

jester archetype



BRAND
DOMINATION

Jester archetype, a personality bursting with humor, playfulness, and irreverence. This brand is like a whimsical performer, always ready to whisk you away to a world of laughter and lightheartedness. They possess a special talent for bringing joy into the lives of others, effortlessly weaving entertainment into every aspect of their existence. These Jester brands are fearless in their pursuit of merriment. They take daring risks, using their boundless creativity to entertain their audience. Their wit knows no bounds, as they fearlessly poke fun at themselves and others, transforming ordinary moments into extraordinary spectacles.

The Jester archetype is a beacon of joy and laughter, reminding us that life should not always be an overly serious affair. It invites us to embrace the power of humor, a formidable force that has the remarkable ability to unite people and uplift spirits. Brands that embrace the Jester archetype are known for their whimsy and charm, seen as unconventional, quirky, and delightfully offbeat. In a world that can sometimes feel heavy and burdensome, the Jester archetype brand is a welcome respite.

They whisk us away from our worries and invite us to dance in the playground of mirth by being a mischievous enchantress, wielding the magic of humor and transport us to a world where giggles reign supreme.

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 of business. 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 JESTER ARCHETYPE TO DERIVE FROM -

Heart of Jester

To create entertaining and engaging experiences that inspire imagination and playfulness.

To spread laughter and positivity, making the world a happier place.

To surprise and delight our customers with unexpected and amusing experiences.

To bring levity to serious topics and provide a fresh perspective on important issues.

Jester Facilitates

Surprising

Entertaining

Interactiveness

Adaptability

Shareability

Creativity

Community

Whimsy

Humor

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 JESTER ARCHETYPE TO CHOOSE FROM -

Spreading joy and laughter

Creating memorable and entertaining experiences

Breaking down barriers and fostering inclusivity through humor

Providing relief from stress and tension

Using wit and comedy to challenge prejudice and promote tolerance.

Instigating positive change through satire and wit

Bringing levity and balance to serious or heavy topics

Vision Statement

1.3

Top 3 values of ANY Brand is made up of -

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

Values

Dominating Principles of your Archetype to shape your value statements

Joyful

Quirky

Charismatic

Memorable

Humorous

Playful

Core Product attributes of your Brand Archetype

Creative

Witty

Lighthearted

Captivating

Entertaining

Dynamic

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 JESTER PERSONA

They are:

Playful: Jester brands have a light-hearted and fun-loving nature, embracing humor and playfulness in their approach.

Energetic: They exude high energy and enthusiasm, bringing excitement and liveliness to everything they do.

Creative: Jester brands are known for their imaginative and innovative thinking, constantly seeking new ways to surprise and delight.

Spontaneous: They thrive on spontaneity and unpredictability, often surprising others with unexpected twists and turns.

Witty: Jester brands possess a quick wit and clever sense of humor, effortlessly bringing laughter and amusement to others.

Irreverent: They challenge conventions and norms, often poking fun at traditions and authority in a lighthearted and non-threatening way.

Engaging: They excel at capturing attention and engaging their audience, captivating them with entertaining and interactive experiences.

Approachable: Jester brands have a warm and friendly demeanor, making others feel comfortable and at ease in their presence.

Nature of your Personality

THE JESTER PERSONA

They are:

Empathetic: They have a strong sense of empathy, understanding the emotions and needs of others and using humor to connect on a deeper level.

Inclusive: Jester brands create an inclusive environment where everyone feels welcome and accepted, regardless of their background or identity.

Disarming: They have a disarming presence that puts others at ease, making it easier for people to open up and engage in conversations.

Charismatic: They possess a magnetic charm that attracts others and inspires loyalty and admiration.

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 Jester Archetype, it is crucial to evoke emotions of -

- Of joy and laughter.
- Of surprise and wonder.
- Of amusement and delight.
- Of excitement and anticipation.
- Of light-heartedness and playfulness.
- Of relaxation and escapism.
- Of celebration and festivity.
- Of spontaneity and unpredictability.
- Of satire and social commentary.
- Of positive energy and upliftment.

1.6 know your customers

& APPEAL TO THEIR BUYING TENDENCIES



Jester's Buyers Are -

Young adults: Young adults are often drawn to brands that offer fun and unique experiences. To appeal to their logic, you should emphasize the entertainment and social aspects of your products or services.

