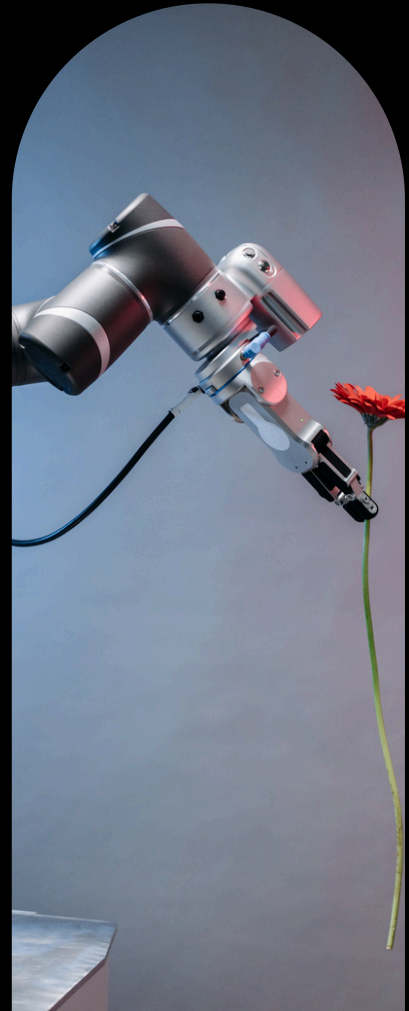


**creator  
archetype**



BRAND  
DOMINATION

The Creator brand archetype embodies the essence of innovation, imagination, and boundless creativity. They're the daring visionaries who fearlessly introduce something new and refreshingly different, reflecting their own unique perspective.

Bold, unconventional, and provocative, Creators thrive on self-expression, venturing into fantastical realms and pushing the limits of conventional thinking. Their minds are like vibrant playgrounds of endless imagination, where nonlinear thoughts and nonconformity reign supreme. Transforming ideas into reality is their superpower, igniting inspiration in others to unleash their own creative prowess.

The Creator archetype is fueled by an innate desire to express themselves through tangible means. Brands aligned with the Creator archetype hold creativity, uniqueness, self-expression, and the emotional potency of storytelling in high regard. They embody self-control, driven by the arts, and embrace the freedom to explore and experiment. The joy of witnessing their visions materialize fuels their ambition and propels them to transform ideas into concrete realities.

They possess a clear vision for how their industry should operate, infusing it with their creative, idealistic, and innovative spirit. With an unwavering commitment to excellence and a keen eye on the future, Creator brands wield the power to shape the world through their inventive products and transformative influence.

# 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 CREATOR ARCHETYPE TO DERIVE FROM -

## *Heart of Creator*

To create a seamless bridge between art and technology, blending creativity with cutting-edge innovation.

To revolutionize the market with groundbreaking ideas, designs, and experiences that captivate and inspire.

To redefine industry standards by pushing the boundaries of creativity and delivering unique and original solutions.

To inspire and empower individuals to express their creativity through innovative products and services.

## *Creator Facilitates*

Durability

Portability

Versatility

Rugged

Adventure-ready

High-capacity

Hands-free

Intuitive

Illuminated

Fast-acting

Long-lasting

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 CREATOR ARCHETYPE TO CHOOSE FROM -

Inspiring self-expression

Igniting creativity

Redefining boundaries

Elevating artistry

Fostering innovation

Amplifying voices of artists and designers

Transforming everyday experiences

Cultivating a culture of curiosity

Enriching lives through creativity & innovation

# Vision Statement

# 1.3

Top 3 values of ANY Brand is made up of -

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

# Values

| <u>Dominating Principles of your Archetype to shape your value statements</u> | <u>Core Product attributes of your Brand Archetype</u> | 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. |
|---|--|--|
| Creativity  | Unique   |  |
| Innovation  | Original   |  |
| Passion   | Imaginative  |  |
| Excellence  | Artistic   |  |
| Impact  | Detail-oriented  |  |
|   | Personalized   |  |
| Adaptability  |  |  |

### THE CREATOR PERSONA

They are:

- **Imaginative:** They possess a rich and vivid imagination, constantly generating new ideas and concepts.
- **Innovative:** They thrive on finding unique and original solutions, pushing boundaries and challenging the status quo.
- **Expressive:** They have a natural ability to communicate their ideas, emotions, and visions in creative and compelling ways.
- **Passionate:** They are deeply passionate about their creative pursuits and are driven by a genuine love for what they do.
- **Visionary:** They possess a forward-thinking mindset, often envisioning possibilities and trends before they become mainstream.
- **Adaptive:** They embrace change & adapt quickly to new environments, technologies, and creative trends.

# Nature of your Personality

## THE CREATOR PERSONA

They are:

- Resourceful: They have the ability to make the most of available resources & find creative solutions.
- Detail-oriented: They pay attention to the finer details, ensuring that their creative work reflects a high level of craftsmanship.
- Risk-taker: They are willing to take calculated risks, embracing uncertainty and embracing opportunities for growth and innovation.
- Inspirational: They have the ability to inspire and motivate others with their creativity, serving as a catalyst for innovation.
- Observant: They have a keen eye for detail and are observant of their surroundings, drawing inspiration from the world around them.
- Impactful: They strive to make a positive impact with their creative work, seeking to inspire, educate, or provoke thought in others.

