



**everyman  
archetype**



BRAND  
DOMINATION

Everyman is a brand archetype that represents an ordinary, relatable person who has a desire for belonging and connection. The Everyman brand archetype is a powerful force in marketing and branding that represents the average person. This archetype speaks to the needs and desires of the masses. It is a relatable and familiar archetype that resonates with consumers, making it a popular choice for brands across a variety of industries. Brands that embody this archetype typically emphasize the quality of their products or services and focus on building trust with their customers.

Like a chameleon, the Everyman brand archetype effortlessly adapts to the diverse backgrounds, dreams, and aspirations of its audience. It speaks the language of relatability, understanding the trials and triumphs of individuals navigating the complexities of modern life.

With an empathetic heart, it extends a comforting embrace, whispering, "You are not alone; we understand you." With a genuine desire to make a difference, the Everyman archetype extends a helping hand, offering practical solutions that simplify the everyday grind. It understands that life's challenges can be overwhelming, and its mission is to be the reliable companion that eases the burdens and adds a touch of ease to the chaos. Everyman brands, they're like your best friend, your confidant. They're there to support you through thick and thin, to cheer you on and make you feel like you belong.

# 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 EVERYMAN ARCHETYPE TO DERIVE FROM -

## *Heart of Everyman*

To make high-quality products accessible to everyone.

To create practical and functional solutions that simplify customers' lives.

To make our customers feel comfortable and at ease with the brand.

To be the go-to brand for everyday essentials that are easy to use.

## *Everyman Facilitates*

Durability

Portability

Versatility

Balance

Accessibility

Inclusivity

Dependability

Convenience

Comfort

Time-saving

Reliability

Affordability

mission

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*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 EVERYMAN ARCHETYPE TO CHOOSE FROM -

To make everyday life better

To provide affordable solutions

To promote inclusivity and accessibility

To create products that meet the needs of the masses

To offer reliable and practical options

To enhance the quality of life for all

To foster a sense of community and belonging

To simplify complex tasks and processes

# Vision Statement

# Values

## 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**

Dominating Principles of your Archetype to shape your value statements

Accessibility

Reliability

Transparency

Responsiveness

Affordability

Empathy

Core Product attributes of your Brand Archetype

Practical

Quality

Value-driven

Easy-to-use

Timeless

Inclusive

Versatile

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 EVERYMAN PERSONA

They are:

1. **Relatable:** They possess qualities and characteristics that are relatable to the average person.
2. **Genuine:** They are authentic and true to themselves, showing sincerity in their actions and communications.
3. **Down-to-earth:** They have a grounded and practical approach to life, avoiding pretentiousness.
4. **Humble:** They do not seek attention or recognition for themselves but focus on excellency in their deliverables.
5. **Empathetic:** They have the ability to understand and share the feelings of others, demonstrating compassion.
6. **Trustworthy:** They are dependable and can be relied upon to fulfill their commitments.
7. **Approachable:** They have an open and friendly demeanor, making others feel comfortable in their presence.
8. **Honest:** They prioritize honesty and integrity in their interactions and dealings with others.
9. **Supportive:** They are supportive of others' endeavors and encourage their growth and success.
10. **Reliable:** They can be counted on to deliver and fulfill their responsibilities consistently.

# Nature of your Personality

## THE EVERYMAN PERSONA

They are:

11. Caring: They genuinely care about the well-being and happiness of others.
12. Team-oriented: They value teamwork and collaboration, recognizing the strength that comes from collective efforts.
13. Adaptable: They can easily adjust to different situations and are open to change.
14. Patient: They have the ability to remain calm and composed in challenging or difficult circumstances.
15. Responsible: They take ownership of their actions and obligations, demonstrating accountability.
16. Respectful: They treat others with respect and consideration, regardless of their background or status.
17. Modest: They do not boast about their accomplishments or seek excessive attention or praise.
18. Equality-driven: They believe in equality and fairness, treating everyone with equal dignity and respect.
19. Balanced: They strive for a balanced approach to life, avoiding extremes and maintaining harmony.
20. Reliable: They are consistent and can be trusted to deliver on their promises and commitments.