Adventure seekers: Customers who are adventurous and enjoy trying new things are drawn to Jester brands that offer unexpected surprises or unconventional experiences. You should highlight the unique and unconventional nature of your products or services.

Creative types: Customers who value creativity are drawn to Jester brands that offer unique and creative experiences. Emphasize creative and the unique value you offer compared to other brands.

Busy professionals: Busy professionals who want to take a break from their stressful work lives are also drawn to Jester brands that offer an opportunity to unwind and have fun. You should emphasize the stress-reducing benefits of your products or services, such as relaxation or entertainment.

Social butterflies: Customers who enjoy socializing and being around others are drawn to Jester brands that offer a social or community aspect. Emphasize the social benefits of your products or services.

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 Interiors:** The retail space should have vibrant and eclectic interiors, with bold colors, playful patterns, and quirky decor elements like oversized props or whimsical signage. Use unconventional display fixtures and lighting to create a sense of fun and excitement.
- **Product Aesthetic:** Products should have eye-catching designs with playful shapes, unconventional packaging, and humorous branding elements. Incorporate unexpected details and surprises that reflect the brand's playful personality.

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:** Play upbeat and energetic music with a mix of genres like pop, funk, or electronic dance music to create a lively atmosphere in the retail space. For office spaces or social media content, incorporate playful sound effects or humorous jingles that reflect the brand's personality.
- **Advertisement Jingles:** Create catchy and humorous jingles that are memorable and reflect the brand's playful tone. Use quirky lyrics and upbeat melodies to capture attention and leave a lasting impression.

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 Texture:** Use tactile materials like textured paper or embossed finishes for packaging to create a sensory experience that engages customers' sense of touch. Add interactive elements like pull tabs or pop-up features to make opening the packaging a fun and enjoyable experience.
- **Digital Interactions:** Incorporate playful animations and interactive elements into digital interfaces, such as touch-sensitive buttons or swipe gestures, to create a tactile experience that encourages engagement and exploration.

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.

- **Signature Scent:** Infuse the retail space with a signature scent that evokes a sense of playfulness and joy. Consider using fruity or floral scents with a hint of sweetness to create a welcoming and uplifting atmosphere. Incorporate the same scent into product packaging or marketing materials to reinforce brand consistency across touchpoints.

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

1. **Clown:**

- Unmatched comedic timing and physical humor
- Ability to connect with audiences of all ages
- Master of improvisation and audience engagement

2. **Entertainer:**

- Captivating stage presence and charisma
- Ability to create immersive experiences
- Expert storyteller and captivating storyteller

3. **Provocateur:**

- Expert in satire, sarcasm, and clever wordplay
- Ability to stimulate critical thinking and provoke thought-provoking discussions
- Unconventional and bold approach to addressing social and political issues

4. **Shapeshifter:**

- Versatility in adapting to different roles
- Seamless transition between various genres
- Flexibility in engaging different target audiences and demograph

WORDS & PHRASES



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

1. Fun: Words that convey a sense of enjoyment and lightheartedness.
2. Playful: Language that is whimsical, carefree, and not taking itself too seriously.
3. Humorous: Incorporate words that are witty, silly, and playful.
4. Creative: Jester brands tend to be creative and innovative, so the Brand Voice should reflect this with words that convey a sense of originality, imagination, and innovation.
5. Bold: Incorporate words that convey a sense of boldness, daring, and non-conformity.
6. Authentic: Use language that is honest, transparent, and real.
7. Unexpected: Jester brands often incorporate surprises and unexpected elements into its messaging, so your Brand Voice should use words that convey a sense of surprise, excitement, and delight.



DON'Ts

1. Avoid using humor or language that could be interpreted as mean-spirited, hurtful, or offensive to any individual or group.
2. Do not rely solely on humor and playfulness at the expense of clarity and accuracy in messaging.
3. Avoid using language or visuals that could be perceived as unprofessional or disrespectful to the customer.
4. Do not use humor to deflect or avoid addressing serious issues or concerns raised by customers.
5. Avoid using humor or playfulness in a way that detracts from the quality or effectiveness of the product or service.
6. Do not make promises or commitments that the brand cannot deliver on, even in a playful or humorous manner.

