: Prioritize making a positive impact on the world, using its products or services to create positive change and inspire others to do the same.



DON'Ts

1. Don't make false claims or promises that the company cannot keep.
2. Avoid using fear or negativity to motivate customers.
3. Don't downplay the importance of collaboration and teamwork in achieving success.
4. Don't use language or messaging that goes against the company's values or mission.
5. Avoid making assumptions about the customer's needs or preferences.
6. Don't forget to address and acknowledge customer concerns and feedback.

1.10

OVERALL VISUAL

As
unique
as you

MESSAGING

Bold and strong typography: Typography that is powerful and commanding, often using bold or uppercase lettering to convey a sense of strength and authority.

Powerful imagery: Images that convey strength, power, and determination. This can include images of heroic figures, bold colors, or action-oriented photography.

Iconography: Icons that represent strength, courage, and leadership, such as shields, swords, or other emblems of power.

Striking color palette: Colors that are bold and eye-catching, such as red, blue, gold, or black. These colors convey a sense of strength and confidence.

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 HERO

1. ATHLETE:

- Dynamic action shots: Showcasing athletes in motion, capturing their strength and agility.
- Sports equipment and gear: Featuring visuals of high-performance equipment and gear associated with various sports.
 - Fitness and training scenes: Displaying images of individuals engaging in intense workouts and training sessions.
 - Athletic achievements and milestones: Highlighting moments of triumph and success in sports.
 - Sports team and community: Showcasing the spirit of teamwork and camaraderie in sports.

2. LIBERATOR:

- Images of liberation and freedom: Visuals that depict individuals breaking free from constraints or embracing newfound freedom.
- Empowering and uplifting visuals: Inspiring images that encourage personal growth, self-expression, and individuality.
- Diverse and inclusive representation: Emphasizing the importance of inclusivity and showcasing people from various backgrounds.
 - Images of social causes and activism: Highlighting visuals that represent advocacy and positive societal change.
 - Inspiring landscapes and natural beauty: Using visuals of vast landscapes and breathtaking scenery to evoke a sense of freedom and possibility.

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 HERO

3. RESCUER:

- Images of assistance and support: Depicting scenes of helping hands, offering support & aiding others in need.
- Resilience and compassion: Visuals that evoke empathy, care, and understanding towards others.
- Safety and protection: Highlighting images that convey a sense of security, trust, and safeguarding.
- First responders and emergency services: Showcasing images of firefighters, paramedics, and other heroic individuals who help in times of crisis.
- Collaboration and teamwork: Using visuals that illustrate cooperation and unity to solve problems and overcome challenges.

4. WARRIOR:

- Powerful and commanding visuals: Using bold and striking images that convey strength, determination, and dominance.
- Martial arts and combat imagery: Showcasing the discipline, skill, intensity & combat sports.
- Images of bravery and courage: Depicting individuals facing adversity head-on and exhibiting courage in challenging situations.
- Symbolic representations of power: Incorporating visuals of ancient symbols, armor, or weapons that signify strength and authority.
- Honor and code of ethics: Highlighting visuals that portray integrity, loyalty, and adherence to a higher purpose or values.



Of HERO archetype MUST DEPICT

Clear mission and values: Your website should clearly communicate the brand's mission and values, conveying a sense of purpose and meaning.

Impact and purpose-driven messaging: The messaging on the website should focus on the impact the product or service can make on the world and the sense of purpose it provides to customers.

Inspiring visuals and graphics: Use visuals and graphics that convey a sense of inspiration, motivation, and empowerment, reflecting the brand's values and mission.

High-quality product imagery: Include high-quality product imagery that showcases the unique features and benefits of the product or service.

Website

WEBSITE LAYOUT:

- Implement a strong and prominent header with a clear logo and tagline to communicate your brand's mission.
- Utilize a hero image or video on the homepage to instantly capture visitors' attention and evoke emotions.
- Organize content with a clear and logical structure, making it easy for users to navigate through the site.
- Incorporate a call-to-action (CTA) section on the homepage and strategically throughout the site
- Optimize for mobile responsiveness to ensure seamless user experiences on all devices.