### 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.

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For companies embodying the Everyman Archetype, it is crucial to evoke emotions of -

- Of utility
- Of relatability
- Of belongingness
- Of inclusivity
- Of trustworthiness
- Of simplicity
- Of community
- Of familiarity
- Of everyday moments
- Of shared experiences
- Of practicality
- Of functionality
- Of necessity
- Of assurity



## 1.6 know your customers

### & APPEAL TO THEIR BUYING TENDENCIES



### Everyman's Buyers Are -

**Value-driven customers:** Customers who prioritize value over luxury or extravagance. To appeal to their logic, focus on emphasizing the high quality and durability of your offerings, and provide evidence of the practical benefits and cost savings that customers can expect to receive.

**Community-minded customers:** Customers who are drawn to the sense of community and shared values promoted by the Everyman archetype are likely to prioritize social responsibility and inclusivity when making purchasing decisions. To appeal to their logic, you should focus on emphasizing your commitment to social responsibility and inclusivity, and should provide evidence of your efforts to support their communities and promote positive social change.

**Time-conscious customers:** Customers who value their time and are looking for practical solutions to help them save time and improve their productivity. To appeal to their logic, focus on emphasizing the efficiency and convenience of your offerings, and should provide evidence of how your products or services can help customers save time and improve their daily lives.

# CUSTOMERS

know your customers

& APPEAL  
TO THEIR  
BUYING  
TENDENCIES



## Everyman's Buyers Are -

**Budget-conscious customers:** Customers who are looking for quality products or services at an affordable price point. Focus on the value and affordability of your offerings, and provide clear and transparent pricing information.

**Practical customers:** Customers who prioritize practicality and functionality are drawn to the Everyman archetype. To appeal to their logic, emphasize the practical benefits and ease of use of your products or services, and provide clear and straightforward information about its features and benefits.

### 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 be warm, inviting, and relatable, with a focus on creating a comfortable and familiar atmosphere. Use natural materials like wood and stone for a rustic feel, and incorporate elements that evoke a sense of community and belonging, such as family photos or community notice boards.
- Product Aesthetic: The product aesthetic should be simple, practical, and approachable, with a focus on functionality and value. Avoid flashy or extravagant designs, and instead opt for clean lines, neutral colors, and practical features that cater to the everyday needs of the Everyman.

# 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 easy-listening music with a relaxed vibe, such as acoustic or folk music, to create a comfortable and laid-back atmosphere in the retail space or office. Avoid overly loud or aggressive music that might feel overwhelming or off-putting to customers.
- **Advertisement Jingles/Social Media Audio:** Use catchy, upbeat jingles with a friendly and approachable tone to resonate with the Everyman audience. Incorporate simple melodies and relatable lyrics that capture the essence of everyday life and experiences.

# 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: Opt for tactile textures and high-quality materials that convey durability and reliability. Use soft-touch finishes or embossed textures on packaging to enhance the tactile experience and create a sense of comfort and familiarity. In digital interactions, prioritize intuitive interfaces with smooth transitions and responsive feedback to ensure a seamless user experience.

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/Shop Fragrance: Infuse the retail space with a subtle, welcoming scent that evokes a sense of home and comfort. Consider warm and familiar scents like vanilla, cinnamon, or fresh linen, which can create a cozy atmosphere and enhance the overall sensory experience for customers.
- Product Packaging/Product Marketing Material: Incorporate a signature scent into product packaging or marketing materials to create a memorable olfactory experience for customers. Choose a scent that aligns with the brand's values and evokes positive associations, reinforcing the brand's identity and leaving a lasting impression on customers.

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

**1. Citizen:**

Authenticity: Reflects the values and experiences of the everyday person.

Relatability: Connects with the struggles, aspirations, and joys of ordinary people.

Practicality: Offers solutions that are relevant and applicable to everyday life.

**2. Advocate:**

Empowerment: Encourages individuals to speak up, take action, and make a difference.

Social impact: Demonstrates a commitment to social causes and making positive change.

Collaboration: Builds partnerships and networks to advocate for collective progress.

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

### 3. **Networker:**

Connectivity: Facilitates connections and fosters a sense of belonging within a community.

Supportive environment: Creates platforms and spaces for people to share, learn, and grow together.

Information sharing: Provides valuable insights, knowledge, and resources to empower individuals.

### 4. **Servant:**

Personalized care: Tailors experiences and offerings to individual preferences and requirements.