1.10

OVERALL VISUAL



MESSAGING



As
unique
as you

1. **Bold colors:** The use of bold and bright colors can capture the attention of customers and convey a sense of fun and playfulness.
2. **Humorous imagery:** Imagery that is humorous or quirky can help the brand stand out and create a connection with its audience. The imagery should be light-hearted and not take itself too seriously.
3. **Unique design:** The Jester archetype is all about being unconventional and doing things differently. Your brand's visual messaging should reflect this by using unique design elements that are memorable and stand out from the crowd.
4. **Unexpected surprises:** Jester brands should embrace surprises and unexpected twists. Visual messaging that includes hidden jokes or unexpected elements can create a sense of delight and surprise in the customer's mind.
5. **Playful typography:** Typography can be used to convey a sense of playfulness and fun. Using playful fonts or unique lettering can help the brand's visual messaging stand out and capture the customer's attention.

Visuals

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

Look Theme - Based on Avatar of your Brand Archetype

Feel Theme - Based on Temperament of your Brand Vibe

AVATARS OF JESTER

1. CLOWN:

- Fun and colorful visuals
- Playful patterns and shapes
- Balloons, confetti, and circus-inspired elements
- Bold typography with a touch of humor

2. ENTERTAINER:

- Dynamic and energetic visuals
- Stage lights and spotlights
- Glamorous and flashy designs
- Music notes and instruments
- Sleek and modern typography with a touch of glamour

3. PROVOCATEUR:

- Edgy and bold visuals
- Graffiti-style art and street culture elements
- Dark and contrasting colors
- Distorted and unconventional shapes
- Typography with an attitude and rebellious vibe

4. SHAPESHIFTER:

- Abstract and surreal visuals
- Illusions and optical effects
- Metamorphosing shapes and patterns
- Soft and dreamlike color schemes
- Fluid and versatile typography with unexpected arrangements



Of JESTER archetype

MUST DEPICT

1. Playful and creative design: The design should be colorful, playful, and engaging, with unique and unexpected design elements that capture the attention of the customer.
2. Humorous and engaging copy: The website copy should be lighthearted, humorous, and engaging, with a focus on creating a fun and entertaining customer experience. It should use humor and wit to convey the unique features and benefits of the product or service in a memorable and entertaining way.
3. Interactive and engaging features: To keep the customer engaged and entertained, have interactive and engaging features, such as games, quizzes, or interactive product demonstrations. These features should be designed to create a fun and playful experience for the customer, while also highlighting the unique features of the product or service.
4. User-generated content: To showcase the fun and engaging experiences that customers have with the product or service, incorporate user-generated content, such as customer reviews, photos, or videos. This content should be displayed prominently on the website to highlight the unique benefits and experiences that the product or service provides.
5. Easy and intuitive navigation: While the website should be playful & engaging, it should also be easy & intuitive to navigate. Customers should be able to find the information

WEBSITE LAYOUT:

- Design a fun and whimsical layout that reflects the playful and entertaining nature of the "Jester" archetype.
- Use a vibrant and energetic color palette that grabs attention and conveys a sense of humor.
- Incorporate playful design elements, such as animations, quirky illustrations, or interactive features.
- Ensure the website navigation is intuitive and easy to use, allowing visitors to explore with a sense of joy.

CONTENT:

- Craft humorous and lighthearted content that brings a smile to the faces of your audience.
- Use witty and clever language that showcases the "Jester" archetype's sense of humor and spontaneity.
- Integrate jokes, puns, or funny anecdotes that align with your brand's personality.
- Highlight the entertaining and joyful aspects of your products or services.

OTHER MUST-HAVES:

- Feature an "About Us" page that tells the story of your brand's journey with a humorous twist.
- Include a blog or video content section with entertaining and shareable content related to your niche.
- Integrate social media sharing buttons to encourage visitors to spread the laughter.
- Offer interactive elements or games that engage visitors and keep them entertained.
- Provide excellent customer support with a touch of humor and lightheartedness.

TYPES OF logo

UNDER JESTER & WHY THEY ARE EFFECTIVE

Cartoon logos: Cartoon logos are often used by the Jester brand archetype because they are playful, fun, and can convey a sense of humor. They are often colorful and feature exaggerated features or expressions that add to the overall sense of whimsy and playfulness.

Wordmark logos: Wordmark logos are simple, text-based logos that often use playful or quirky fonts to convey the brand's personality. They are easy to read and can be customized to fit the brand's unique voice and tone.