### 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 Creator Archetype, it is crucial to evoke emotions of -

- Of inspiration.
- Of passion.
- Of wonder.
- Of authenticity.
- Of self-expression.
- Of creativity.
- Of innovation.
- Of aspiration.
- Of individuality.
- Of imagination.
- Of exploration.
- Of developments.
- Of journey.

1.6

# know your customers

## & APPEAL TO THEIR BUYING TENDENCIES



### Creators's Buyers Are -

**Innovators and early adopters:** These customers are always looking for the latest and greatest innovations and are willing to take risks to try new things. To appeal to their logic, highlight the unique features and benefits of your product or service, and emphasize how it sets you apart from others in the market.

**Artists and creatives:** These customers are drawn to products and services that help them express their creativity and imagination. Showcase your brand's commitment to creativity and originality, and highlight the ways in which your product or service can help them unleash their artistic potential.

**Entrepreneurs and business owners:** These customers are focused on building their businesses and are always looking for new ways to innovate and differentiate themselves from their competitors. Emphasize the ways in which your product or service can help them stand out in a crowded market and gain a competitive edge.

CUSTOMERS

customers

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# CUSTOMERS

know your customers  
& APPEAL  
TO THEIR  
BUYING  
TENDENCIES



## Creators's Buyers Are -

**Tech-savvy consumers:** These customers are comfortable with technology and are drawn to products and services that leverage the latest digital innovations. Highlight the ways in which your product or service is cutting-edge and innovative, and showcase any advanced technology or features that set it apart from others in the market.

**Self-starters and independent thinkers:** These customers value individuality and originality and are drawn to products and services that help them express themselves in their own way. Highlight the ways in which your brand celebrates uniqueness and individuality, and showcase any customization or personalization options that allow customers to make your product or service their own.

### 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/Shop/Office Space Interiors:
  - Minimalist and modern design with clean lines and open spaces to evoke a sense of creativity and innovation.
  - Use of natural materials such as wood, stone, and metal to create a tactile connection with the environment.
  - Incorporate flexible and modular furniture arrangements to encourage collaboration and experimentation.
  
- Product Aesthetic:
  - Sleek and modern design with clean and minimalist aesthetics to reflect sophistication and innovation.
  - Use of geometric shapes and asymmetrical patterns to create visual interest and evoke a sense of creativity.
  - High-quality materials such as brushed metal, glass, and polished wood to convey craftsmanship and attention to detail

# 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:
  - Upbeat and energetic instrumental music with electronic or indie pop elements to create a dynamic and inspiring atmosphere.
  - Use of ambient sounds like soft chatter or the sound of tools being used in a creative space to enhance the sense of activity and productivity.
- Advertisement Jingles/Social Media Reels and Posts Music:
  - Catchy and upbeat jingles with a modern and trendy sound to grab attention and leave a lasting impression.
  - Incorporate sound effects or musical motifs that reflect the brand's innovative and creative spirit, such as the sound of a pen scribbling or the click of a camera shutter.

# 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:
  - Smooth and matte finishes on packaging materials to convey a sense of sophistication and refinement.
  - Use of embossed or debossed textures to add tactile interest and reinforce the brand's attention to detail.
  - Incorporate interactive elements such as textured buttons or sliders in digital interfaces to engage users and enhance usability.

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/Product Marketing Material:
  - Light and refreshing scents such as citrus or green tea to create an uplifting and energizing atmosphere in retail spaces.
  - Signature fragrance blends that evoke the essence of creativity and innovation, incorporating notes of bergamot, lavender, and sandalwood.
  - Use of subtle scent diffusers or scented packaging materials to infuse products and marketing materials with a hint of sophistication and luxury.

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

## 1. Artist:

- a) Unique and original creations
- b) Mastery of craftsmanship and technique
- c) Emotional connection through artistry
- d) Expression of personal vision and style
- e) Innovative use of materials and mediums

## 2. Entrepreneur:

- a) Business acumen and strategic planning
- b) Innovative business models and approaches
- c) Empowerment of other creators through collaborations and partnerships
- d) Market disruption and differentiation
- e) Scalability and growth potential

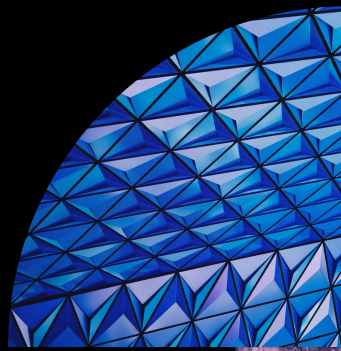
## 3. Storyteller:

- a) Compelling and engaging narratives
- b) Authentic storytelling that resonates with people
- c) Use of visuals, words & experiences to convey stories
- d) Ability to evoke emotions and create connections
- e) Influence and inspire through storytelling

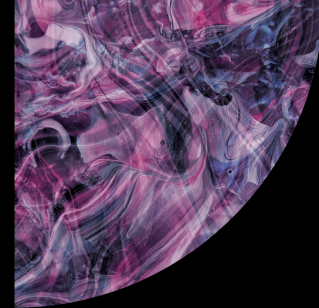
## 4. Visionary:

- a) Forward-thinking and future-oriented perspective
- b) Bold and transformative ideas
- c) Ability to anticipate trends and shape the industry
- d) Visionary leadership and strategic direction
- e) Driving innovation & creativity