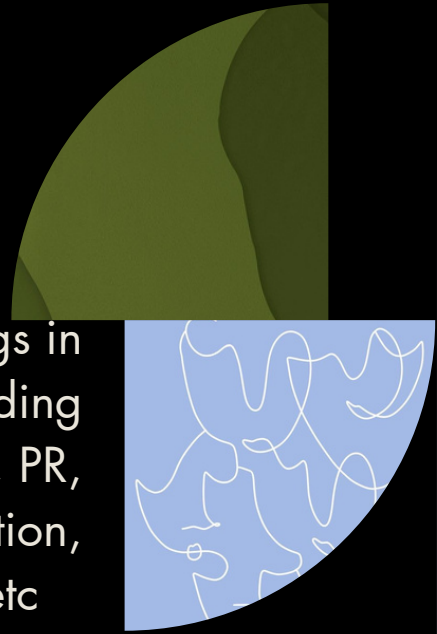
Responsiveness: Promptly addresses customer inquiries, concerns, and feedback.

Trust and integrity: Demonstrates transparency, honesty, and ethical behavior in all interactions.

# Positioning

# 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



**Connect:** Everyman brands often emphasize their ability to connect with people on a personal level, so words like "connect," "relate," or "understand" are effective.

**Comfort:** Everyman brands may focus on providing comfort or security, so verbs like "comfort," "soothe," or "reassure" are useful.

**Simplify:** Everyman brands often aim to make complicated things easier to understand, so verbs like "simplify," "clarify," or "demystify" are effective.

**Empower:** Everyman brands may also focus on empowering their customers to take control of their lives, so verbs like "empower," "inspire," or "encourage" are impactful.

**Improve:** Everyman brands emphasize their ability to help customers improve their lives in some way, so verbs like "improve," "enhance," or "optimize" are effective.

**Solve:** Position yourself as problem solvers, so verbs like "solve," "fix," or "address" are appropriate.

# VOICE

**Tailor the language to the target audience:** Adapt the brand's language to resonate with the specific demographic or market segment it is targeting. Consider cultural nuances, regional preferences, and generational differences to ensure the communication is effectively received and understood.

**Emphasize realism and integrity:** Use language that conveys a sense of realism and integrity. Focus on honest and straightforward communication, avoiding exaggerated claims or hype. This builds trust with the audience, as they perceive the brand as genuine and dependable.

**Avoid flashy language:** Steer clear of overly flashy or extravagant words that may come across as insincere or superficial. Instead, use words and phrases that align with the brand's down-to-earth and relatable nature, reinforcing its authenticity.

**Informal and conversational tone:** Adopt an informal and conversational tone in the brand's communication. Speak to the audience as if having a friendly conversation, fostering a sense of connection and approachability.

**Tailor marketing messages to practicality and utility:** Craft marketing messages that emphasize the practicality, utility, and value of the brand's offerings. Focus on how they can simplify customers' lives, save time or money, or provide solutions to common challenges.

**Promote egalitarianism:** Highlight the brand's commitment to egalitarianism and fairness. Avoid hierarchies or elitism in interactions and messaging. Celebrate equality, diversity, and equal opportunities for all individuals.



# DON'Ts

1. Use language that is overly technical or formal
2. Use jargon or buzzwords that may be confusing or alienating to customers
3. Make false or exaggerated claims about the brand or its products/services
4. Be insensitive or offensive in any way in your messaging or interactions with customers
5. Ignore or dismiss customer complaints or concerns
6. Use fear or intimidation to motivate customers to make a purchase
7. Neglect to respond to customer inquiries or messages in a timely manner
8. Share confidential information or personal details of customers
9. Use spammy or overly aggressive sales tactics
10. Neglect to follow up with customers after a purchase or interaction.

1.10

# OVERALL VISUAL



## MESSAGING



**Familiarity:** The visual messaging should convey a sense of familiarity and comfort, making the customer feel at ease with the product and its brand with relatable qualities that resonate with everyday people.

**Simple, clean design:** Avoid flashy or ornate visuals, preferring a straightforward and minimalist approach.

**Familiar Imagery:** Use images that are easily recognizable and relate to the everyday experiences of your target audience.

**Warm, inviting colors:** Everyman brands often use warm, friendly colors that convey a sense of approachability and familiarity. Earth tones, soft blues, and warm yellows are all good options.

**Authentic photography:** Use photography that feels genuine and real, rather than overly posed or staged. Candid shots of people going about their daily lives can help reinforce the relatable qualities of the Everyman brand archetype.

**Humor:** Humor can be a powerful tool for creating a connection with your audience, and the Everyman archetype often uses self-deprecating or situational humor to build rapport with customers.

