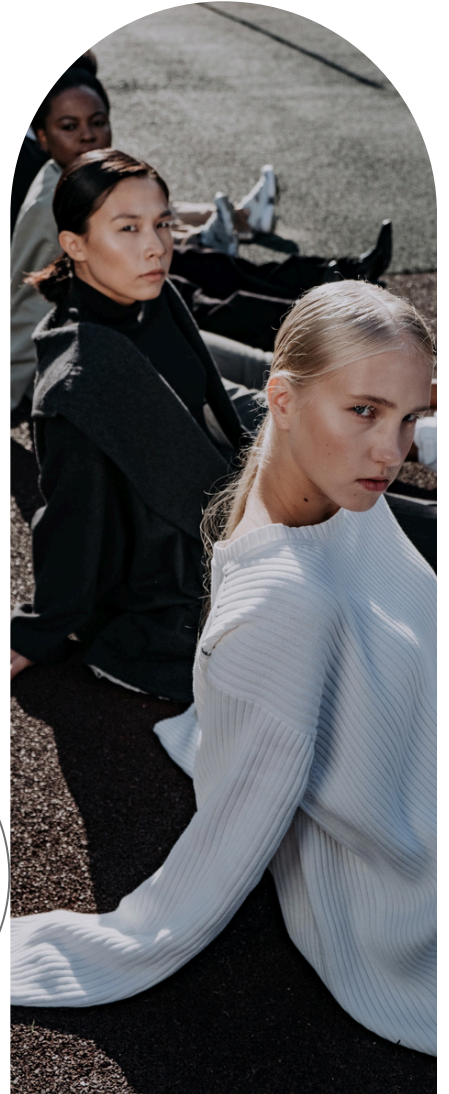
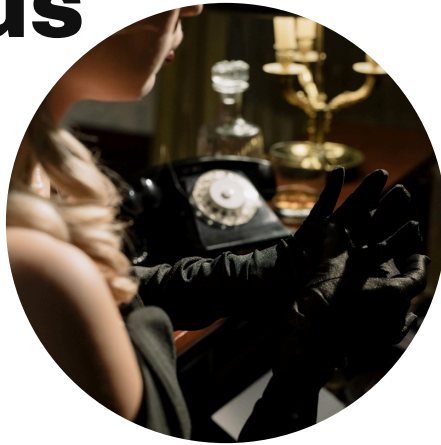




**mysterious
vibe**



BRAND
DOMINATION

Mysterious is a Vibe that is inviting individuals to be part of something extraordinary, something that holds the promise of being monumental. This is done by creating a sense of intrigue and mystery around a brand, product or service. It aims to keep its audience on edge and curious, by revealing only a little bit at a time. It is one that is characterized by intrigue & mystique. This brand vibe appeals to customers who crave the unknown, who enjoy the thrill of discovery, and who are drawn to secrets and hidden meanings.

At its core, the mysterious brand vibe exudes an aura of exclusivity and anticipation. It creates a sense of being privy to a hidden world, where secrets whisper and possibilities abound. This brand becomes a portal to the unknown, a gateway to an experience that transcends the ordinary. It fosters a sense of curiosity, inviting individuals to embark on a journey of discovery where new horizons emerge. It cultivates an atmosphere of suspense, cloaked in enigma and carefully chosen words inviting individuals to lean closer, to listen attentively, and to decode the messages concealed within. In this realm, the brand becomes a guide, a curator of experiences that leave a lasting impact and invite individuals to become active participants in their own personal or professional elevated journey.

In a world filled with bombarding information and constant exposure, the mysterious brand vibe stands as a testament to the power of the unknown. It reminds us that there is still magic to be discovered, that there are coveted information only for them on a personal or a professional level, that there are exclusivity & that there are mysteries waiting to be unraveled.