# WORDS & PHRASES



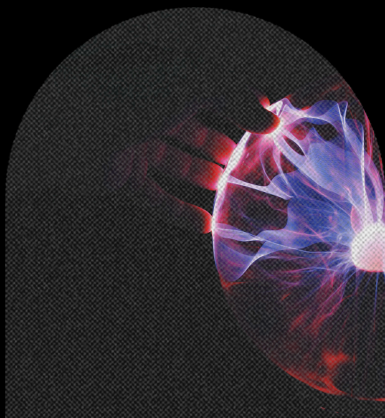
You may use words with these meanings in your external communication including social media posts, replies, PR, advertisement, product description, website, videos etc



# VOICE

1. Creative
2. Imaginative
3. Innovative
4. Original
5. Unique
6. Bold
7. Visionary
8. Forward-thinking
9. Inspiring
10. Playful
11. Expressive
12. Experimental
13. Futuristic
14. Unconventional
15. Cutting-edge
16. Visionary
17. Resourceful
18. Ambitious
19. Out-of-the-box
20. Inventive

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

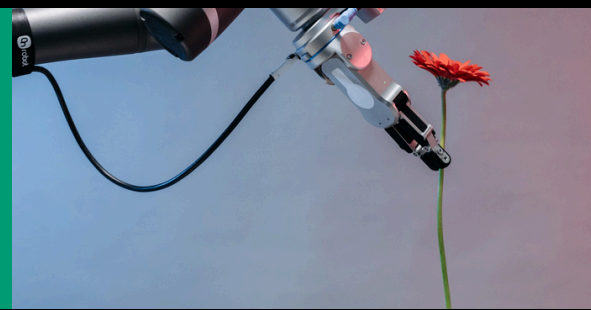


## DON'TS

1. Overpromise and underdeliver: Avoid making promises that can't be kept, and be transparent about any limitations or challenges the brand may face.
2. Use negative or divisive language: Avoid using language that can alienate potential customers, instead focus on messaging that highlights the brand's strengths and values.
3. Ignore feedback: Listen to & respond to feedbacks, and use it to improve the brand's products, services, and overall customer experience.
4. Neglect social responsibility: Be transparent about the brand's social responsibility efforts and initiatives, and avoid engaging in practices that may harm the environment or communities.
5. Be too serious: While the brand may be focused on creativity and innovation, it's also important to have a sense of humor and not take itself too seriously. Avoid coming across as too formal or rigid, and use humor and creativity to connect with the target audience.

1.10

# OVERALL VISUAL



## MESSAGING



**Boldness and originality:** The visual messaging should communicate a sense of boldness and originality. It should be eye-catching and attention-grabbing, with a unique and distinctive style that sets it apart from other products in the market.

**Imagination and creativity:** Should inspire the customer's imagination and communicate the brand's focus on creativity and innovation. It should use vivid colors, playful imagery, and imaginative designs to evoke a sense of possibility and potential.

**Personalization and customization:** Should communicate the brand's focus on individuality and personalization. It should showcase the product in a way that highlights its unique features and benefits, and it should make the customer feel like they are part of a community of like-minded individuals who value self-expression and creativity.

**Emphasis on quality:** Should communicate the brand's commitment to quality and excellence. It should showcase the product in a way that emphasizes its superior craftsmanship, attention to detail, and innovative design.

**Forward-thinking and visionary:** Should communicate the brand's focus on the future and its commitment to pushing boundaries and exploring new possibilities. It should use futuristic or visionary imagery to convey a sense of progress and possibility, and it should make the customer feel like they are part of a movement that is driving innovation and change.

# Visuals

visuals

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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 CREATOR

### 1. Artist:

- Abstract and expressive visuals
- Artistic brushstrokes and textures
- Vibrant and bold color schemes
- Visual representations of creative process & inspiration
- Showcase of unique and original creations

### 2. Entrepreneur:

- Clean and professional visuals
- Modern and minimalist design elements
- Visuals that showcase innovation
- Use of technology and futuristic elements
- Visual representations of growth and success

### 3. Storyteller:

- Captivating and immersive visuals
- Evocative imagery that sparks imagination
- Visual storytelling through sequential or narrative elements
- Use of symbols and metaphors to convey messages
- Visual representations of characters and narratives

### 4. Visionary:

- Futuristic and visionary visuals
- Imaginative and abstract representations
- Visual elements that convey forward-thinking
- Use of visualizations and conceptual representations
- Visual representations of future possibilities

## 2.1

# CREATOR archetype



WWW.THEWEBSITE.COM

## MUST DEPICT

**Unique Design:** The website should have a unique design that reflects the creativity and originality of the product/service. It should incorporate interesting design elements and be visually appealing.

**User-Friendly Interface:** The website should have a user-friendly interface that makes it easy for customers to navigate and find the information they need. It should be intuitive and responsive.

**Innovation and Technology:** Highlight the product/service's innovative features and cutting-edge technology. It should explain how the product/service works and what sets it apart from other similar products/services on the market.

**Storytelling:** Incorporate storytelling elements that explain the history and inspiration behind the product/service. It should showcase the brand's values and beliefs and create an emotional connection with customers.

**Interactive:** High-quality visual media, such as photos and videos, to showcase the product/service in action. It should also incorporate user-generated content to show how customers are using and enjoying the product/service.

**Social Proof:** Incorporate social proof, such as customer reviews and testimonials, to build trust and credibility with potential customers. It should also showcase any awards or recognition the product/service has received.

