



innocent archetype



BRAND
DOMINATION

The Innocent brand archetype is like a ticket to a sinless land of Sincerity and Purity, that taps into one's longing for innocent curious wonder and unwavering childlike optimism, creating a brand persona that has a 'righteous and can do no wrong' identity. These brands or personalities instantly forge a connection with those fervently yearning for the blissful infusion of joy and purpose. They effortlessly exude trust, authenticity, and an unwavering dedication to the noble cause of creating a better world

They offer unadulterated & straightforward products & services, by sometimes igniting nostalgia or carefree jubilation, other times evoking an inner tranquility thereby establishing themselves as enduring and cherished choices within the hearts of their consumers.

The Innocent in it's own simplistic way assumes the roles of valiant rescuer in a world that is fraught with imperfections and shortcomings by providing harmonios, transparent, and unambiguous solutions hence satisfying audience's profound need for comfort, security, or an intoxicating longing for wistful nostalgia.

They meticulously instill unshakable sense of peace, hope and unwavering faith into their product as well as product message, thereby spreading fulfillment, frankness and faith wherever they go.

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 INNOCENT ARCHETYPE TO DERIVE FROM -

Heart of Innocent

To provide a haven of calm and tranquility amidst the chaos of the world.

To champion innocence and purity in the industry.

To deliver pure and authentic products that enhance well-being.

To create a safe and nurturing environment for our customers.

Innocent Facilitates

Joy

Purity

Trust

Authenticity

Reliability

Comfort

Delight

Inclusivity

Gentleness

Sincerity

Peace

Refreshment

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 INNOCENT ARCHETYPE TO CHOOSE FROM -

To foster trust and reliability

To promote optimism and hope

To bring a sense of serenity and peace

To encourage a positive outlook on life

To promote purity and simplicity

To provide comfort and safety

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

Purity

Harmony

Responsiveness

Safety

Trust

Sustainability

Core Product attributes of your Brand Archetype

Nurturing

Wholesome

Genuine

Reliable

Serene

Calming

Heartwarming

Clean

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 INNOCENT PERSONA

They are:

- **Optimistic:** They have a positive outlook on life and tend to see the best in every situation.
- **Pure-hearted:** They have a genuine and pure-hearted nature, often motivated by a desire to do good.
- **Hopeful:** They maintain a strong sense of hope, even in challenging circumstances.
- **Idealistic:** They hold high ideals and aspire to create a better world.
- **Sincere:** They are sincere and honest in their interactions, without hidden agendas or ulterior motives.
- **Faithful:** They are loyal and committed, often maintaining long-lasting relationships.
- **Nurturing:** They have a nurturing and caring nature, looking out for the well-being of others.
- **Gentle:** They exhibit a gentle and tender approach in their interactions, avoiding conflict and harm.
- **Innocent:** They possess an inherent innocence, often untouched by the harsh realities of the world.
- **Sensitive:** They are sensitive to the emotions and needs of others, showing empathy and compassion.
- **Ethical:** They have a strong sense of ethics and moral values, guiding their actions and decisions.
- **Trustworthy:** They are seen as trustworthy and reliable, as they never act with deceit or malice.

1.5

Storytelling is about evoking emotions

During brand storytelling on social media, ad campaigns, websites, or stakeholder stories, employee narratives, customer testimonials, or the brand's origin tale, each one must elicit emotions that align with the essence of your Brand Archetype & Vibe exclusively, always.

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

- Of joy and innocence.
- Of nostalgia and longing.
- Of wonder and awe.
- Of hope and optimism.
- Of purity and simplicity.
- Of trust and belief.
- Of warmth and comfort.
- Of dreams and aspirations.
- Of love and compassion.
- Of happiness and contentment.
- Of beauty and harmony.
- Of inspiration and creativity.
- Of serenity and peace.
- Of gratitude and appreciation.
- Of belonging and togetherness.