Mascot logos: Mascot logos feature a character or figure that represents the brand. They can be used to create a sense of personality and help customers relate to the brand on a more personal level. Mascot logos can be cartoonish, playful, or whimsical, depending on the brand's preferences.

Emblem logos: Emblem logos feature a symbol or design within a shape, often a circle or shield. They convey a sense of tradition or history while still being playful and fun, showcasing they are bringing joy with whimsical products for generations.



INNOVATE IN HUMOR AND ENTERTAINMENT:

Jester brands should continuously innovate in their use of humor and entertainment. This can involve exploring new comedic styles, experimenting with interactive experiences, or incorporating emerging technologies to enhance the overall entertainment value.

CONDUCT AUDIENCE RESEARCH AND FEEDBACK:

Jester brands should actively seek feedback from their audience to better understand their preferences and expectations. Through surveys, focus groups, or social media interactions, you can gather insights to ensure they continue to meet the needs of their target market.

MITIGATE REPUTATIONAL RISKS:

Jesters should carefully consider the potential impact of their humor to avoid offending or alienating segments of their audience. By conducting thorough reviews and testing, and maintaining sensitivity to cultural, social, and political contexts, you can minimize reputational risks and maintain a positive brand image.

Strategies

STAY TRUE TO BRAND ESSENCE:

Jesters should remain authentic to their brand essence while embracing innovation and growth. By staying true to your core values of fun, lightheartedness, and humor, you can continue to build trust and loyalty among their audience, even as you evolve and adapt to new opportunities.

RELATABILITY AND SELF-MOCKERY:

You can foster genuine connections by embracing self-deprecating humor and creating relatable content. By being self-aware and not taking yourselves too seriously, acknowledging your own flaws or poking fun at common experiences, you can create a sense of camaraderie and authenticity that resonates with their audience seeking genuine experiences.

MEMORABLE BRAND EXPERIENCES:

Strive to create memorable brand experiences that reflect mischievous and light-hearted nature. This can involve hosting unconventional events, organizing surprise pop-up activations, or implementing interactive elements that encourage audience participation and create a sense of excitement and anticipation.

Strategies

CREATE A VIRAL MARKETING CAMPAIGN:

Consider creating a funny or entertaining video or social media post that showcases the unique features of the product or service, and encourages customers to share it with their friends.

HOST A PLAYFUL EVENT OR POP-UP SHOP:

To showcase the playful and creative elements of the product or service, consider hosting a playful event or pop-up shop. This could involve setting up interactive installations or activities that allow customers to experience the product or service in a fun and engaging way.

OFFER A LIMITED-EDITION OR EXCLUSIVE PRODUCT:

To create a sense of exclusivity and excitement around the product or service, consider offering a limited-edition or exclusive version. This could involve adding unique design elements or offering a special experience that is only available to a select group of customers.

COLLABORATE WITH COMEDIC TALENTS:

Collaborate with comedic talents, influencers, or content creators who align with your brand values. By leveraging the expertise and reach of these individuals, you can amplify your message and tap into existing fan bases that appreciate humor and unconventional approaches

Strategies

COLLABORATE WITH A WELL-KNOWN COMEDIAN OR PERSONALITY:

To leverage the humor and entertainment aspects of the Jester brand archetype, consider collaborating with a well-known comedian or personality. This could involve having them promote the product or service on social media or creating a video or commercial featuring them.

CREATE A SOCIAL MEDIA CHALLENGE OR GAME:

To engage customers and create buzz around the product or service, consider creating a social media challenge or game. This could involve creating a fun and playful challenge that encourages customers to share their experiences with the product or service on social media, with the chance to win a prize or exclusive access.

USE HUMOR IN YOUR ADVERTISING:

To showcase the playful and humorous personality of the Jester brand archetype, consider using humor in your advertising. This could involve creating funny or tongue-in-cheek ads that showcase the unique features of the product or service in a memorable and entertaining way.

Strategies

AUDIENCE ENGAGEMENT:

Prioritize audience engagement and interaction. By actively involving audience in comedic endeavors, such as through interactive performances, online games, or social media challenges, you can create a sense of shared excitement and build a loyal and enthusiastic following.