## WEBSITE LAYOUT:

- Design an innovative and visually appealing layout that reflects creativity and artistic expression.
- Use a harmonious and vibrant color palette that complements the creative nature of your brand.
- Incorporate ample white space to allow your creations to stand out and breathe.
- Consider using unique and custom-designed fonts to add a personalized touch.

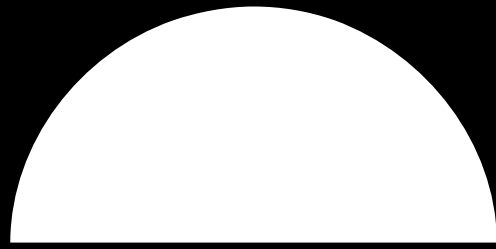
## CONTENT:

- Showcase your creative process and behind-the-scenes insights to engage visitors and build a connection.
- Use captivating visuals, such as high-quality images, videos, & graphics, to inspire & captivate your audience.
- Craft compelling stories around your creations, emphasizing the passion & dedication behind each piece.
- Share success stories of customers or collaborators who have been impacted by your creative work.

## OTHER MUST-HAVES:

- Feature an "About Us" page that highlights the artistic journey and vision of your brand.
- Create a portfolio or gallery section to display your best works and demonstrate the breadth of your creativity.
- Include a blog or resource center where you can share tips, tutorials, and ideas related to your creative field.
- Integrate social media sharing options to encourage visitors to spread and showcase your creations.
- Offer interactive elements or tools that allow visitors to

# TYPES OF



## UNDER CREATOR ARCHETYPE & WHY THEY ARE EFFECTIVE

**Wordmark** logo - This type of logo consists of the brand name written in a unique and creative font. They put the focus on the brand name and reflect the Creator brand's commitment to originality and creativity.

**Symbol** or **icon** logo - This type of logo uses a unique symbol or icon to represent the brand. They allow for a visually appealing representation of the brand's values and message. The symbol or icon can be designed to reflect the brand's focus on innovation, originality, and creativity.

**Combination** logo - This type of logo combines a wordmark with a symbol or icon. They offer the best of both worlds - a clear representation of brand name along with a visually appealing symbol or icon that reflects the brand's ingenuity.

**Lettermark** logo - This type of logo uses the brand's initials or a shortened version of the brand name. They can be designed in a unique and creative way, reflecting the Creator's focus on artistry and novelty.

**Emblem** logo - This type of logo consists of the brand name within a symbol or icon, often surrounded by a border or frame. They are appropriate for Creator brands because they offer a classic and timeless look while still allowing for a creative and unique representation of the brand



### EMPHASIZE CREATIVITY:

Highlight the creative aspects of your brand and products/services to appeal to the target audience's desire for unique and innovative solutions.

### SHOWCASING THE PROCESS:

Share behind-the-scenes content that offers a glimpse into your creative process, demonstrating the craftsmanship and dedication that goes into your products/services.

### USER-GENERATED CONTENT:

Encourage customers and followers to share their own creative experiences and content related to your brand, creating a community of engaged creators.

### ENGAGE WITH FEEDBACK:

Actively listen and engage with feedback from your audience, incorporating their ideas and suggestions into your brand's evolution.

### EVENTS AND WORKSHOPS:

Host or participate in events, workshops, or creative gatherings to foster a sense of community, inspire creativity, and establish your brand as a thought leader in your industry.

# Strategies

## COMMUNICATE YOUR BRAND'S ORIGIN STORY:

Share the story behind your brand's inception and how it reflects the Creator archetype's pursuit of originality and innovation. Highlight the motivations, inspirations, and journey that led to the creation of your unique product or service. Use storytelling to connect with your audience on an emotional level and establish a strong brand identity rooted in creativity and visionary thinking.

## EMBRACE EXPERIMENTATION:

Encourage a mindset of experimentation and learning from failure. Create a safe space for employees to try new things, test hypotheses, and explore different approaches. Encourage a culture where mistakes are seen as learning opportunities and encourage individuals to iterate and refine their ideas based on feedback and insights gained through experimentation.

## LIMITED EDITIONS AND EXCLUSIVITY

Create limited-edition products or offer exclusive experiences to appeal to the desire for unique and one-of-a-kind creative offerings.

## THOUGHT LEADERSHIP:

Position your brand as a thought leader in your industry by sharing valuable insights, trends, and creative tips through blog posts, webinars, podcasts, or speaking engagements.

# Strategies

## STAY AHEAD OF THE CURVE:

Embrace a forward-thinking approach and strive to stay ahead of your time. Keep a close eye on emerging trends, technologies, and cultural shifts that may impact your industry. Be proactive in adapting and incorporating new ideas and innovations into your work. By staying at the forefront of your field, you can maintain relevance and continue to captivate your audience.

## SEEK INSPIRATION FROM DIVERSE SOURCES:

Encourage the exploration of diverse influences and sources of inspiration. Encourage your team to immerse themselves in different art forms, cultures, industries, and experiences. By exposing yourself to a wide range of influences, you can fuel your creativity and bring fresh perspectives to your work.

## SHOWCASE YOUR RISK-TAKING ATTITUDE:

Emphasize your brand's willingness to take risks and embrace uncertainty. Highlight instances where your brand has pushed boundaries, challenged the status quo, and taken bold leaps in pursuit of innovation. Communicate the courage and audacity it takes to break free from conventional thinking and deliver groundbreaking solutions.