Brand Story

1.6

know your customers

& APPEAL TO THEIR BUYING TENDENCIES

Innocent's Buyers Are -



Idealists: Idealists are customers who value social responsibility, fairness, and justice. They are attracted to brands that embody these values and are committed to making a positive impact on the world. To appeal to the logic of idealists, focus on ethical and sustainable practices, highlighting commitment to social responsibility and fairness.

Nostalgics: Nostalgics are customers who value the past and seek out products and experiences that evoke a sense of nostalgia or childhood memories. To appeal to the logic of nostalgics, incorporate retro or vintage elements into its visual messaging and branding, such as old-fashioned packaging or vintage-inspired advertising.

Simplifiers: Simplifiers are customers who value simplicity and straightforwardness. They are attracted to brands that make their lives easier and more efficient. To appeal to the logic of simplifiers, focus on the simplicity and ease of use of products or services, emphasizing how they can help customers save time, effort, and resources.

CUSTOMERS

Visual Sensory Brand Experience :

Strategically employs colors, logos, and visual aesthetics in retail and office spaces, ensuring a consistent and memorable brand identity across diverse platforms and touchpoints.

- Retail Space/Shop/Office Interiors: The interiors should evoke a sense of purity, simplicity, and innocence. Opt for soft, gentle lighting that creates a warm and inviting atmosphere. Use clean lines, minimalistic décor, and light-colored furniture to create a sense of spaciousness and simplicity. Incorporate natural elements like plants or flowers to add a touch of freshness and innocence to the space.
- Product Aesthetic: Products should have a clean and simple design with soft curves and gentle lines. Use natural materials like wood, cotton, or organic fabrics to convey a sense of purity and innocence. Avoid clutter and overly complex designs, opting instead for understated elegance and simplicity.

Sensory Experience

Auditory Sensory Brand Experience:

Utilizes sound elements like jingles, music, and specific tones to create a distinctive auditory identity, fostering brand recognition and emotional connections.

- **Background Music:** Choose soft, soothing music with gentle melodies and uplifting tones. Instrumental music or soft acoustic tunes can create a calming and comforting atmosphere in retail spaces or office environments. For advertisement jingles or social media reels/posts, consider using cheerful and catchy tunes that evoke feelings of innocence and joy.

Sensory Experience

Tactile Sensory Brand Experience:

Focuses on touch by integrating textures, quality materials, and interactive interfaces, establishing a physical connection with the brand through products, packaging, and digital interactions.

- Packaging/Digital Interactions: Incorporate soft, tactile textures such as smooth matte finishes or soft-touch coatings on packaging materials or digital interfaces. Use high-quality materials that feel luxurious and comforting to the touch, reinforcing the brand's commitment to quality and innocence. Avoid sharp edges or rough textures that may detract from the overall sensory experience.

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.

- **Fragrance/Signature Scent:** Infuse the retail space or packaging with a light, fresh fragrance that evokes feelings of innocence and purity. Consider scents like clean linen, fresh flowers, or gentle citrus notes that create a sense of cleanliness and freshness. Use subtle diffusers or scented candles to gently scent the air, creating a subtle olfactory experience that enhances the overall sensory brand experience.

A strong positioning statement typically covers all the core elements—

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

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

This isn't a customer-facing marketing line.

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

Step 1 – Pick the Temperament of your Brand Vibe

- Use it to set the emotional promise

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

- Use it to shape voice and delivery style.

Step 3 – The Formula

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

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

1. Child:

- a) Playful and imaginative
- b) Innocent and pure-hearted
- c) Curious and open-minded
- d) Joyful and carefree
- e) Authentic and spontaneous

2. Dreamer:

- a) Creative and visionary
- b) Optimistic and hopeful
- c) Imaginative and dreamy
- d) Inspirational and aspirational
- e) Romantic and whimsical

3. Muse:

- a) Inspiring and captivating
- b) Elegant and graceful
- c) Enigmatic and mysterious
- d) Thought-provoking and introspective
- e) Expressive and artistic

4. Idealist:

- a) Ethical and principled
- b) Compassionate and empathetic
- c) Altruistic and selfless
- d) Driven by a sense of purpose
- e) Inspiring and motivating