IMPROVISATION AND ADAPTABILITY:

Embrace improvisation and adaptability as key traits. By being able to find comedic gems in unforeseen circumstances or unexpected situations, you can create memorable and unique experiences that resonate with your audience.

SOCIAL IMPACT:

Support charitable causes or initiatives that bring joy to underserved communities or those facing adversity. Use the brand's influence and resources to spread laughter, happiness, and positivity in the world.

CREATING BUZZ AND ANTICIPATION:

Jester brands can cultivate a sense of buzz and anticipation around their brand by teasing upcoming initiatives, launches, or events. By strategically releasing cryptic messages or hints, they can generate curiosity and excitement among your audience, fueling eager anticipation for what's to come.

ENHANCED CUSTOMER SATISFACTION:

Jester brands prioritize customer satisfaction by ensuring that every interaction is infused with delightful charm. By going above and beyond to create enjoyable experiences, you leave customers feeling valued, appreciated, and eager to return.

HUMOROUS COPYWRITING:

Infuse verbal expression with clever and witty language to create a sense of irreverent delight. Using puns, wordplay, sarcasm, and humor in copywriting can engage the audience, evoke laughter, and enhance your brand's overall personality.

SHAREABLE SOCIAL MEDIA CAPTIONING:

Crafting clever and relatable captions can spark conversations, encourage sharing, and build a strong online community.

VIDEO CONTENT:

Creating entertaining and humorous videos, such as skits, animations, or behind-the-scenes glimpses, can strengthen your brand's identity, engage the audience, and foster a sense of connection and enjoyment.

IMPROVING WORKPLACE CULTURE:

Introducing elements of fun-loving and lightheartedness in the workplace can enhance employee satisfaction and productivity. Encouraging humor, organizing team-building activities, and celebrating achievements can foster a positive and enjoyable work environment.

EMPOWER AUDIENCE PARTICIPATION:

Empower your audience to actively participate in the brand experience. This can include user-generated content campaigns, contests, or challenges that encourage customers to showcase their own humor and playfulness, fostering a sense of community and engagement.

SURPRISE AND DELIGHT:

Jester brands can surprise and delight their audience through unexpected gestures or rewards. This can involve sending personalized messages, offering exclusive discounts or perks, unexpected gifts, humorous Easter eggs, or playful interactions throughout the customer journey, or organizing spontaneous giveaways to create a sense of excitement and anticipation among your 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. Clown:

Our product brings joy and laughter to people's lives, just like a clown's entertaining performance.

Experience the whimsical and playful nature of our service, designed to brighten your day like a clown's antics.

2. Entertainer:

Get ready to be amazed and entertained by our product, designed to captivate and engage you like a professional entertainer.

Our service is like having a personal entertainer at your fingertips, providing endless fun and excitement.

3. Provocateur:

Challenge the status quo with our product, as it dares to question norms and push boundaries like a provocative artist.

Experience a service that ignites conversations, sparks curiosity, and challenges conventional thinking, just like a provocative performer.

4. Shapeshifter:

Our product adapts and evolves to meet your changing needs, just like a shapeshifter who can take on various forms.

Experience the versatility and flexibility of our service, designed to transform and adapt to your unique preferences like a shapeshifter.

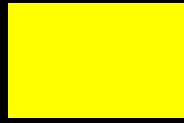
Product Description

DOMINANT COLOURS

CLOWN

Vibrant
Red

#FF0000

Sunny
Yellow

#FFFF00

Playful
Blue

#00BFFF

Bright
Orange

#FFA500

Whimsical
Purple

#800080

ENTERTAINER

Sparkling
Gold

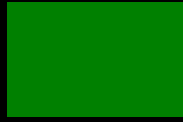
#FFD700

Pink
Electric

#FF1493

Dazzling
Silver

#C0C0C0

Festive
Green

#008000

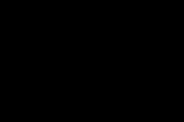
Radiant
Turquoise

#00CED1

PROVOCATEUR

Fiery
Red

#FF4500

Bold
Black

#000000

Intense
Purple

#8A2BE2

Mysterious
Green

#228B22

Sultry
Magenta

#FF00FF

SHAPESHIFTER

Enigmatic
Gray

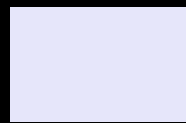
#808080

Mystical
Teal

#008080

Chameleon
Green

#99CC00

Ethereal
Lavender

#E6E6FA

Transformative
Turquoise

#40E0D0

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 playful and whimsical fonts to reflect the Jester's fun and lighthearted nature.
- Opt for bold and attention-grabbing typefaces that stand out and convey a sense of confidence.
- Experiment with creative typography, such as letters with decorative elements or playful shapes.