## AUTHENTICITY:

Stay true to your brand's authentic voice and values, maintaining transparency and integrity in all your communications and interactions.

## HIGHLIGHT UNIQUENESS AND SIGNIFICANCE:

Emphasize the unique qualities and significance of your offerings. Communicate how your products or services stand out from the crowd, providing a distinct and memorable experience for customers. Showcase the thoughtfulness, craftsmanship, and attention to detail that goes into creating your offerings.

## STRIVE FOR CONTINUOUS INNOVATION:

Combat the fear of being perceived as boring or ordinary by consistently striving for innovation. Stay at the forefront of your industry by regularly exploring new ideas, technologies, and trends. Continuously challenge yourself to push boundaries, disrupt norms, and surprise your audience with fresh and exciting offerings.

## CONTENT CREATION:

Create content that fosters self-expression and showcases the power of creativity. Share stories, tutorials, and inspirational content that demonstrate how individuals can unleash their creative potential. Encourage user-generated content to showcase the diverse ways your customers express their creativity.

## COLLABORATIONS AND PARTNERSHIPS:

Businesses can collaborate with artists, designers, and other creative professionals to create unique and innovative products or experiences. By joining forces with individuals who embody the Creator, companies can tap into their expertise & creative energy to bring fresh ideas to the market.

# Strategies

## EMPHASIZING ARTISTIC AND TECHNICAL SKILLS:

The Creator archetype emphasizes the importance of both artistic and technical skills. It recognizes that creativity requires a combination of imaginative thinking and technical expertise. By highlighting the brand's mastery of these skills, it positions itself as a reliable and trustworthy source for creative solutions.

## METAPHORICAL RICHNESS:

The use of metaphorical language can add depth and richness to the brand's messaging. Metaphors can help convey complex ideas in a more accessible and relatable manner, making the brand's communication more engaging and memorable.

## AUTHENTIC MARKETING AND STORYTELLING:

Customers of the Creator Brand Archetype appreciate authenticity in brand communication. Brands should focus on genuine storytelling, showcasing the creative process, and sharing the values and vision behind their products. This transparent and authentic approach can build trust and loyalty among customers.

# Strategies

## ENGAGING WITH CREATIVE COMMUNITIES BY HOSTING MEETUPS AND EVENTS:

Brands can actively engage with creative communities, such as artists, designers, and makers, to build relationships and tap into their networks. Collaborating, supporting, and promoting these communities can attract customers who value creative expression and authenticity.

## BRAND STORYTELLING:

The Creator archetype provides a compelling narrative for brand storytelling. Companies can share their journey, highlight their creative process, and demonstrate how they have brought unique ideas to life. This storytelling approach can captivate customers and generate interest in the brand.

## ENVIRONMENTAL AND SOCIAL IMPACT:

The Creator Brand Archetype's commitment to leaving a lasting impact can be channelled into environmental and social initiatives. Brands can use their influence, resources, and creative thinking to address pressing issues, drive sustainability efforts, and contribute to positive social change.

# Strategies

## SOCIAL IMPACT:

The Creator Brand Archetype's emphasis on individuality and empowering people to exceed expectations can be leveraged for social impact initiatives. You can support causes that promote creativity, arts education, and the empowerment of marginalized individuals, using your influence and resources to drive positive change in society.

## DIFFERENTIATION:

Customers who resonate with the Creator Brand Archetype appreciate the narrative and backstory behind the products they purchase. Offer carefully curated products that are distinct from mass-produced goods providing customers with the satisfaction of owning something truly special. Highlight the craftsmanship, creative process, and the artisans or designers involved, creating a deeper connection with customers who value authenticity and creativity.

## NURTURE INSPIRATION AND IDEA GENERATION:

To address the fear of running out of ideas, make inspiration a priority. Create a conducive environment for idea generation by exposing yourself to diverse influences, engaging in regular brainstorming sessions, and seeking inspiration from various sources such as art, nature, and other industries. Foster a culture that values and encourages the constant flow of ideas.

# Strategies

## FOCUS ON YOUR CORE AUDIENCE:

Overcome the fear of facing disillusionment from an indifferent audience by staying true to your core audience. Rather than trying to please everyone, understand and cater to the specific needs, preferences, and aspirations of your target market. By delivering value and maintaining a strong connection with your loyal audience, you can build a supportive community that appreciates your creative vision.

## PROCESS & SOURCES:

To avoid accusations of copying while claiming originality, prioritize authenticity and transparency in all aspects of your brand. Communicate openly about your creative process, sources of inspiration, and the values that drive your work.

## EMBRACE VULNERABILITY AND GROWTH:

Overcoming the fear of falling short of greatness requires embracing vulnerability and seeing it as an opportunity for growth. Recognize that not every creative endeavor will be a masterpiece, but each experience offers valuable lessons and insights. Embrace the iterative nature of the creative process and view failures or setbacks as stepping stones toward achieving greatness.

## 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. Artist:

Focus on the artistic craftsmanship and unique creativity of the product/service.

- Highlight the expressive and visually appealing aspects of the offering.
- Emphasize the individuality and personal touch infused into the product/service.
- Describe the product/service as a form of self-expression and an outlet for creativity.
- Highlight how the product/service inspires and engages with the artistic community.

### 2. Entrepreneur:

- Position the product/service as a solution to a problem or a way to improve efficiency.
- Emphasize the innovative and forward-thinking nature of the offering.
- Highlight the value proposition and the practical benefits it brings to customers.
- Describe the product/service as an opportunity for growth and success.
- Showcase success stories and testimonials from satisfied customers who have achieved tangible results.