# Visuals

visuals

brandbusinessboundless.com

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 EVERYMAN

### 1. CITIZEN:

- Warm and inviting colors
- Friendly and relatable imagery
- Community-focused visuals
- Scenes of everyday life and ordinary people
- Authentic and down-to-earth design elements

### 2. ADVOCATE:

- Empowering and inspiring visuals
- Bold and impactful colors
- Imagery showcasing social causes and activism
- Strong and determined individuals or groups
- Symbolic and meaningful design elements

### 3. NETWORKER:

- Modern and sleek design elements
- Vibrant and energetic colors
- Imagery representing connections and communication
- People interacting and collaborating
- Dynamic and engaging visuals

### 4. SERVANT:

- Calm and soothing colors
- Humble and caring imagery
- Visuals portraying acts of service and support
- Individuals helping others or working as a team
- Simple and approachable design elements

## 2.1

# EVERYMAN archetype



WWW.THEWEBSITE.COM

## MUST DEPICT

Should have a simple and clean design, emphasizing the practicality and ease of use of the products or services.

Use imagery that is relatable and depicts everyday scenarios, emphasizing the practicality and relatability of the products or services.

Highlight the key features of the products or services, emphasizing their simplicity, durability, and practicality.

Feature customer testimonials that highlight the practical benefits and ease of use of the products or services, emphasizing their authenticity and relatability.

Have easy navigation and user experience, emphasizing the practicality and ease of use of the products or services.

## WEBSITE LAYOUT:

- Design a clean and straightforward layout that feels familiar and relatable to the average person.
- Use a balanced color scheme that evokes a sense of simplicity, trust, and approachability.
- Ensure that the website is easy to navigate, with intuitive menus and clear call-to-action buttons.
- Optimize the site for mobile responsiveness, as the Everyman represents a wide and diverse audience.

## CONTENT:

- Use friendly and conversational language in your content, avoiding overly technical or jargon-heavy terms.
- Focus on highlighting the practical benefits and value your products or services bring to everyday life.
- Incorporate user-generated content or testimonials to establish trust and authenticity with potential customers.
- Address common pain points and offer practical solutions to appeal to the "Everyman" mindset.

## OTHER MUST-HAVES:

- Feature an "About Us" page that shares the genuine story behind your brand, emphasizing its humble origins and dedication to serving everyday people.
- Include a blog or resources section with helpful tips, guides, and information relevant to your target audience's interests and needs.
- Integrate social media sharing buttons to encourage community engagement and word-of-mouth promotion.
- Offer excellent customer support & provide multiple contact options to ensure approachability.
- Consider implementing live chat support for real-time assistance and to foster a sense of personal connection.

# TYPES OF logo

## UNDER EVERYMAN ARCHETYPE & WHY THEY ARE EFFECTIVE

### WORDMARKS OR LOGOTYPES:

These logos feature the brand name in a simple, clean font. They are easy to read and recognize, and they emphasize the brand's name and identity.

### EMBLEMS:

These logos feature a symbol or icon that is integrated into the brand name. They are often circular or shield-shaped, and they convey a sense of tradition and heritage.

### LETTERMARKS OR MONOGRAMS:

These logos feature the initials of the brand name in a stylized font. They are simple, memorable, and easy to reproduce by people.

### SYMBOLS OR PICTORIAL MARKS:

These logos feature an abstract or literal symbol that represents the brand's identity. They are simple, versatile, and can be easily recognized.

### COMBINATION MARKS:

These logos combine two or more of the above elements, such as a wordmark with a symbol or emblem. They are versatile, memorable, and can be used in a variety of contexts.



### SIMPLIFY AND STREAMLINE PROCESSES:

Look for opportunities to simplify and streamline processes, making it easier for customers to interact with the brand. Remove unnecessary complexities and barriers that may hinder the practicality and efficiency of the customer experience.

### RECOGNITION AND APPRECIATION:

Recognize and appreciate the contributions, experiences, and feedback of customers. Showcase customer stories, testimonials, or feature customer-generated content. This not only validates their importance but also strengthens the sense of community and connection.

### SHARE RELATABLE SITUATIONS:

Share stories or anecdotes that depict relatable situations and challenges that customers may face. This helps customers feel understood and connected to the brand, reinforcing the sense of belonging.

### PERSONALIZED EXPERIENCES:

Customize the brand's interactions and experiences based on individual customer preferences and needs. This can include personalized recommendations, tailored messaging, or exclusive offers. By recognizing and catering to their uniqueness, customers feel valued and appreciated.