The Brand Domination Manual Contains

- A. Brand Emotion Elements
- B. Brand Function Elements

How To Use

The framework facilitates the integration of your Brand Vibe into Functional and Emotional elements of brand building for the founding team members. It offers a knowledge repository of the Brand Vibe 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 Archetype 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

2. Brand Functions

- | | |
|------------------|----------------------|
| 1.1 Mission | 2.1 Website |
| 1.2 Vision | 2.2 Logo |
| 1.3 Values | 2.3 Strategies |
| 1.4 Identity | 2.4 Description |
| 1.5 Storytelling | 2.5 Colours |
| 1.6 Customer | 2.6 Font |
| 1.7 Experience | 2.7 Marketing |
| 1.8 Positioning | 2.8 USP |
| 1.9 Voice | 2.9 Internal Comms. |
| 1.10 Visuals | 2.10 External Comms. |

Mission Statement

1.1

To _____
(heart of your archetype)
by _____
(the "HOW" - is your product facilitating it)
for _____
(the "WHY" - based off of your brand Vibe)

Incorporate "Mysterious Brand Vibe" intention in your Mission Statement -

The "Whys" of Brands that want to create a Mysterious Brand Vibe -

1. To Create an atmosphere of secret elite society, making customers feel like they are part of a select group with access to privileged information or experiences.
2. To be a guide and curator creating experiences that leave a lasting impact on customers and involving them as active participants in their personal or professional journey.
3. To offer a respite from the constant bombardment of information, reminding customers that there is still magic and exclusive information to be discovered.
4. For providing unique and unconventional experiences that leave a sense of wonder.
5. For unveiling hidden truths and untold stories through the products and services.

mission

brandbusinessboundless.com

So your statement would include your "WHY" corresponding your Product/Service In keeping with aforementioned Sentiment

When customers engage with a brand, they have a specific vision in mind for themselves. Identify your offerings that align with that vision and then communicate it with a subtle hint in your vision statement.

Elements that contribute to the Visions of Customers

OF A MYSTERIOUS BRAND VIBE :

To be part of something secretive and exclusive, offering a sense of being part of an elite group with access to unique experiences or knowledge.

Thrill of exploring uncharted territories, walking on the fine line between enigma and reality, and discovering hidden truths.

Being at the forefront of new and groundbreaking developments, offering customers the opportunity to be part of something new that will be huge.

Opportunity to tap into hidden potential, embrace the unknown, and unlock new possibilities for personal growth and transformation.

Embracing Dualities by balancing contrasting elements such as light and darkness, tradition and innovation, or ancient wisdom and futuristic visions, creating a captivating tension that intrigues customers.

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**

MYSTERIOUS BRAND
VIBE TAKES CARE OF
THEIR CUSTOMERS
WITH :

1. Intrigue
2. Enigma
3. Curiosity
4. Secrets
5. Allure
6. Puzzling
7. Enigmatic
8. Mystical
9. Suspense
10. Fascination

KNOW YOUR MYSTERIOUS VIBE PERSONIFIED

They are:

Enigmatic: They possess an aura of mystery and intrigue, leaving people curious and captivated.

Intriguing: They have a captivating presence that sparks curiosity and fascination.

Secretive: They keep their inner workings and plans hidden, leaving others to wonder and speculate.

Ambiguous: They embrace ambiguity and leave room for interpretation, allowing individuals to form their own perceptions.

Unpredictable: They possess an element of surprise and unpredictability, keeping others on their toes.

Captivating: They have the ability to hold attention and fascinate others with their mystique.

Symbolic: They utilize symbols and hidden meanings to convey messages and create intrigue.

Discerning: They are selective in their communications and interactions, carefully choosing what to reveal and what to keep concealed.

Nature of your Vibe

They are:

Alluring: They possess a magnetic quality that draws people in, enticing them to explore further.

Enigmatic storytelling: They weave captivating narratives that leave listeners enthralled and desiring more.

Exclusive: They create a sense of exclusivity and privilege, making individuals feel part of something special and elusive.

Evocative: They evoke emotions and stir the imagination, creating a lasting impact on those who encounter their brand.

Seductive: They have an irresistible charm and allure that attracts and entices others.