## UTILITY AS EMBODIED BY EACH AVATAR

### 3. Storyteller:

- Frame the product/service as a tool for storytelling and narrative creation.
- Highlight how the offering enables customers to share their stories and connect with others.
- Emphasize the emotional impact and the power of storytelling in relation to the product/service.
- Describe the product/service as a way to captivate and engage audiences through compelling narratives.
- Showcase how the product/service helps customers tell their unique stories in creative and meaningful ways.

### 4. Visionary:

- Present the product/service as a visionary solution that pushes boundaries and challenges the status quo.
- Highlight how the offering is aligned with future trends and anticipates emerging needs.
- Describe the product/service as a catalyst for innovation and transformative experiences.
- Emphasize the long-term vision and the potential for future growth and impact.
- Showcase how the product/service aligns with the aspirations and forward-thinking mindset of customers.

## ARTIST

Red

Purple

Brown

Blue

Yellow



#FF0000



#800080



#964B00



#0000FF



#FFFF00

## ENTREPRENEUR

Orange

Grey

Green

Navy

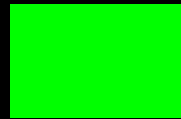
Gold



#FFA500



#808080



#00FF00



#000080



#FFD700

## STORYTELLER

Purple

Teal

Indigo

Pink

Silver



#9932CC



#008080



#4B0082



#FFC0CB



#C0C0C0

## VISIONARY

Silver

Black

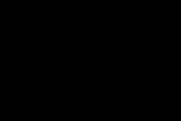
Blue

Gold

Green



#D3D3D3



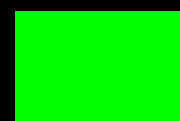
#000000



#3366FF



#FFD700



#00FF00

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: Choose bold and attention-grabbing fonts that reflect the creativity and uniqueness of the "Creator" archetype. Opt for fonts with artistic flair or custom lettering to make a strong visual impact.

- Sub Headings: Use complementary fonts that maintain readability while adding a touch of creativity. Consider fonts with subtle variations or unique letterforms to support the brand's creative identity.

- Paragraphs: Prioritize legibility and readability for paragraphs. Select clean and modern fonts that are easy on the eyes and allow users to focus on the content. Avoid overly decorative fonts that may hinder readability.

# Fonts

## Style of the Archetype

- Large Headings: Playful and expressive fonts that evoke a sense of artistic energy and originality. Custom typography or hand-drawn lettering can be impactful.
- Sub Headings: Stylish and elegant fonts that add a touch of sophistication to the creative brand image. Fonts with subtle curves or unconventional shapes can work well.
- Paragraphs: Clean and modern sans-serif fonts that ensure ease of reading. Consider using font weights or styles (e.g., italics) to add subtle variations without compromising readability.
- Font Pairing: Combine a decorative or artistic font for headings with a simple and legible font for paragraphs to create a harmonious balance between creativity and readability.
- Experimentation: Don't be afraid to explore unique and innovative fonts that align with the brand's creative nature. Custom typography or customizing existing fonts can set the brand apart.

# General Examples

## a. Large Headings:

- Artist: Playfair Display, Abril Fatface, Bungee, Arvo, Oswald, Cinzel, Black Ops One, Montserrat
- Entrepreneur: Raleway, Exo, Bebas Neue, Open Sans, Lato, Roboto Condensed, Oswald, Anton
- Storyteller: Merriweather, Josefin Slab, Cabin, Arbutus Slab, Libre Baskerville, Bitter, Playfair Display, Amatic SC
- Visionary: Poppins, Archivo Black, Orbitron, Rajdhani, Oswald, Anton, Titillium Web, Righteous

## b. Sub-Headings:

- Artist: Lora, Quicksand, Josefin Sans, Montserrat, Nunito, Karla, Source Sans Pro, Maven Pro
- Entrepreneur: Nunito Sans, Roboto, Open Sans, Ubuntu, Rubik, Hind, Muli, PT Sans
- Storyteller: Cormorant, Cinzel Decorative, Eczar, EB Garamond, Quattrocento, Crimson Text, Cormorant Garamond, Yanone Kaffeesatz
- Visionary: Source Code Pro, Exo 2, PT Sans Narrow, Overpass, Fira Sans, Montserrat, Oxygen, Yantramanav

## c. Paragraphs:

- Artist: Quattrocento Sans, PT Sans, Roboto Slab, Hind, Open Sans, Raleway, Lato, Nunito
- Entrepreneur: Poppins, Nunito, Roboto, Lato, Source Sans Pro, Montserrat, Ubuntu, Oxygen
- Storyteller: Spectral, Gentium Basic, Cardo, Cormorant, Baskerville, Noto Serif, EB Garamond
- Visionary: Roboto Mono, Inconsolata, Cousine, PT Mono, Anonymous Pro, Space Mono, Ubuntu Mono, Overpass Mono

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

## 2.7 Post Creation Guide



### Step 1

#### LIST THE SOLUTION YOUR COMPANY IS PROVIDING

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

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

#### LIST ALL OF THEM.

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

## Step 2

---

### CREATING YOUR SOCIAL MEDIA POST

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

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

That is the beginning, the middle and the end.