CONTENT:

- Craft compelling and inspiring messaging that aligns with hero, emphasizing empowerment.
- Tell captivating stories that showcase real-life heroes or hero-like achievements related to your brand.
- Highlight your brand's achievements, milestones, and positive contributions to society.
- Showcase testimonials or success stories to build trust.

OTHER MUST-HAVES:

- Include an "About Us" page that shares the heroic journey of your brand and its founders.
- Integrate social proof elements such as social media shares, followers, and user reviews to build trust.
- Implement an interactive element or gamification to engage users and keep them involved.
- Offer a clear and easily accessible contact page to encourage inquiries and feedback.
- Incorporate a blog or resources section to share valuable content and establish thought leadership.
- Integrate share buttons to encourage visitors to share inspiring content across social media platforms.

TYPES OF

UNDER HERO & WHY THEY ARE EFFECTIVE

LETTERMARKS OR MONOGRAMS:

A lettermark or monogram logo is a typography-based logo that uses the initials of the brand name to create a recognizable symbol. This type of logo is often used by Hero brands as it provides a bold, strong, and easily recognizable symbol that can be associated with the brand.

EMBLEMS:

An emblem logo combines text and imagery into one cohesive design. The text is usually placed inside a symbol or icon, creating a visual representation of the brand's values and mission.

MASCOT LOGOS:

A mascot logo uses a character or animal as the brand's representative. This type of logo provides a relatable and memorable symbol that can be associated with the Hero brand.

SHIELD LOGOS:

A shield logo is a logo that uses a shield as a symbol of strength and protection. This type of logo provides a visual representation of the brand's strength and purpose.



EMPHASIZE THE PURPOSE:

Highlight the brand's mission and the positive impact it aims to make in the world. Communicate how the brand is dedicated to solving problems and making a difference.

TELL COMPELLING STORIES:

Use storytelling to share inspiring narratives of individuals or communities who have benefited from the brand's products or services. Highlight their journeys and how the brand played a heroic role in their lives.

SHOWCASE HEROIC ACHIEVEMENTS:

Feature success stories, testimonials, and case studies that demonstrate the brand's ability to overcome challenges and deliver exceptional results. Show how the brand has helped customers achieve their goals and aspirations.

BE THE GUIDE AND MENTOR:

Position the brand as a trusted guide that supports and empowers customers on their own heroic journeys. Offer resources, guidance, and expertise to help customers overcome obstacles and achieve success.

Strategies

CREATE ENGAGING CONTENT:

Develop content that educates, inspires, and motivates the audience. Focus on themes of personal growth, self-improvement, and empowerment. Use visuals, videos, and other media to capture attention and evoke emotions.

LEVERAGE INFLUENCERS AND AMBASSADORS:

Collaborate with influential individuals or brand ambassadors who embody the Hero archetype. Their association with the brand can enhance credibility and inspire trust among the target audience.

ENGAGE IN CAUSE MARKETING:

Align the brand with causes and initiatives that align with the Hero archetype's values. Support charitable organizations, environmental initiatives, or social justice causes. Show how the brand is actively working towards creating a better world.

FOSTER COMMUNITY AND COLLABORATION:

Build a community around the brand where like-minded individuals can come together, share their stories, and support each other. Encourage collaboration and partnerships to amplify the brand's impact.

Strategies

PROVIDE EXCEPTIONAL CUSTOMER SERVICE:

Go above and beyond to provide outstanding customer service and support. Respond promptly to customer inquiries, resolve issues efficiently, and make customers feel valued and appreciated.

MAINTAIN A STRONG ONLINE PRESENCE:

Establish a strong online presence through a well-designed website, active social media presence, and engaging content. Interact with the audience, respond to comments and reviews, and foster meaningful connections.

ENGAGE IN THOUGHT LEADERSHIP:

Position the brand as a thought leader in the industry by sharing valuable insights, research, and expertise. Publish articles, white papers, or host webinars that showcase the brand's knowledge and authority.

SPONSORSHIP AND PARTNERSHIPS:

Sponsor relevant events, conferences, or sports teams to increase brand visibility and association with heroic qualities. Form strategic partnerships with complementary brands or organizations that align with the Hero archetype.

Strategies

MANAGE EXPECTATIONS:

Hero brands should be aware of the high expectations that come with embodying the Hero archetype. It is important to set realistic goals and communicate openly with customers to avoid creating unnecessary pressure and anxiety.