Ethereal: They possess an otherworldly quality that adds to their mystique and leaves a sense of wonder.

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 Mysterious Vibe, it is crucial to evoke emotions of -

1. Intrigue
2. Curiosity
3. Fascination
4. Wonder
5. Suspense
6. Enigma
7. Mystery
8. Excitement
9. Intricacy
10. Intriguing anticipation
11. Allure
12. Amazement
13. Intriguing ambiguity
14. Captivation
15. Tantalization
16. Enigmatic fascination
17. Elitism
18. Delightful uncertainty
19. Mesmerization
20. Enchanted curiosity



know your customers



CUSTOMERS

- Intrigue Seekers: These customers are attracted to mysterious and enigmatic products and experiences. Emphasize the mysterious nature of your products and services. Use cryptic language and imagery in your marketing, offer unique and exclusive products, and create an air of secrecy around your brand.
- Trendsetters: These customers are always looking for the next big thing and want to be ahead of the curve. Emphasize innovation and originality. Use cutting-edge technology and unique designs to set yourself apart from competitors. Collaborate with influencers and trendsetters to generate buzz around your brand.
- Adventurers: These customers are always seeking new and exciting experiences. Offer unique and adventurous products and services. Create limited edition products that offer exclusive and unique experiences, such as adventure or mystery packages. Use social media to showcase customer experiences and create a sense of FOMO (fear of missing out) around your brand.
- Eccentrics: These customers value individuality and are not afraid to stand out from the crowd. Offer one-of-a-kind products and experiences. Emphasize the exclusivity and rarity of your products. Offer personalized customization options that allow customers to express their individuality.

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: Design the space with dim lighting, creating a sense of intrigue and mystery. Incorporate dark colors, deep purples, blues, and blacks, along with rich textures like velvet and leather. Use subtle, indirect lighting to cast shadows and create an atmosphere of mystique.
- Product Aesthetic: Create products with sleek, minimalist designs that feature clean lines and geometric shapes. Use dark, opaque materials like matte black or brushed metal to add a sense of mystery. Incorporate subtle, symbolic motifs or enigmatic patterns that hint at hidden meanings.

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 ambient music with a mysterious and ethereal vibe, such as instrumental tracks with haunting melodies or atmospheric soundscapes. Use minor chords and dissonant tones to create tension and intrigue.
- **Advertisement Jingles/Social Media Reels:** Opt for eerie or suspenseful music that builds anticipation and curiosity. Consider using electronic or orchestral elements with a cinematic quality to evoke a sense of mystery and suspense.

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: Choose packaging materials with a tactile quality that adds to the sense of mystery, such as matte or textured finishes. Incorporate embossed or debossed details for a subtle yet intriguing touch. For digital interactions, use smooth transitions and animations that mimic the sensation of uncovering hidden secrets.

Sensory Experience

Olfactory Sensory Brand Experience:

Engages the sense of smell with signature scents in branding, products, retail spaces, or packaging, contributing to a unique and memorable olfactory association with the brand.

- Retail Space/Shops: Infuse the space with a signature scent that evokes mystery and intrigue, such as woody or spicy notes with a hint of smoke or incense. Consider using essential oils or diffusers to subtly scent the air and create a memorable olfactory experience.
- Packaging/Product: Incorporate a mysterious fragrance into the packaging of products, using scented elements like scented paper or sachets. Choose fragrances with notes of dark woods, exotic spices, or mysterious florals to enhance the brand's enigmatic allure.

FOLLOWING ARE POSITIONS OF EACH MYSTERIOUS TEMPERAMENT TO CRAFT UNDERLYING FOCAL POINT OF YOUR BRAND POSITIONING -

1. INTRIGUE:

- Products/services that pique curiosity and leave customers wanting more.
- Creating captivating and mysterious advertising campaigns that engage the audience.
- Developing a brand narrative that keeps customers intrigued and eager to learn more.
- Incorporating hidden elements or surprises in the brand's offerings.
- Engaging in cryptic and mysterious communication strategies that intrigue the audience.