Sub Headings:

- Choose fonts that complement the large headings while maintaining readability.
- Consider using slightly smaller and less bold fonts to create a visual hierarchy on the page.
- Use font styles that convey a sense of movement or dynamic energy.

Paragraphs:

- Prioritize readability and legibility for paragraphs, ensuring the font is easy on the eyes.
- Opt for a balanced and neutral font for the main body text to contrast with the more expressive headings.
- Avoid overly ornate or intricate fonts that may distract from the content.

Style of the Archetype

Large Headings:

- Font Style: Comic Sans, Amatic SC, Bangers, Chicle, or Baloo.
- Decorative Elements: Use exaggerated serifs or add playful symbols to certain letters.

Sub Headings:

- Font Style: Lobster, Fredoka One, Poppins, or Anton.
- Font Attributes: Slightly smaller size compared to large headings, with varying weights for visual interest.

Paragraphs:

- Font Style: Open Sans, Montserrat, Lato, or Quicksand.
- Font Attributes: Regular or light weight for easy readability, with a slight increase in letter spacing for a more relaxed feel.

General Examples of the Archetype for References

a. Large Headings:

- Playful Me
- Boogaloo
- Bungee Shade
- Chewy
- Lobster
- Pacifico
- Unkempt
- Lemon Tuesday

b. Sub-Headings:

- Fredoka One
- Luckiest Guy
- Press Start 2P
- Frijole
- Comic Neue
- Architects Daughter
- Sigmar One
- Monoton

c. Paragraphs:

- Raleway
- Lato
- Open Sans
- Montserrat
- Roboto
- Nunito Sans
- Quicksand
- Source Sans Pro

Please note this is not a 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

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. JESTER'S HAPPY HOUR:

Run a happy hour promotion with special discounts or freebies, encouraging customers to indulge in Jester-like revelry and fun.

2. THE JESTER CHALLENGE:

Launch a user-generated content challenge where followers showcase their funniest and most creative moments, featuring the best entries in ad campaigns.

3. JESTER'S SURPRISE GIVEAWAYS:

Organize surprise giveaways, sharing playful hints and riddles leading to hidden prizes, creating excitement and engagement.

4. JESTER'S PRODUCT IMPROVEMENTS:

Introduce a new and improved version of a popular product with a playful twist, highlighting the fun upgrades.

5. JESTER'S DANCE-OFF:

Host a virtual dance-off competition, inviting participants to show off their funniest and most entertaining dance moves, showcasing the winners in ads.

6. JESTER'S COMEDY CLUB:

Collaborate with comedians to host a virtual comedy club event, offering a night of laughter and entertainment with your brand as the sponsor.

7. JESTER'S BIRTHDAY BASH:

Celebrate your brand's anniversary or milestone with a playful birthday bash, featuring special promotions and surprises for customers.

8. JESTER'S TRICKSTER TALES:

Share fun and humorous stories that align with your brand's persona, keeping followers entertained and engaged.

9. JESTER'S HOLIDAY PRANKS:

Run a light-hearted April Fools' Day or holiday prank campaign, sharing funny and harmless pranks related to your products or services.

10. JESTER'S RANDOM ACTS OF KINDNESS:

Surprise and delight customers with random acts of kindness, such as sending personalized messages or small gifts, capturing their reactions in ads.

11. JESTER'S GIFTING GUIDE:

Create a playful and humorous gift guide for various occasions, showcasing your brand's products as unique and fun gift ideas.

12. JESTER'S PET PARADE:

Encourage customers to share funny and adorable pet moments, featuring the best entries in a Jester's Pet Parade ad campaign.

13. JESTER'S TIKTOK TAKEOVER:

Collaborate with popular social-media creators to host a Jester-themed takeover, creating entertaining and engaging content that aligns with your brand's personality.

14. JESTER'S QUIRKINESS UNLEASHED:

Encourage customers to share their quirky habits or unique experiences, celebrating individuality and embracing the Jester spirit.