# Strategies

## INSIGHTFUL DISCUSSIONS:

Initiate insightful discussions and encourage customers to share their thoughts and perspectives. Ask open-ended questions, seek feedback, and invite customers to share their experiences related to the brand. This not only creates engagement but also provides valuable insights for the brand.

## RELEVANT CONTENT SHARING:

Share content that is relevant and resonates with the target audience. Provide informative, entertaining, and relatable content that adds value to their lives. This positions the brand as a trusted source of information and cultivates engagement and loyalty.

## RELATABLE PROTAGONIST:

Craft a brand story that revolves around a relatable protagonist, an average individual facing common challenges and pursuing their dreams. This allows customers to see themselves reflected in the story, fostering a sense of connection and resonance.

## FAIR PRICING AND PRACTICAL SOLUTIONS:

Prioritize practicality and reasonable pricing in product development. Offer solutions that address the everyday needs of customers, focusing on simplicity, functionality, and practicality to provide value and meet their expectations.

# Strategies

## TRANSPARENT COMMUNICATION:

Be open and transparent in communication with customers, employees, and stakeholders. Maintain an approachable and trustworthy image by providing clear and honest information.

## AUTHENTIC STORYTELLING:

Use the Everyman persona to craft authentic and relatable brand stories. Share personal anecdotes, experiences, and challenges that resonate with your audience, emphasizing the brand's humble beginnings and its journey alongside its customers.

## CUSTOMER-CENTRIC APPROACH:

Put the needs and interests of customers at the forefront of your business strategy. Make decisions based on what will benefit the community and prioritize their well-being over profit-driven pursuits.

## COMMUNITY ENGAGEMENT:

Actively engage with the community by participating in local events, supporting local causes, and collaborating with community organizations. Demonstrate a genuine interest in the well-being of the community and foster a sense of belonging.

# Strategies

## OPEN AND APPROACHABLE COMMUNICATION:

Maintain an open line of communication with customers, making it easy for them to reach out and provide feedback. Respond promptly and attentively, ensuring that every interaction reflects the brand's down-to-earth and friendly demeanor.

## FAMILY-ORIENTED MARKETING:

Create marketing campaigns and initiatives that highlight the importance of family and community. Show how the brand values and supports familial relationships, emphasizing the role it plays in creating a sense of belonging and togetherness. If possible offer family driven schemes so you can bag the entire family as your customer.

## PARTNERSHIPS WITH COMPLEMENTARY BRANDS:

Collaborate with other brands that align with the Everyman archetype to create mutually beneficial partnerships. Joint initiatives or co-branded products/services can enhance the brand's reach and reinforce the message of shared human experiences.

## CUSTOMER ENGAGEMENT:

Foster a sense of belonging among customers by creating platforms or communities where they can connect and share their experiences. Encourage open dialogue and provide opportunities for customers to interact with the brand and with each other, promoting a supportive and inclusive environment.

# Strategies

## FOCUS ON THE SILENT MAJORITY:

Cater to the needs and preferences of the silent majority, who appreciate simplicity, functionality, and practicality. Tailor marketing efforts and product offerings to this customer segment, positioning the brand as a reliable choice that understands their everyday needs and aspirations.

## CONSISTENCY AND RELIABILITY:

Deliver a consistent and reliable brand experience across all touchpoints. Customers should feel confident in the brand's ability to meet their expectations and provide value consistently.

## CONTINUAL IMPROVEMENT:

Strive for continuous improvement to meet evolving customer needs and expectations. Actively seek feedback, conduct market research, and stay updated on industry trends to ensure the brand remains relevant and responsive to customers' changing demands.

## EMPLOY HUMOR AND EVERYDAY EXPRESSIONS:

Incorporate humor and everyday expressions into the brand's communication. This can help create a lighthearted and relatable tone that resonates with the audience, making the brand more memorable and engaging.

# Strategies

## UTILIZE MORAL IMAGES:

Use visual language or metaphors that evoke moral or ethical values. This can help convey the brand's commitment to integrity, reliability, and responsible behavior, resonating with customers who appreciate these qualities.

## EMPOWERMENT AND SUPPORT:

Empower customers by providing them with resources, tools, and support to achieve their goals or overcome challenges. Offer guidance, tips, and educational materials that help customers succeed. This positions the brand as a trusted ally and builds a strong rapport.

## COLLABORATE WITH CUSTOMERS:

You may involve customers in the brand's decision-making processes. Seek their opinions, ideas, and suggestions for product development, marketing campaigns, or community initiatives. This co-creation approach strengthens the sense of ownership and loyalty among customers.