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

Voice

1. Happy
2. Simple
3. Pure
4. Fresh
5. Innocent
6. Playful
7. Bright
8. Cheerful
9. Genuine
10. Honest
11. Authentic
12. Nostalgic
13. Trustworthy
14. Uplifting

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. Use aggressive or pushy sales tactics, as it conflicts with the innocent brand's gentle and friendly image.
2. Make exaggerated or false claims about the product or service, as this will damage the brand's credibility and trustworthiness.
3. Use insensitive language or humor that could be perceived as offensive or hurtful.
4. Ignore or dismiss customer feedback or concerns, as this will create a negative image of the brand and reduce customer loyalty.
5. Focus solely on profit and financial gains, ignoring the ethical and social responsibilities of the company.



OVERALL VISUAL MESSAGING



As
unique
as you

Playfulness: The Innocent archetype is associated with childlike wonder and playfulness. Visual messaging should reflect this by using bright colors, whimsical imagery, and playful fonts.

Simplicity: The archetype values simplicity and straightforwardness. Visual messaging should reflect this by using clear and concise messaging, minimalistic designs, and clean lines.

Purity: It is also associated with purity and cleanliness. So have your Visual messaging reflect this by using simple and natural imagery, such as clear skies, greenery, water & more of whites

Joy and Happiness: The Innocent archetype is associated with joy and happiness. Visual messaging should reflect this by using imagery that is uplifting and positive, such as smiling faces, sunflowers, or rainbows.

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 INNOCENT

Child:

1. Playful illustrations and cartoon characters
2. Bright and vibrant colors
3. Fun and whimsical fonts
4. Imaginative and creative imagery
5. Joyful and energetic visuals

Dreamer:

1. Ethereal and dream-like imagery
2. Soft and pastel colors
3. Flowing and delicate fonts
4. Surreal and abstract visuals
5. Imagery that evokes a sense of wonder and imagination

Muse:

1. Elegant and graceful visuals
2. Sophisticated and refined color palette
3. Clean and minimalist design
4. Classic and timeless fonts
5. Artistic and inspiring imagery

Idealist:

1. Clean and fresh visuals
2. Light and airy color palette
3. Simple and modern design elements
4. Clear and easy-to-read fonts
5. Imagery that promotes positivity, harmony, and optimism

2.1

INNOCENT archetype



WWW.THEWEBSITE.COM

MUST DEPICT

Simple and clean design: The website should have a simple, clean design that reflects the brand's values of simplicity and purity. This could include a minimalist color scheme, natural textures and imagery, and a focus on white space.

Clear and concise messaging: The messaging on the website should be clear, concise, and easy to understand, using language that emphasizes the brand's purpose and values. This could include a clear mission statement, descriptions of the product or service, and testimonials from satisfied customers.

Visual storytelling: The website should use visuals to tell a story that aligns with the Innocent brand archetype, such as imagery of nature, childhood memories, or simple pleasures. This could include photographs, videos, or illustrations that evoke a sense of joy and wonder.

User-friendly navigation: The website should be easy to navigate, with a clear and intuitive layout that allows customers to find what they are looking for quickly and easily. This could include a simple menu, clear calls-to-action, and a search function.

Personalization options: The website could offer personalization options that align with the Innocent brand archetype, such as the ability to customize a product with a personal message or select from a range of natural and eco-friendly materials.

WEBSITE LAYOUT:

- Create a clean, simple, and uncluttered design to evoke a sense of purity and naivety.
- Use soft and pastel colors to create a gentle and calming atmosphere.
- Incorporate playful and whimsical elements that appeal to the childlike nature of the innocent archetype.
- Implement a straightforward and intuitive navigation system to make the website easy to explore.
- Utilize rounded edges and gentle curves in design elements to add a sense of innocence & approachability.