COLLABORATION:

Form collaborations and partnerships with other organizations or individuals that share similar values and objectives. This can amplify your impact and reach a wider audience while creating a united front against competitors.

EMPOWERMENT CAMPAIGNS:

Create empowering campaigns that invite customers to participate in challenges or initiatives that promote personal growth and positive change. These campaigns can inspire individuals to take action, make a difference, and embody the heroic qualities advocated by the brand.

CHARITABLE INITIATIVES:

Hero brands can engage in charitable initiatives that align with their mission and values. By supporting causes and organizations that champion justice, equality, and positive change, they demonstrate their commitment to making a difference in the world.

Product Description

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. Athlete:

- Empower your performance with our advanced sports gear designed to enhance your abilities and unleash your full potential.
- Experience the thrill of victory with our cutting-edge training programs tailored to help athletes reach new heights in their athletic journey.
- Elevate your game with our revolutionary sports nutrition products, fueling your body for peak performance and optimal recovery.
- Unleash your inner athlete with our premium athletic apparel, crafted with the latest technology to maximize your comfort and style.
- Join our community of athletes and gain access to expert guidance, inspiring content, and exclusive opportunities to challenge yourself and excel.

UTILITY AS EMBODIED BY EACH AVATAR

2. **Liberator:**

- Embrace your freedom and express your true self with our innovative products that empower individuals to break free from limitations and embrace their uniqueness.
- Liberate your creativity with our transformative art supplies, providing the tools you need to unleash your imagination and create masterpieces.
- Experience the joy of liberation with our travel experiences that take you off the beaten path, immersing you in new cultures and opening doors to new perspectives.
- Discover our range of revolutionary technologies that liberate you from outdated systems, providing efficient solutions for a more liberated and connected world.
- Unlock your potential with our empowering educational programs, offering knowledge and skills to help you break barriers and achieve your goals.

UTILITY AS EMBODIED BY EACH AVATAR

3. **Rescuer:**

- Find peace of mind with our reliable security systems that protect your home and loved ones, providing a sense of safety and security.
- Be the hero in times of crisis with our emergency response solutions that empower individuals and organizations to act swiftly and save lives.
- Restore hope and rebuild lives with our humanitarian initiatives, providing aid and support to those affected by natural disasters and emergencies.
- Protect the environment and rescue our planet with our sustainable products and initiatives that promote eco-friendly practices and conservation.
- Empower communities with our social impact programs, offering resources and opportunities to uplift individuals and create a positive change.

UTILITY AS EMBODIED BY EACH AVATAR

4. Warrior:

- Arm yourself with our high-performance weapons and gear, designed to empower warriors and provide them with an edge on the battlefield.
- Conquer your fitness goals with our intense workout programs and training equipment, helping you build strength, endurance, and the mindset of a warrior.
- Defend justice with our legal services, providing strong representation and fighting for the rights of individuals and communities.
- Join the ranks of our elite team of professionals and become a warrior in your industry, leading with courage, integrity, and a relentless pursuit of excellence.
- Unleash your inner warrior with our self-defense classes and workshops, empowering you to protect yourself and others in any situation.

ATHLETE

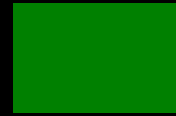
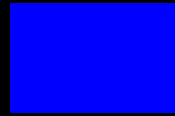
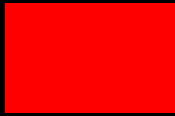
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Orange

Black

Blue

Green



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LIBERATOR

Blue

Purple

Green

Red

Yellow



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#FFD700

RESCUER

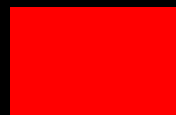
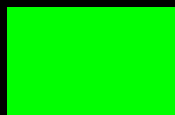
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Green

Red

Purple

Gray



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#00FF00

#FF0000

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WARRIOR

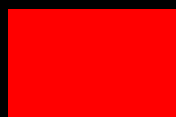
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Gold

Red

Maroon

Silver



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#FFD700

#FF0000

#800000

#C0C0C0

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:

- Opt for bold, strong, and attention-grabbing fonts to embody the heroic traits.
- Use fonts with clean lines and distinct characters for clarity and impact.
- Consider uppercase lettering to evoke a sense of authority and power.