## 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. Citizen:

- A product/service that empowers individuals to make a positive impact in their communities and the world.
- A solution that fosters a sense of belonging and encourages active participation in society.
- An offering that aligns with the values and needs of everyday people, making them feel heard and represented.

### 2. Advocate:

- A product/service that champions a cause or supports a specific group, providing a voice for those who need it.
- A solution that empowers individuals to advocate for change, amplifying their concerns & driving meaningful action.
- An offering that educates and informs people, helping them become advocates for important issues they care about.

# Product Description

2.4

## 3. Networker:

- A product/service that connects people, facilitating meaningful relationships and collaborations.
- A solution that enhances communication and fosters a sense of community, enabling individuals to expand their networks.
- An offering that leverages the power of connections to unlock opportunities and create mutual benefits.

## 4. Servant:

- A product/service that prioritizes the needs and well-being of others, providing support and assistance.
- A solution that focuses on delivering exceptional customer service and personalized experiences.
- An offering that aims to make people's lives easier demonstrating a commitment to serving their best interests.

# 2.5

## DOMINANT COLOURS

### CITIZEN

Friendly  
Blue



#3E82FC

Trustworthy  
Green



#33CC33

Reliable  
Grey



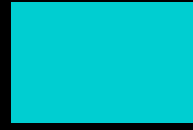
#888888

Approachable  
Yellow



#FFD700

Calming  
Teal



#00CED1

### ADVOCATE

Purple



#800080

Red



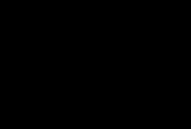
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Orange



#FFA500

Black



#000000

Pink



#FF69B4

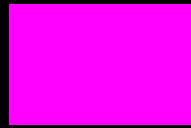
### NETWORKER

Navy



#000080

Magenta



#FF00FF

Turquoise



#40E0D0

Olive



#808000

Coral



#FF7F50

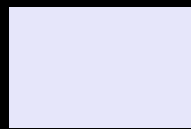
### SERVANT

Blue



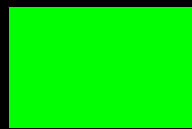
#87CEEB

Lavender



#E6E6FA

Green



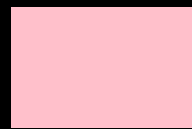
#00FF00

Brown



#A52A2A

Pink



#FFC0CB

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

## **Large Headings:**

- Use bold and easy-to-read fonts that evoke a sense of approachability and familiarity.
- Opt for fonts with a strong presence, conveying reliability and simplicity.

## **Sub Headings:**

- Choose fonts that complement the large headings but are slightly smaller and subtler.
- Maintain consistency with the main heading font to create a cohesive visual hierarchy.

## **Paragraphs:**

- Prioritize readability by selecting legible fonts with moderate spacing between characters.
- Stick to classic and straightforward typefaces that align with the everyman archetype's down-to-earth nature.

# Style of the Archetype

## **Large Headings:**

- Consider sans-serif fonts with bold variations for a clean and modern look.
- Experiment with uppercase letters to convey a sense of confidence and clarity.

## **Sub Headings:**

- Use a slightly lighter weight of the font used for large headings to create a clear distinction.
- Try using italics or a different color to add emphasis without overpowering the main message.

## **Paragraphs:**

- Opt for serif or sans-serif fonts with a medium weight for optimal readability.
- Adjust the font size and line spacing to strike a balance between comfort and legibility.

# General Examples of the Archetype for References

## a. Large Headings:

- Montserrat
- Oswald
- Lato
- Roboto
- Raleway
- Open Sans
- Nunito
- Poppins

## b. Sub-Headings:

- Source Sans Pro
- Playfair Display
- PT Sans
- Quicksand
- Noto Sans
- Josefin Sans
- Merriweather
- Ubuntu

## c. Paragraphs:

- Arial
- Helvetica
- Georgia
- Times New Roman
- Tahoma
- Verdana
- Calibri
- Century Gothic

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

# 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*

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#### **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. EVERYMAN'S DAILY DOSE:

Create a series of ads showcasing how Everyman's products seamlessly integrate into daily routines, making life easier for everyone.

### 2. ACCESSIBILITY FOR ALL:

Promote an affordability campaign, emphasizing Everyman's commitment to providing quality products accessible to all.

### 3. THE EVERYMAN ADVENTURE CHALLENGE:

Encourage followers to share their practical adventures using Everyman's products, highlighting versatility and durability in various scenarios.