CONTENT:

- Use heartwarming and uplifting storytelling to connect emotionally with visitors.
- Focus on the positive aspects of your brand, highlighting its sincerity and simplicity.
- Emphasize safety, security, and reliability in your messaging to appeal to innocent's desire for protection.
- Include testimonials or case studies that demonstrate how your brand has brought joy and positive experiences.

OTHER MUST-HAVES:

- Feature an "About Us" page that shares the humble beginnings and values of your brand.
- Showcase a gallery or visual representation of happy customers using your products or services.
- Include a FAQ section to address any concerns or doubts visitors may have.
- Offer a straightforward and transparent purchasing process, assuring customers of a hassle-free experience.
- Integrate social media links to encourage sharing of your brand's innocence and goodness.

TYPES OF

UNDER INNOCENT ARCHETYPE & WHY THEY ARE EFFECTIVE

HANDWRITTEN LOGOS:

Handwritten logos convey a sense of authenticity and sincerity, which aligns with the Innocent brand archetype's values. They also give a playful and approachable feel to the brand, making it feel more personal and relatable.

ILLUSTRATIVE LOGOS:

Illustrative logos often feature simple and whimsical illustrations of fruits, vegetables, or other natural elements, which emphasize the brand's natural and wholesome qualities. They also add a touch of playfulness and joy to the brand, making it feel more lively and engaging.

MINIMALIST LOGOS:

Minimalist logos use simple shapes and typography to create a clean and modern look, which aligns with the Innocent brand archetype's values of simplicity and purity. They also give the brand a sense of sophistication and elegance, making it feel more upscale and premium.

COLORFUL LOGOS:

Colorful logos use a vibrant and playful color palette to create a sense of joy and energy, which aligns with the Innocent brand archetype's values of playfulness and positivity. They also help the brand stand out and create a memorable visual identity, making it more recognizable and distinctive.



PARTNERSHIPS AND COLLABORATIONS

Businesses can seek out organizations or individuals that align with the Innocent archetype's values of sincerity, purity, and goodness, ensuring a cohesive and mutually beneficial partnership. By joining forces, you can amplify the impact and work together towards creating a safe and improved environment.

NOSTALGIA MARKETING

The Innocent archetype's association with wonder and simplistic perceptions of the world can be leveraged for nostalgia marketing. By evoking nostalgic emotions and memories, businesses can create a sense of comfort and familiarity, strengthening the bond between the brand and customers.

EMOTIONAL BRANDING:

Brands can leverage the Innocent archetype's desire for harmony and happiness to create emotional connections with their customers. By evoking feelings of safety, purity, and a worry-free environment in their branding and communication, companies can build a loyal customer base.

Strategies

CONSUMER ADVOCACY:

By identifying problems and finding creative ways to solve them, companies can contribute to creating a safer and improved environment.

Businesses can adopt the Innocent archetype's focus on the greater good to become advocates for consumer rights and wellbeing. By prioritizing customer satisfaction, safety, and fairness, companies can build trust and loyalty among their customer base.

DISCLOSE:

Build trust by being transparent about practices, sourcing, and manufacturing processes to reinforces the perception of reliability and goodness.

OFFER MAINTENANCE OPTIONS:

Provide maintenance options for your products or services, emphasizing longevity and sustainability. This demonstrates your commitment to creating lasting value and encourages customers to invest in quality, long-lasting solutions.

Strategies

ENGAGE THE COMMUNITY:

Foster a sense of community by involving customers in brand activities. Encourage user-generated content, such as testimonials, reviews, and social media posts featuring the brand's products. Organize contests, challenges, or giveaways that promote interaction and engagement, further building a loyal customer base.

SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY:

Communicate the brand's commitment to social responsibility and environmental sustainability. Share initiatives, such as charitable partnerships or eco-friendly packaging practices, that align with the Innocent archetype's values. This demonstrates the brand's dedication to creating a positive impact beyond its products.

SAMPLES AND DEMONSTRATIONS:

Offer samples or demonstrations of the products to allow customers to experience the purity and simplicity firsthand. This helps build trust and confidence in the brand's offerings, creating opportunities for customers to become advocates and share their positive experiences.