### STRUCTURE OF YOUR SOCIAL MEDIA POST

#### **THE HOOK**

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

*First or Initial line*

---

#### **THE BODY**

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

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

*Forming your second main line/para*

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

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

*Forming your third supporting line/para*

d. Talk about your USP

*This is optional*

## THE END

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



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

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

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

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

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

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

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

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

# CAMPAIGNS

## to Reinforce your Brand Archetype & Enhance Audience Engagement

### 1. CREATIVITY UNLEASHED:

Launch an ad campaign that celebrates the freedom and power of creativity, encouraging individuals to express themselves through your brand's products or services.

### 2. THE VISIONARY ARTIST:

Collaborate with renowned artists or influencers to showcase their creative journey, amplifying your brand's message as a platform for artists and creators.

### 3. CREATOR SPOTLIGHT SERIES:

Feature stories of inspiring creators who use your brand's products as their canvas for creativity, showcasing the diverse range of possibilities.

### 4. INNOVATION AT ITS FINEST:

Highlight the innovative features and design of your brand's products, positioning them as essential tools for creators seeking to push boundaries.

### 5. CRAFTING WITH PASSION:

Create a series of visually captivating ads that showcase the passion and dedication that goes into creating your brand's products.

## 6. A CREATIVE COMMUNITY:

Build a campaign around the idea of a creative community, encouraging customers to share their creative endeavors and support each other's work.

## 7. EMBRACING THE CREATIVE PROCESS:

Run a behind-the-scenes campaign that reveals the creative process behind your brand's products, engaging customers with the journey from concept to completion.

## 8. THE CREATOR'S TOOLKIT:

Promote a bundle or collection of products that form the ultimate toolkit for creators in various fields, empowering their artistic endeavors.

## 9. INSPIRING INNOVATORS:

Feature stories of innovators who have used your brand's products to bring groundbreaking ideas to life, inspiring others to do the same.

## 10. THE ART OF STORYTELLING:

Create a campaign that highlights the storytelling aspect of your brand, showcasing how your products enable creators to tell compelling narratives.

## 11. CELEBRATING DIVERSITY IN CREATIVITY:

Celebrate creativity in all its forms and genres, featuring creators from different backgrounds and industries who use your brand's products.

## 12. THE CREATIVE LABORATORY:

Position your brand as a space for experimentation and innovation, inviting customers to join a creative laboratory of ideas and possibilities.

## 13. MASTERPIECES IN THE MAKING:

Showcase customer testimonials and reviews that praise your brand's products for being essential in their creative processes.

## 14. CREATING A LEGACY:

Craft a campaign that focuses on the long-lasting impact and legacy that creators leave through their work, aligning with your brand's vision.

## 15. CREATIVITY WITHOUT LIMITS:

Encourage users to share their most boundary-pushing and imaginative creations, fostering a sense of limitless possibilities.

## 16. CREATOR'S HAVEN:

Feature real-life creators sharing their workspace and how your brand's products contribute to their creative haven.

## 17. THE ART OF INNOVATION:

Run a contest that challenges followers to submit their most innovative and inventive creations using your brand's products.

## 18. EMBRACING FAILURE AND GROWTH:

Create a series of ads that highlight the importance of embracing failure as a creator, inspiring resilience and growth in the creative journey.

## 19. THE CREATOR'S MUSE:

Invite followers to share what inspires their creativity, using your brand's products as a catalyst for their muse.

## 20. CRAFTSMANSHIP REDEFINED:

Highlight the craftsmanship and attention to detail in your brand's products, appealing to creators who value quality and precision.

## 21. THE CREATIVE FUTURE:

Tease upcoming product launches that cater to the evolving needs and desires of creators, positioning your brand at the forefront of innovation.

## 22. BEYOND BOUNDARIES:

Showcase creators using your brand's products to break through societal and cultural boundaries, promoting diversity in creativity.

## 23. CREATIVE CONNECTIONS:

Run a campaign that fosters collaboration between creators, encouraging them to share insights and tips to elevate each other's work.

## 24. THE CREATOR'S INSPIRATION BOARD:

Feature a series of ads that showcase the diverse inspirations that fuel creativity, curated from creators across various disciplines.

## 25. THE ART OF CREATIVITY:

Create a visually immersive ad campaign that portrays the artistic essence of your brand and how it intertwines with the creator's journey.

## 26. BRINGING DREAMS TO LIFE:

Feature real customer stories of how your brand's products have helped them turn their creative visions into reality.

## 27. THE VIRTUAL CREATOR'S SUMMIT:

Host a virtual summit or conference that brings together creators, influencers, and industry experts to share insights and celebrate creativity.

## 28. THE CREATOR'S MANIFESTO:

Launch a campaign centered around a manifesto that celebrates the spirit of creators and the transformative power of creativity.

# USP

## 2.8 Unique and original:

Products and services under Creator archetype should be distinctive and stand out from the crowd. Offer a new or different perspective on an existing product or service, or they create entirely new and original utility feature or product line.

### High quality:

Products and services should be well-crafted and of high quality. They should showcase superior craftsmanship, attention to detail, and innovative design.

### Personalization:

Offer personalization options that allow customers to make them their own. This could include customizable features, personalized packaging or branding, or the ability to tailor the product or service to the customer's unique needs and preferences.

### Cutting-edge technology:

Incorporate latest technology and digital innovations to enhance their functionality and appeal.

### Innovation:

Should be innovative and pushing boundaries. They should be forward-thinking and visionary, and offer a new or different approach to a familiar product or service.