### 4. EVERYMAN'S WORKPLACE WARRIORS:

Feature testimonials from diverse professionals who rely on Everyman's products for efficient work solutions.

### 5. THE EVERYMAN MAKEOVER:

Reveal a transformation campaign where customers revamp their spaces with Everyman's practical organizational products.

## 6. EVERYMAN UNBOXING EXPERIENCE:

Create unboxing videos that demonstrate the functional features and thoughtful design of Everyman's products.

## 7. THE EVERYMAN MINIMALIST CHALLENGE:

Challenge followers to embrace minimalism with Everyman's essentials, showcasing how simplicity elevates everyday living.

## 8. EVERYMAN ON-THE-GO SOLUTIONS:

Highlight the convenience and versatility of Everyman's products for travel and everyday mobility.

## 9. EVERYMAN FAMILY VALUES:

Showcase how Everyman's products cater to the needs of families, promoting practicality for all members.

## 10. THE EVERYMAN COMMUNITY GIVEBACK:

Collaborate with local charities or organizations to donate Everyman's products to those in need, fostering a sense of community.

## 11. EVERYMAN'S FAVORITE PICKS:

Curate a collection of fan-favorite Everyman products and offer special discounts to celebrate customer loyalty.

## 12. EVERYMAN'S SELF-CARE MASTERY:

Promote a self-care campaign, featuring products that promote relaxation and well-being for the modern Everyman.

## 13. THE EVERYMAN LIFE HACK SERIES:

Create short videos sharing practical life hacks using Everyman's products, resonating with a wide audience seeking convenience.

## 14. EVERYMAN ADAPTABILITY MASTERS:

Highlight the adaptability of Everyman's products, appealing to individuals with diverse lifestyles and preferences.

## 15. THE EVERYMAN COMMUNITY CONNECT:

Run a social media contest where customers share photos or stories of how Everyman's products have improved their lives.

## 16. EVERYMAN'S FAMILY BOND:

Create heartwarming ads showcasing the role of Everyman's products in strengthening family bonds and shared experiences.

- **Practicality:** Products and services under the "Everyman" archetype should be designed with practicality in mind, with a focus on ease of use, functionality, and practical benefits.
- **Affordability:** Products and services under this archetype should be priced in a way that is accessible and reasonable for the average person, emphasizing their value and affordability.
- **Quality:** While affordability is important, do not sacrifice quality for the sake of cost. Use high-quality materials and designs to last, & emphasize their durability and reliability.
- **Simplicity:** Products and services under this archetype should be designed with simplicity in mind, emphasizing ease of use and practicality over unnecessary features or extravagance.

Embody  
your  
Everyman  
Personality

In Product  
Building

& in  
Campaign  
Building

## 2.8

- **Inclusivity:** Make sure it is accessible to everyone, regardless of their background, income, or social status, emphasizing a commitment to inclusivity and diversity.
- **Convenience:** Design with efficiency in mind, with a focus on making life easier and more enjoyable for customers with the product's ability to save time and make daily tasks more manageable.
- **Community:** Design with a sense of community in mind, and emphasize the shared values and experiences that unite your customers.

Embody  
your  
Everyman  
Personality

In Product  
Building

& in  
Campaign  
Building

USP

brandbusinessboundless.com

USP

# Favored USPs of Everyman's

- Affordable pricing
- Quality craftsmanship
- Wide product selection
- Easy-to-use design
- Family-friendly features
- Durability and longevity
- Practical functionality
- Timeless appeal
- Reliable performance
- Customer-centric service
- Everyday convenience
- User-friendly technology
- Inclusive sizing options
- Eco-friendly materials
- Customization choices
- Local sourcing
- Versatility in use
- Hassle-free maintenance
- Safety and security features

USP

USP

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# 2.9 Internal Communication

## A.) COMMUNICATING WITH THE TEAM AND EMPLOYEES:

1. **Transparency:** Be open and transparent in sharing information and decisions with the team.
2. **Inclusiveness:** Encourage participation and involve employees in decision-making processes.
3. **Approachability:** Maintain an open-door policy and make yourself accessible to team members.
4. **Empathy:** Understand and empathize with the challenges and concerns of your team members.
5. **Collaboration:** Foster a collaborative environment where teamwork and cooperation are valued.
6. **Employee training and culture:** Train employees to embody the Everyman persona and provide them with the skills and knowledge to build authentic relationships with customers. Foster a company culture that values humility, approachability, and genuine care for clients.
7. **Customer service approach:** Train customer service representatives to adopt an empathetic and supportive approach when interacting with customers. Ensure that they understand the struggles, dreams, and moments of happiness that customers may experience and provide personalized assistance accordingly.