Strategies

CREATE A "BACK TO BASICS" CAMPAIGN:

Develop a marketing campaign that emphasizes the simplicity and purity of the product or service, using language and visuals that evoke a sense of nostalgia for simpler times.

HOST A "JOYFUL" EVENT:

Organize an event that celebrates the joy and positivity that the product or service brings to people's lives. This could be a community gathering, a charity event, or a social media campaign that encourages people to share their stories of how the product or service has brought them happiness.

USE SOCIAL MEDIA INFLUENCERS:

Collaborate with social media influencers who embody the Innocent brand archetype, such as lifestyle bloggers or wellness experts. These influencers can share their experiences with the product or service, reaching a wider audience and creating a sense of authenticity and trust.

Strategies

QUALITY AND EXCELLENCE:

The Innocent archetype's aspiration for a heavenly and improved world inspires businesses to strive for excellence in products and services. Aiming for the finest experience for all, prioritize quality, innovation, and continuous

CREATE PERSONALIZED PACKAGING:

Offer personalized packaging options for the product or service, allowing customers to customize their purchase with their name or a special message. This adds a personal touch that aligns with the Innocent brand archetype.

CREATE A SUSTAINABLE PACKAGING CAMPAIGN:

Develop a sustainable packaging campaign that highlights the brand's commitment to reducing its environmental impact. This could include using eco-friendly materials, reducing packaging waste, or encouraging customers to recycle or reuse the packaging.

PARTNER WITH LOCAL ARTISANS:

Collaborate with local artisans who align with the Innocent brand archetype to create unique, handcrafted products or services. This adds a personal touch and emphasizes the brand's commitment to authenticity and human connection. improvement.

UTILITY AS EMBODIED BY EACH AVATAR

1. Child:

- Describe the product/service as fun, playful, and designed to bring out the inner child.
- Emphasize the product/service's ability to inspire imagination and create a sense of wonder.
- Highlight its simplicity, safety, and ability to evoke joy

2. Dreamer:

- Describe the product/service as a tool or experience that helps individuals pursue their dreams and aspirations.
- Highlight how it encourages imagination, creativity, and the pursuit of a better future.
- Emphasize the product/service's ability to inspire hope, optimism, and the belief that dreams can come true.

3. Muse:

- Describe the product/service as a source of inspiration, creativity, and artistic expression.
- Highlight its ability to ignite inspiration, stimulate the imagination, and unlock one's artistic potential.
- Emphasize how it can act as a muse or catalyst for creative endeavors and self-expression.

4. Idealist:

- Describe the product/service as a solution or platform that aligns with a higher purpose or noble cause.
- Highlight its commitment to making a positive impact, promoting social responsibility, and creating a better world.
- Emphasize its ability to empower individuals to live according to their values and contribute to a greater cause.

In each category, the focus is on highlighting the emotional and aspirational aspects of the product/service, appealing to the innate desires and values associated with the Innocent Brand Archetype.

2.5

DOMINANT COLOURS YOU CAN USE

CHILD

Pink

Yellow

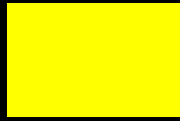
Blue

Orange

Green



#FFC0CB



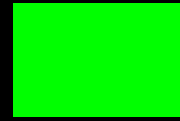
#FFFF00



#87CEEB



#FFA500



#00FF00

DREAMER

Purple

Silver

Teal

Lavender

Indigo



#800080



#C0C0C0



#008080



#E6E6FA



#4B0082

MUSE

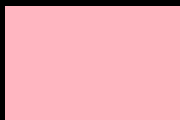
Rose

Ivory

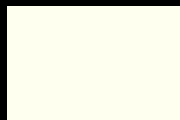
Lilac

Gold

Mint



#FFB6C1



#FFFFF0



#C8A2C8



#FFD700



#98FB98

IDEALIST

White

Blue

Peach

Lavender

Gray



#FFFFFF



#ADD8E6



#FFDAB9



#E6E6FA



#808080

COLOURS

colours

brandbusinessboundless.com

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 simple and clean fonts that evoke a sense of purity and naivety.
- Opt for soft and rounded typefaces to create a friendly and approachable look.
- Ensure readability by choosing a font with enough spacing between characters.