15. JESTER'S THROWBACK CHALLENGE:

Host a throwback challenge where followers share funny and memorable moments from their past, connecting the past with present-day humor.

16. JESTER'S VIRTUAL GAME NIGHT:

Organize a virtual game night with interactive games, quizzes, and challenges, offering exciting prizes and featuring the event in ads.

17. JESTER'S KIDS' CORNER:

Create a campaign highlighting family-friendly content and activities, capturing the joy and laughter of kids engaging with your brand.

18. JESTER'S WITTY CAPTIONS:

Launch a contest for followers to submit witty captions for your brand's visuals, showcasing the best entries in your ad campaigns.

19. JESTER'S CHARITABLE MERRIMENT:

Partner with a charitable organization to run a fundraising campaign with a playful twist, spreading joy and laughter while supporting a good cause.

20. JESTER'S DIY CRAZINESS:

Share fun and easy DIY projects or craft ideas related to your brand, encouraging followers to embrace creativity and share their results.

21. JESTER'S CUSTOMER SPOTLIGHT:

Feature customers sharing funny and heartwarming stories related to your brand, amplifying their experiences in ad campaigns.

22. JESTER'S VIRTUAL COSTUME PARTY:

Host a virtual costume party with themed challenges and prizes, encouraging customers to dress up and join the festivities.

23. JESTER'S PUN-TASTIC COMPETITION:

Run a pun-themed competition, inviting participants to share their best and most creative puns, featuring the winners in your ads.

24. JESTER'S SELFIE SPECTACULAR:

Encourage followers to take humorous selfies or boomerangs with your brand's products, creating a collection of entertaining visuals for ad campaigns.

25. JESTER'S KARAOKE KRAZE:

Host a virtual karaoke competition, where participants sing their favorite funny and lighthearted songs, showcasing the most entertaining performances.

26. JESTER'S STORYTELLING SHOWDOWN:

Invite followers to participate in a storytelling competition, where they narrate funny anecdotes or imaginative tales, featuring the winners in ads.

27. JESTER'S VIRTUAL MAGIC SHOW:

Collaborate with magicians to host a virtual magic show event, showcasing your brand's products in fun and surprising ways.

28. JESTER'S PRODUCT PERSONIFICATION:

Bring your products to life by personifying them in playful and humorous ways, using animated characters or playful sketches in your ad campaigns.

2.8

Entertainment: Entertaining unique, surprising, or unexpected experiences that are designed to be fun and engaging.

Humor: Products and services with some level of humor or playfulness in their design, marketing, or messaging.

Creativity: Designed with a focus on originality, imagination, and innovation.

Boldness: Unconventional materials, designs, or approaches that stand out from the crowd.

Surprise: Incorporating hidden surprises or interactive elements that add an element of surprise to the experience.

Embody
your
JESTER
Personality

In Product
Building

& in
Campaign
Building

USP

USP

brandbusinessboundless.com

Favored USPs of Jesters'

- Playful Design
- Quirky Features
- Unexpected Functionality
- Interactive User Experience
- Surprise Gifts or Bonuses
- Limited-Edition Collections
- Customization Options
- Multi-functional Products
- Novelty Gadgets
- Personalized Recommendations

USP

2.9 Internal Communication

COMMUNICATING WITH EMPLOYEES :

1. Foster a Fun and Creative Work Environment: Encourage a culture of creativity, humor, and open communication to inspire innovation and collaboration among team members.
2. Provide Regular Feedback and Recognition: Recognize and appreciate employees' contributions, celebrating their achievements and fostering a positive work environment.
3. Encourage Playfulness and Experimentation: Encourage employees to think outside the box, take risks, and embrace a playful mindset to foster a culture of innovation and continuous improvement.
4. Promote Work-Life Balance: Emphasize the importance of work-life balance, encouraging employees to take breaks, recharge, and find joy both inside and outside of work.

Internal Communication

COMMUNICATING WITH LEADERSHIP:

1. **Foster an Inclusive Environment:** Create a safe and inclusive space where diverse ideas and perspectives are valued, promoting a sense of belonging and camaraderie among team members.
2. **Support Employee Growth and Development:** Provide opportunities for skill development, learning, and growth, encouraging employees to explore new ideas and experiment in their roles.
3. **Maintain Transparent Communication:** Foster open and transparent communication channels with leadership, allowing employees to share feedback, ideas, and concerns freely.
4. **Embrace Flexibility and Adaptability:** Encourage leaders to be adaptable and flexible in their approach, allowing for agile decision-making and creativity in problem-solving.