2. Sub Headings:

- Choose complementary fonts to the large headings, but with slightly less boldness.
- Maintain legibility and readability by using fonts with moderate spacing between characters.
- It should support the overall heroic theme but be slightly less dominant than the main headings.

3. Paragraphs:

- Select legible fonts that are easy to read even in longer text blocks.
- Use a font with a balanced blend of character width and height to enhance readability.
- Aim for a font that exudes confidence and strength without being overpowering.

Style of the Archetype

1. Large Headings:

- Style the large headings with bold, imposing fonts to command attention.
- Experiment with fonts that have strong, angular edges to convey heroism and determination.
- Incorporate subtle design elements or slight text effects to add a touch of modernity and sophistication.

2. Sub Headings:

- Opt for fonts that complement the large headings while having slightly less weight and size.
- Consider using variations in font styles, such as italic or light versions, to create visual hierarchy.
- Implement subtle colors or text highlights to make the subheadings stand out while still supporting the overall hero theme.

3. Paragraphs:

- Choose a font that promotes easy reading, such as a well-designed sans-serif or a modern serif font.
- Experiment with different font sizes, weights, and line spacing to find the right balance between readability and visual appeal.
- Use variations like bold or italic for specific emphasis, but keep them sparingly to avoid overwhelming the reader.

General Examples of the Archetype for References

a. Large Headings:

- Roboto Condensed
- Oswald
- Montserrat
- Lato
- Raleway
- Bebas Neue
- Anton
- Playfair Display

b. Sub-Headings:

- Open Sans
- Source Sans Pro
- Nunito
- Quicksand
- Ubuntu
- Josefin Sans
- Titillium Web
- Poppins

c. Paragraphs:

- Roboto
- Merriweather
- PT Sans
- Noto Sans
- Karla
- Work Sans
- Cabin
- Hind


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

Fonts

fonts

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2.7 Post Creation Guide

 thegoodbrandbusiness



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

1. THE HERO'S QUEST:

Create an ad campaign that narrates the hero's journey, inspiring customers to embrace their inner hero and overcome obstacles.

2. HEROES AMONG US:

Spotlight ordinary people doing extraordinary acts of kindness and bravery, emphasizing that heroism can be found in everyday life.

3. UNLEASH THE HERO WITHIN:

Launch an interactive campaign encouraging followers to share stories of how they have acted heroically or been inspired by heroes in their lives.

4. HEROIC TRANSFORMATIONS:

Present a series of testimonials or before-and-after visuals, showcasing how your brand's products or services have empowered individuals to become heroes in their own lives.

5. HEROES UNITED:

Collaborate with non-profit organizations or other brands to run a joint campaign focused on making a positive impact, celebrating the heroism of collective efforts.

6. THE HERO'S LEGACY:

Highlight historical or contemporary figures who embody the hero archetype, connecting their stories to the values your brand represents.

7. HEROES IN UNIFORM:

Feature real-life heroes such as healthcare workers, first responders, or volunteers, honoring their selflessness and bravery.

8. THE HERO'S TOOLKIT:

Promote a collection of products or services that equip individuals to tackle challenges and unleash their hero potential.

9. HEROES OF COMPASSION:

Create a campaign that showcases acts of compassion and kindness, inspiring others to be heroes through small gestures.

10. EMBRACING HEROIC DIVERSITY:

Celebrate the diversity of heroes, spotlighting individuals from various backgrounds who exemplify heroism in their unique ways.

11. HEROIC ADVENTURES AWAIT:

Tease a new product or experience that offers customers the chance to embark on heroic adventures, igniting excitement and curiosity.

12. THE HERO'S MENTOR:

Share inspirational content from thought leaders or influencers who embody the hero archetype, positioning them as mentors for personal growth.

13. HEROES OF RESILIENCE:

Feature stories of individuals who have demonstrated resilience and strength, connecting their experiences to your brand's messaging.

14. THE HEROIC CHALLENGE:

Run a challenge that encourages followers to take action on a cause they are passionate about, supporting and celebrating their heroism.

15. CELEBRATING HEROIC ACHIEVEMENTS:

Highlight customer success stories or milestones, celebrating the hero's journey they have undertaken with your brand's support.