Sub Headings:

- Stick to the same font family as the large headings for consistency.
- Slightly reduce the font size while maintaining legibility.
- Consider using a slightly bolder weight to create visual contrast.

Paragraphs:

- Use easy-to-read serif or sans-serif fonts with a gentle and warm feel.
- Avoid overly stylized or complex fonts that may distract from the content.
- Opt for a moderate font size and line spacing for comfortable reading.

Style of the Archetype

Large Headings:

- Font Style: A friendly and unassuming typeface with soft curves.
- Font Color: Light and cheerful colors like pastels or soft tones.
- Font Effects: Minimal or no effects, keeping the focus on simplicity.

Sub Headings:

- Font Style: A slightly smaller version of the large heading font, maintaining the same overall style.
- Font Color: A shade darker than the large headings for visual contrast.
- Font Effects: Subtle use of italics or a slight shadow effect for a delicate touch.

Paragraphs:

- Font Style: A legible and approachable font that complements the heading fonts.
- Font Color: Darker tones for easy readability against a light background.
- Font Effects: Avoid excessive effects; consider slight letter-spacing adjustment for improved readability.

General Examples of the Archetype for References

a. Large Headings for Innocent Brand Archetype:

1. Playfair Display
2. Montserrat
3. Quicksand
4. Amatic SC
5. Lobster
6. Raleway
7. Pacifico
8. Great Vibes

b. Sub-Headings for Innocent Brand Archetype:

1. Lato
2. Open Sans
3. Roboto
4. Poppins
5. Nunito
6. Source Sans Pro
7. Comfortaa
8. Cabin

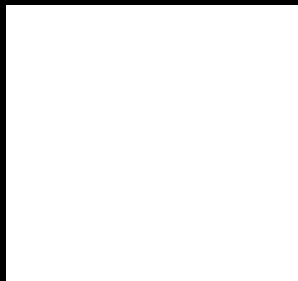
c. Paragraphs for Innocent Brand Archetype:

1. Arial
2. Helvetica
3. Times New Roman
4. Georgia
5. Calibri
6. Verdana
7. Tahoma
8. Garamond

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

2.7 Post Creation Guide

 thegoodbrandbusiness



Step 1

LIST THE SOLUTION YOUR COMPANY IS PROVIDING

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

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

LIST ALL OF THEM.

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

Step 2

CREATING YOUR SOCIAL MEDIA POST

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

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

That is the beginning, the middle and the end.

STRUCTURE OF YOUR SOCIAL MEDIA POST

THE HOOK

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

First or Initial line

THE BODY

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

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

Forming your second main line/para

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

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

Forming your third supporting line/para

d. Talk about your USP

This is optional

THE END

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



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

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

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

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

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

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

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

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

CAMPAIGNS

to Reinforce your Brand Archetype & Enhance Audience Engagement

THE INNOCENT EXPLORER:

Launch a campaign that encourages followers to share their innocent moments of exploration and discovery, fostering a sense of curiosity and wonder.

INNOCENT ACTS OF KINDNESS:

Promote a challenge that inspires customers to perform random acts of kindness, capturing and sharing these heartwarming moments.

INNOCENT PETTALES:

Feature heartwarming stories of animals' innocence and unconditional love, resonating with pet owners and animal lovers.

INNOCENT MOMENTS OF GRATITUDE:

Run a gratitude campaign where customers can share innocent and sincere moments of appreciation for the people in their lives.

INNOCENT GIVING BACK INITIATIVES:

Partner with a charity or non-profit organization to launch a campaign that promotes innocent acts of giving and support for those in need.

INNOCENT MILESTONES:

Share customer success stories and innocent moments of achievement, showcasing how your brand contributes to their growth.

INNOCENT EARTH DEFENDERS:

Promote eco-friendly practices and sustainable products that protect the innocence of nature for future generations.