# Internal Communication

## B.) COMMUNICATING WITH LEADERSHIP:

1. Clarity: Clearly communicate goals, strategies, and expectations to the leadership team.
2. Relevance: Frame messages in a way that demonstrates how they align with the overall vision and objectives of the company.
3. Results-oriented: Emphasize the impact and outcomes of initiatives to gain support from the leadership team.
4. Professionalism: Maintain a professional tone and demeanor when communicating with leaders.
5. Strategic alignment: Ensure that communication aligns with the long-term goals and objectives of the organization.

# Internal Communication

## C.) COMMUNICATING WITH INVESTORS:

1. Transparency: Provide accurate and timely information about the company's financial performance and prospects.
2. Value proposition: Clearly articulate the unique value proposition of the company and its potential for growth.
3. Risk management: Address potential risks and challenges while demonstrating a proactive approach to managing them.
4. Financial insights: Present financial data and insights in a clear and understandable manner.
5. Long-term vision: Communicate a compelling long-term vision for the company and how it aligns with investor interests.

## 2.10 A.) COMMUNICATING WITH CUSTOMERS:

**Authenticity:** Be genuine and transparent in your communication, showcasing the real value and benefits of your products or services.

**Customer-centricity:** Prioritize understanding and addressing the needs and concerns of your customers.

**Relatability:** Use relatable language and narratives that resonate with your target audience.

**Responsiveness:** Be prompt and attentive in addressing customer inquiries, feedback, and concerns.

**Trustworthiness:** Build trust by consistently delivering on promises, maintaining high-quality products or services, and demonstrating integrity.

**User-generated content:** Encourage customers to share their stories and experiences related to the brand. Leverage user-generated content to showcase real-life examples of how the brand has made a positive impact on individuals' lives, further strengthening the sense of community and support.

**Accountable and transparent practices:** Communicate openly about the brand's actions, decisions, and values, building trust with customers who appreciate honesty and integrity.

**Secure and trustworthy environment:** Assure customers of a secure and trustworthy environment when engaging with the brand. Implement robust security measures to protect customer data and privacy, building trust and confidence.

# External Communication

## B.) COMMUNICATING WITH SUPPLIERS AND VENDORS:

1. Collaboration: Foster strong partnerships by maintaining open lines of communication and seeking mutually beneficial solutions.
2. Fairness: Treat suppliers and vendors with fairness and respect in all communication and business dealings.
3. Clarity: Clearly communicate expectations, requirements, and timelines to ensure smooth collaboration and delivery.
4. Timeliness: Respond promptly to inquiries, provide updates on orders or projects, and honor agreed-upon timelines.
5. Relationship-building: Nurture relationships by showing appreciation, providing feedback, and seeking opportunities for mutual growth.

# External Communication

## C.) COMMUNICATING WITH COLLABORATORS AND PARTNERS:

1. Open communication: Foster open and honest communication channels to promote effective collaboration and synergy.
2. Shared goals: Clearly communicate shared objectives and align strategies for successful joint initiatives.
3. Mutual support: Show support for the success of your collaborators and partners, fostering a cooperative environment.
4. Trust and reliability: Build trust through consistent and reliable communication, delivering on commitments, and maintaining confidentiality.
5. Value creation: Emphasize the mutual value created through collaboration and highlight the benefits for all parties involved.

# External Communication

## D.) COMMUNICATING WITH OUTSIDE STAKEHOLDERS:

1. Transparency: Provide accurate and transparent information about the company's activities, impact, and corporate social responsibility initiatives.
2. Public perception: Be mindful of the company's reputation and how your communication may be perceived by the public.
3. Stakeholder engagement: Actively engage with external stakeholders through various communication channels to gather feedback and address concerns.
4. Responsiveness: Address inquiries and concerns from external stakeholders promptly and with a genuine willingness to listen and find solutions.
5. Community involvement: Demonstrate your commitment to the community by actively participating in relevant social, environmental, or charitable initiatives.

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
- Copyright © 2024 BrandBusinessBoundless. All rights reserved. This digital product, including its contents, design, and associated materials, is protected by copyright laws & may not be reproduced, distributed, or transmitted in any form or by any means.

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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