16. HEROES IN THE MAKING:

Showcase products or services tailored for personal development and growth, empowering customers on their journey to become heroes.

17. THE HERO'S GRATITUDE:

Launch a campaign that encourages followers to express gratitude to the heroes in their lives, fostering a sense of appreciation and connection.

18. HEROES OF CREATIVITY:

Host a contest where followers can submit creative works that reflect the theme of heroism, celebrating their artistic expressions.

19. THE HERO'S PARTNERSHIP:

Collaborate with influencers or brand ambassadors who embody the hero archetype, co-creating content that resonates with your audience.

20. THE HERO'S ESSENTIALS:

Highlight essential products or services that are indispensable for individuals to fulfill their heroic roles and aspirations.

2.8

Purposeful: Should serve a clear purpose and have a positive impact on the world.

High-quality: Should be of the highest quality, reflecting the brand's commitment to excellence and leadership.

Trustworthy: Should be trustworthy, reflecting the brand's commitment to transparency and ethical behavior.

Empowering: Should empower customers to achieve their goals and make a positive impact on the world.

Action-oriented: Should be action-oriented, encouraging customers to take action and make a positive difference in their lives and communities.

Inspirational: Should be inspirational, reflecting the brand's ability to inspire customers to make a positive difference in the world.

Impactful: Should be impactful, creating positive change in the world and making a meaningful difference in the lives of customers and communities.



USP

USP

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Favored USPs of Heros'

1. Premium Quality:

Products are made with top-tier materials

2. Cutting-Edge Technology:

Incorporates advanced technology to enhance performance and functionality.

3. Innovative Design:

Unique and functional design that differentiates the product in the market.

4. Superior Performance:

Delivers outstanding results in its category or intended use.

5. Unmatched Durability:

Engineered to withstand heavy use and harsh conditions.

6. Eco-Friendly Materials:

Constructed using environmentally responsible materials.

7. User-Friendly Interface:

Features an intuitive design that makes operation simple and efficient.

8. Time-Saving Features:

Designed to increase efficiency and reduce effort for the user.

9. Multi-Functionality:

Serves multiple purposes or performs various tasks effectively.

USP

USP

brandbusinessboundless.com

Favored USPs of Heros'

10. Industry-Leading Warranty:

Provides assurance and protection beyond standard expectations.

11. Safety and Security Features:

Built-in elements that protect users and ensure reliability.

12. Energy Efficiency:

Optimized to minimize energy consumption while maintaining performance.

13. Seamless Integration:

Works smoothly with other devices, systems, or processes.

14. Versatility and Adaptability:

Performs effectively across different conditions or environments.

15. Precision Engineering:

Manufactured with exacting standards for optimal accuracy and reliability.

16. High-Performance Components:

Includes top-grade parts that enhance overall function and longevity.

17. Intuitive User Experience:

Designed to anticipate user needs and simplify operation.

USP

USP

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A) WITH TEAM & EMPLOYEES:

1. **Inspiration and Motivation:** Communicate a clear vision and purpose to inspire and motivate your team, emphasizing their role in achieving the company's heroic mission.

2. **Recognition and Appreciation:** Acknowledge and appreciate the efforts and achievements of your team members, highlighting their contributions in making a positive impact.

3. **Empowerment and Support:** Foster a culture that encourages innovation, growth, and personal development, providing resources and support to help employees unleash their full potential.

4. **Transparent Communication:** Maintain open and transparent communication channels, fostering trust and encouraging collaboration among team members.

5. **Clear Goals and Expectations:** Set clear goals and expectations, aligning them with the company's heroic mission, and provide regular feedback and guidance to help employees succeed.

Internal Communication

B) WITH LEADERSHIP:

1. **Inspirational Leadership:** Lead by example and embody the heroic values and qualities you want to instill in your organization, inspiring and guiding your team towards success.
2. **Strategic Alignment:** Ensure that your leadership communication aligns with the company's overall strategic direction, emphasizing the heroic mission and how it guides decision-making.
3. **Effective Decision-Making:** Communicate decisions clearly and provide rationale, demonstrating how they contribute to the company's heroic mission and long-term success.
4. **Collaborative Approach:** Encourage collaboration and involvement from all levels of the organization, fostering a sense of ownership and shared responsibility in achieving the company's goals.
5. **Continuous Growth and Learning:** Foster a culture of continuous learning and improvement, encouraging leadership development and providing opportunities for personal and professional growth.