INNOCENT HOLIDAY MAGIC:

Launch a holiday campaign featuring innocent and heartwarming traditions from around the world.

INNOCENT BEAUTY CAPTURED:

Run a user-generated content campaign where followers can share innocent moments of beauty and serenity from their surroundings.

INNOCENT WELLNESS RITUALS:

Promote wellness practices that nurture the innocent essence of the mind, body, and soul.

INNOCENT AND SUSTAINABLE HABITS:

Educate your audience about innocent and sustainable habits that contribute to a better world.

INNOCENT MOMENTS OF LAUGHTER:

Share humorous and light-hearted content that evokes innocent laughter and joy among your audience.

INNOCENT BEAUTY OF NATURE:

Promote eco-tours and experiences that allow people to immerse themselves in the innocent beauty of natural landscapes.

INNOCENT CONNECTIONS REKINDLED:

Run a campaign focused on rekindling innocent connections with loved ones, emphasizing the importance of relationships.

INNOCENT INSPIRATION:

Share quotes and messages that inspire innocence, hope, and positivity, uplifting your audience's spirits.

INNOCENT HAPPINESS REDEFINED:

Run a campaign that challenges followers to redefine their understanding of happiness, embracing the innocence of simplicity and contentment.

2.8

Innocent products and services should be straightforward and easy to use, with no unnecessary complexity or confusion.

Should be pure and natural, free of any harmful chemicals or additives. They should embody the essence of nature and purity.

Should be honest and transparent, with no hidden agendas or deceitful practices.

Should be authentic and genuine, reflecting the values and purpose of the brand.

Should evoke a sense of nostalgia, reminding customers of simpler times and childhood memories.

Should be joyful and uplifting, bringing a sense of happiness and positivity to customers.

Should be ethical and socially responsible, with a commitment to sustainability and fairness.

Embody
your
INNOCENT
Personality

In Product
Building

& in
Campaign
Building

USP

brandbusinessboundless.com

USP

USP

Favored USPs of Innocents'

- Organic and all-natural ingredients
- Cruelty-free and vegan
- Ethically sourced materials
- Handcrafted or artisanal products
- Positive social impact projects
- Multi-purpose products for versatility
- Innovative and problem-solving features
- Long-lasting and durable materials

Internal Communication

A) WHEN COMMUNICATING WITH TEAM AND EMPLOYEES :

1. **Clear Communication:** Ensure that communication is clear, concise, and easily understandable, avoiding jargon or complex language.
2. **Encouragement and Positivity:** Foster a supportive and positive work environment, providing encouragement and recognition for achievements.
3. **Transparency and Trust:** Be transparent with the team, sharing information openly and building trust through open and honest communication.
4. **Emphasize Teamwork:** Highlight the importance of collaboration and teamwork, encouraging a sense of unity and shared goals.
5. **Focus on Growth and Development:** Provide opportunities for personal and professional growth, offering training, mentorship, and career advancement.

Internal Communication

B) WHEN COMMUNICATING WITH LEADERSHIP:

1. **Alignment with Vision and Values:** Ensure that communication aligns with the company's vision, values, and strategic goals.
2. **Clear and Concise Messaging:** Communicate information in a clear and concise manner, highlighting key points and desired outcomes.
3. **Focus on Solutions:** Present challenges or issues along with potential solutions, demonstrating a proactive and problem-solving mindset.
4. **Regular Updates:** Provide regular updates on progress, achievements, and challenges to keep leadership informed and engaged.
5. **Openness to Feedback:** Encourage open and constructive feedback from leadership, fostering a culture of continuous improvement.
6. **Qualities in management :** Have Leaders embody sincerity, trustworthiness, and optimism to inspire and motivate their teams. By creating a positive and harmonious work environment, Innocent Archetype leadership can foster collaboration, loyalty, and productivity among their employees.