Embody  
your  
CREATOR  
Personality

In Product  
Building

& in  
Campaign  
Building

USP

brandbusinessboundless.com

# Favored USPs of Creators'

## 1. Innovative Design:

Products feature unique and original designs that stand out in the market.

## 2. Customizable Options:

Customers can personalize aspects of the product to suit their preferences.

## 3. Handcrafted Artistry:

Each product is carefully made by skilled artisans.

## 4. Sustainable Materials:

Products are made using environmentally responsible materials.

## 5. Limited Edition Releases:

Only a small number of each product is produced, increasing exclusivity.

## 6. Personalized Products:

Products can be tailored to individual specifications.

## 7. Multi-functional Features:

The product serves multiple purposes or functions.

## 8. High-Quality Craftsmanship:

Superior materials and construction ensure durability and excellence.

USP

USP

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# Favored USPs of Creators'

## 9. Signature Aesthetics:

A recognizable and consistent design style defines the product.

## 10. Cutting-edge Technology Integration:

Advanced technology is embedded in the product to enhance functionality.

## 11. Upcycled Materials:

Products are crafted from repurposed or recycled components.

## 12. Fusion of Art and Functionality:

Products combine aesthetic appeal with practical use.

## 13. Limited Production Runs:

Quantity-controlled production ensures rarity and exclusivity.

## 14. Custom Commission Services:

Customers can order fully bespoke products designed to their specifications.

USP

USP

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# Internal Communication

## 2.9

### A) WITH TEAM & EMPLOYEES:

1. Foster a creative and collaborative work environment that encourages innovation, exploration, and personal growth.
2. Provide regular opportunities for team members to express their ideas and contribute to creative projects.
3. Recognize and appreciate individual and team achievements, celebrating the creative contributions of employees.
4. Encourage open communication and feedback, allowing team members to share their thoughts and perspectives freely.
5. Offer professional development and training programs that nurture creativity and enhance skills.

# Internal Communication

## B) WITH LEADERSHIP:

1. Lead by example, demonstrating a strong commitment to creativity, innovation, and a growth mindset.
2. Encourage and support new ideas and creative approaches from team members, fostering a culture of innovation.
3. Communicate the vision and mission of the brand in a way that inspires and motivates the team to embrace their creativity.
4. Provide clear and constructive feedback to help employees develop their creative abilities and reach their full potential.
5. Create opportunities for leaders to engage with employees and understand their creative needs and aspirations.

# Internal Communication

## C) WITH INVESTORS:

1. Clearly communicate the brand's creative vision, unique value proposition, and growth potential to investors.
2. Showcase successful creative projects and initiatives that demonstrate the brand's ability to innovate and capture market attention.
3. Provide transparent and accurate financial information to build trust and confidence in the brand's financial performance.
4. Highlight the market demand for creative products/services and the brand's strategic positioning within the industry.
5. Articulate the brand's long-term creative strategy and how it aligns with market trends and customer needs, showcasing the potential for future growth and profitability.

## A) WITH CUSTOMERS:

1. Highlight the unique value and creativity of your products/services, emphasizing how they can enhance customers' lives and inspire their own creativity.
2. Use storytelling to create emotional connections with customers, sharing the brand's creative journey and the stories behind its products/services.
3. Engage with customers through interactive and personalized experiences, such as contests, user-generated content campaigns, or creative challenges.
4. Provide exceptional customer service that reflects the brand's commitment to creativity, addressing customer inquiries and feedback promptly and creatively.
5. Regularly communicate with customers through various channels, sharing updates, new releases, and creative inspiration that align with their interests and needs.

# External Communication

## B) WITH SUPPLIERS, VENDORS:

1. Clearly communicate the brand's creative expectations and requirements, establishing a collaborative and mutually beneficial relationship.
2. Foster open and transparent communication to ensure that suppliers and vendors understand the brand's creative vision and values.
3. Recognize and appreciate the creativity and craftsmanship of suppliers and vendors, acknowledging their contributions to the brand's success.
4. Provide timely and constructive feedback to help suppliers and vendors continuously improve and deliver high-quality creative products/services.
5. Establish long-term partnerships based on shared creative values, trust, and a commitment to mutual growth and success.

# External Communication

## C) WITH COLLABORATORS, PARTNERS:

1. Seek collaborations and partnerships with individuals or brands that align with the brand's creative values and complement its offerings.
2. Communicate the shared creative vision and goals, exploring opportunities for joint creative projects or initiatives.
3. Foster a collaborative and inclusive environment that encourages the exchange of ideas and sparks creativity.
4. Respect and value the expertise and creative contributions of collaborators and partners, giving them credit and recognition for their work.
5. Maintain open and effective communication channels to ensure smooth coordination and successful execution of creative projects.

# External Communication

## D) WITH OUTSIDE STAKEHOLDERS:

1. Develop clear and consistent messaging that reflects the brand's creative values and resonates with the target audience and external stakeholders.
2. Share the brand's creative achievements, projects, and impact, demonstrating its contribution to the creative industry or community.
3. Engage in active and transparent communication with external stakeholders, addressing their concerns, inquiries, and feedback creatively and professionally.
4. Build strong relationships with key external stakeholders through networking events, industry collaborations, and thought leadership initiatives.
5. Continuously monitor and adapt to external trends, market changes, and stakeholder expectations to stay relevant and maintain a competitive edge.

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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