Internal Communication

C) WITH INVESTORS:

1. **Heroic Mission Alignment:** Clearly articulate how the company's mission aligns with the investors' values and aspirations, emphasizing the positive impact the company aims to create.
2. **Performance and Results:** Communicate the company's financial performance, growth potential, and how it contributes to the achievement of the heroic mission, instilling confidence in the investment.
3. **Transparency and Accountability:** Provide transparent and accurate information regarding financials, operations, and risks, demonstrating a commitment to accountability and investor trust.
4. **Long-term Vision:** Present a compelling long-term vision for the company, showcasing the strategic plans, innovations, and market opportunities that will drive future success.
5. **Investor Engagement:** Foster meaningful relationships with investors, engaging in regular communication, providing updates, and seeking input to build trust and alignment.

A) WITH CUSTOMERS:

1. Empathy and Understanding: Show empathy towards customers' needs, challenges, and aspirations, and communicate how your products or services can help them overcome obstacles and achieve their goals.

2. Authenticity and Transparency: Be genuine and transparent in your communications with customers, building trust and credibility by delivering on promises and providing honest information.

3. Compelling Brand Story: Share your brand's inspiring story, highlighting how it aligns with customers' values and aspirations, and demonstrate the positive impact your products or services can have on their lives.

4. Customer-Centric Approach: Put customers at the center of your communication strategy, actively listening to their feedback, addressing their concerns, and continuously improving their experience.

5. Inspirational Messaging: Use messaging that resonates with customers' desires for personal growth, empowerment, and making a difference, inspiring them to be part of a larger heroic mission.

External Communication

B) WITH SUPPLIERS, VENDORS:

1. **Strong Partnerships:** Communicate the importance of the supplier/vendor relationship as a collaboration to achieve mutual success, emphasizing shared values and goals.
2. **Clear Expectations:** Clearly communicate your expectations regarding quality, delivery, and ethical standards, fostering a relationship based on trust and reliability.
3. **Open Communication:** Establish open lines of communication, providing regular updates, and actively seeking input and feedback from suppliers and vendors.
4. **Fair and Ethical Practices:** Communicate your commitment to fair and ethical business practices, ensuring transparency in procurement processes and treating suppliers and vendors with respect.
5. **Long-Term Collaboration:** Emphasize the potential for long-term collaboration and growth, demonstrating how a strong partnership can contribute to the success of both parties.

External Communication

C) WITH COLLABORATORS, PARTNERS:

1. **Shared Vision and Values:** Communicate the shared vision and values that form the basis of your collaboration, highlighting how working together can create a greater impact.
2. **Mutual Benefits:** Clearly articulate the mutual benefits of the collaboration, demonstrating how it enhances both parties' ability to achieve their respective goals.
3. **Effective Communication Channels:** Establish efficient communication channels to facilitate collaboration, enabling timely exchange of information, ideas, and feedback.
4. **Trust and Reliability:** Foster trust and reliability in the collaboration by delivering on commitments, maintaining open and honest communication, and resolving conflicts constructively.
5. **Celebrating Success:** Acknowledge and celebrate shared successes, demonstrating the value of the collaboration and reinforcing the positive impact it has on both organizations.

External Communication

D) WITH OUTSIDE STAKEHOLDERS:

1. Reputation and Impact: Communicate your brand's positive reputation and the impact it creates in the industry and community, showcasing how it aligns with the values and interests of external stakeholders.
2. Community Engagement: Highlight your company's involvement in community initiatives, social responsibility efforts, and contributions towards creating a better society.
3. Thought Leadership: Position your company as a thought leader in your industry, sharing insights, expertise, and innovative solutions that inspire and benefit external stakeholders.
4. Transparent and Authentic Communication: Maintain transparent and authentic communication with external stakeholders, providing accurate information, addressing concerns, and seeking feedback.
5. Collaborative Approach: Foster collaborative relationships with external stakeholders, seeking partnerships and alliances to create a collective impact and address shared challenges.

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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