Internal Communication

C) WHEN COMMUNICATING WITH INVESTORS :

1. **Financial Transparency:** Provide accurate and transparent financial information, ensuring that investors have a clear understanding of the company's financial health.
2. **Clear Investment Proposition:** Clearly articulate the value proposition and potential returns for investors, highlighting the alignment with the Innocent Brand Archetype.
3. **Long-Term Vision:** Communicate a compelling long-term vision for the company, showcasing growth potential and market opportunities.
4. **Demonstrated Performance:** Share evidence of past performance and success, providing reassurance to investors about the company's track record.
5. **Responsive and Timely Communication:** Be responsive and timely in addressing investor inquiries and concerns, maintaining a strong relationship built on trust and reliability.

External Communication

2.10

A) WHEN COMMUNICATING WITH CUSTOMERS :

Create a positive and uplifting brand experience: Design your customer journey to be positive, uplifting, and delightful. From the first interaction with your brand to the post-purchase experience, ensure that every touchpoint reflects the Innocent archetype's focus on spreading happiness and goodwill.

Addressing: Respond to their inquiries promptly, and create opportunities for them to share their experiences and stories related to your brand.

Clear and Simple Messaging: Communicate in a clear and simple manner, avoiding complex language or technical jargon that may confuse or alienate customers.

Customer feedback and satisfaction: Actively seek and respond to customer feedback to address any concerns or issues promptly. This demonstrates your commitment to maintaining harmony and rectifying any potential disruptions to the wholesome environment you aim to create.

Cultivate an atmosphere of trust and safety: Create an environment where customers feel safe and secure. Implement security measures to protect their personal information and provide a seamless and trustworthy shopping experience. This reinforces the Innocent archetype's focus on eradicating tyranny and persecution.

External Communication

B) WHEN COMMUNICATING WITH SUPPLIERS AND VENDORS :

1. Relationship Building: Foster strong relationships based on trust, respect, and collaboration, emphasizing the innocent and genuine nature of the brand.
2. Fairness and Integrity: Maintain a fair and ethical approach in all business dealings, ensuring that suppliers and vendors feel valued and respected.
3. Clear Expectations: Clearly communicate expectations regarding quality, delivery, and terms of partnership, fostering a transparent and mutually beneficial relationship.
4. Timely Communication: Respond promptly to inquiries, requests, and concerns, maintaining open lines of communication and showing respect for their time and efforts.
5. Collaboration and Support: Provide support and assistance to suppliers and vendors, fostering a collaborative environment where both parties can succeed.

External Communication

C) WHEN COMMUNICATING WITH COLLABORATORS AND PARTNERS :

1. Shared Vision and Values: Align with collaborators and partners who share the innocent and genuine values of the brand, fostering a strong connection and common purpose.
2. Open and Transparent Communication: Foster open and transparent communication channels, allowing for effective collaboration and exchange of ideas.
3. Mutual Benefit: Highlight the mutual benefits and value that collaboration can bring, emphasizing how the partnership aligns with the Innocent Brand Archetype.
4. Trust and Reliability: Build trust and reliability in your communication, demonstrating that you are a trustworthy and dependable partner.
5. Win-Win Solutions: Seek win-win solutions that benefit both parties, fostering a collaborative and supportive relationship.

External Communication

D) WHEN COMMUNICATING WITH OUTSIDE MEDIA :

Crisis Management: During times of crisis or negative publicity, refer to the Innocent archetype's values to guide crisis management strategies. By demonstrating sincerity and emphasizing commitment to doing the right thing, you can rebuild trust and maintain a positive image among stakeholders

Community Engagement: Engage with the community, demonstrating a genuine commitment to their well-being and actively participating in initiatives that align with the Innocent Brand Archetype.

Positive Impact: Highlight the positive impact your company strives to make in the community and society at large, emphasizing social responsibility and ethical practices.

Thought Leadership: Position the company as a thought leader in areas relevant to the brand archetype, sharing valuable insights and expertise.

Responsiveness and Accountability: Be responsive to stakeholder inquiries and concerns, taking accountability for any actions or decisions that may impact them.

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!

- BrandBusinessBoundless.com