Internal Communication

COMMUNICATING WITH INVESTORS

1. **Showcase Brand Differentiation:** Highlight the unique and entertaining aspects of the brand that set it apart from competitors, emphasizing the potential for growth and market disruption.
2. **Articulate Growth Strategy:** Clearly communicate the company's strategic direction, outlining how the Jester archetype plays a role in driving innovation, market expansion, and long-term success.
3. **Align Values and Vision:** Emphasize the shared values and vision between the company and potential investors, showcasing the potential for a mutually beneficial partnership.
4. **Showcase the Team's Expertise and Passion:** Highlight the expertise, passion, and creativity of the team behind the brand, demonstrating the company's ability to execute its plans and deliver results.

COMMUNICATING WITH CUSTOMERS:

1. Engage and Entertain: Use creative and entertaining messaging to engage customers and create memorable experiences that stand out from competitors.
2. Personalize Interactions: Tailor communication to individual customers, making them feel seen, valued, and understood, using humor and wit to connect on a personal level.
3. Provide Fun and Delightful Experiences: Create products, services, and experiences that bring joy, surprise, and laughter to customers, exceeding their expectations and creating a positive brand association.
4. Be Authentic and Transparent: Maintain transparency in communication, showcasing the brand's personality and values, while being genuine and honest with customers.
5. Encourage User-generated Content: Foster a community of engaged customers by encouraging them to share their experiences, stories, and user-generated content related to the brand.

External Communication

B) COMMUNICATING WITH SUPPLIERS AND VENDORS:

1. **Build Strong Relationships:** Foster open and collaborative relationships with suppliers and vendors, using humor and friendliness to create a positive and enjoyable working environment.
2. **Clear and Transparent Communication:** Ensure clear and open communication channels with suppliers and vendors, discussing expectations, requirements, and any changes with clarity and honesty.
3. **Foster Mutual Growth:** Demonstrate the potential for mutual growth and success, highlighting the collaborative opportunities and the unique value the partnership can bring.
4. **Recognize and Appreciate Contributions:** Show appreciation for suppliers and vendors' contributions, acknowledging their efforts and the value they bring to the brand's operations.
5. **Maintain Professionalism:** While adopting a playful and friendly approach, maintain professionalism and reliability in all interactions, ensuring commitments and agreements are honored.

External Communication

C) COMMUNICATING WITH COLLABORATORS AND PARTNERS:

1. Embrace Collaboration and Co-creation: Foster a spirit of collaboration and co-creation with partners, leveraging their expertise and ideas to develop innovative solutions and experiences.
2. Encourage Out-of-the-Box Thinking: Create a space where partners feel comfortable expressing unique ideas and perspectives, promoting a culture of creativity and innovation.
3. Communicate Shared Goals and Vision: Align on shared goals and a common vision, ensuring that all partners are working towards a common purpose and understanding.
4. Emphasize Mutual Benefits: Clearly communicate the benefits and value that collaboration brings to all parties involved, highlighting the potential for mutual success and growth.
5. Foster Trust and Respect: Build strong relationships based on trust, respect, and open communication, creating a supportive environment where partners feel valued and appreciated.

External Communication

D) COMMUNICATING WITH OUTSIDE STAKEHOLDERS:

1. **Demonstrate Brand Differentiation:** Clearly communicate the unique and entertaining aspects of the brand, showcasing how it stands out from competitors and offers something distinct in the market.
2. **Showcase Positive Impact:** Highlight the positive impact the brand has on society, the environment, or specific causes, emphasizing its contribution to making the world a better place.
3. **Engage in Social Media and Online Platforms:** Actively engage with stakeholders on social media and other online platforms, sharing entertaining and relevant content that sparks conversations and builds brand loyalty.
4. **Be Responsive and Accessible:** Maintain responsiveness to inquiries, feedback, and concerns from external stakeholders, demonstrating a commitment to customer satisfaction & open dialogue.
5. **Embrace Brand Advocacy:** Encourage and amplify brand advocacy by providing opportunities for customers and stakeholders to share their positive experiences and stories, turning them into brand ambassadors.

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

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

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

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