2. SURREAL:

- Providing a surreal and immersive brand experience that transports customers to another world.
- Designing products/services with unique and unconventional elements that defy expectations.
- Collaborating with artists or creatives to create surreal visuals or installations.
- Offering dream-like and ethereal imagery in the brand's marketing materials.
- Creating a sense of wonder and fascination through the brand's overall aesthetic.

FOLLOWING ARE POSITIONS OF EACH
MYSTERIOUS TEMPERAMENT TO CRAFT
UNDERLYING FOCAL POINT OF YOUR
BRAND POSITIONING -

3. ENIGMATIC:

- Cultivating an aura of mystique around the brand, leaving customers curious about its origins and story.
- Using symbolism and abstract elements in the brand's visual identity to create intrigue.
- Embracing ambiguity in the brand's messaging, allowing customers to interpret its meaning.
- Leveraging limited information about the brand to create an air of mystery.
- Offering exclusive access or rewards to a select group of customers, creating a sense of exclusivity.

4. SECRETIVE:

- Having a membership or VIP program that provides access to secret events or products.
- Creating hidden or secret features within the brand's offerings for customers to discover.
- Engaging in secret collaborations or partnerships that surprise and delight customers.
- Sharing insider information or behind-the-scenes content with a select group of customers.
- Offering special promotions or discounts that are only revealed through secret channels.

Elements of Tone



1. Enigmatic: A brand with a mysterious vibe may use an enigmatic tone, using language that suggests there is more to the brand than meets the eye. This creates a sense of intrigue and curiosity among customers.
2. Sophisticated: A mysterious brand may use a sophisticated tone, using language that suggests exclusivity and refinement. This helps create a sense of prestige and sophistication among customers.
3. Playful: While a mysterious brand may have a serious or enigmatic image, it can also use a playful tone to create a sense of fun and excitement. This can be effective in engaging customers and encouraging them to explore the brand further.
4. Evocative: A brand with a mysterious vibe may use language that is evocative or suggestive, creating an emotional connection with customers. This can be effective in building brand loyalty and encouraging customers to feel invested in the brand.
5. Unconventional: Companies with a mysterious brand vibe may use an unconventional tone, using language that challenges customers' expectations and assumptions. This can be effective in standing out from competitors and creating a unique brand identity.



DON'Ts

1. Be insincere: Avoid being insincere or misleading in your communication, as it can damage your brand's reputation and erode trust with your audience.
2. Use overly complex language: Avoid using overly complex language or jargon that may confuse or alienate your audience.
3. Disregard feedback: Don't disregard feedback or ignore the concerns of your audience, as it can create a negative image of your brand and damage relationships with your customers.
4. Be too promotional: Avoid being too promotional or sales-oriented in your communication, as it can come across as insincere and turn off your audience.
5. Be insensitive: Be mindful of cultural and social sensitivities, and avoid using language or visuals that may offend or alienate your audience.

AESTHETICS OF



A MYSTERIOUS BRAND:



**As unique
as you**

1. **Dark or moody colors:** Dark or moody colors like black, deep blues, or rich purples can help create a sense of mystery and intrigue. These colors can also suggest sophistication and exclusivity.
2. **Abstract or surreal imagery:** Abstract or surreal imagery can create a sense of ambiguity or uncertainty, which can be appealing to customers who value mystery and intrigue. These types of images can also be used to suggest deeper meanings or hidden messages.
3. **Minimalist or unconventional design:** Companies with a mysterious brand vibe may use minimalist or unconventional design elements to create a sense of sophistication or to stand out from the crowd. This could involve using unusual fonts, layouts, or graphic elements that are unexpected or unconventional.
4. **Hidden or obscure symbols:** Using hidden or obscure symbols can create a sense of exclusivity and intrigue, as customers may feel like they are part of an exclusive group that "gets" the brand's messaging. These symbols can also be used to suggest deeper meanings or connections to the brand's story or values.
5. **High-quality and polished visuals:** While a mysterious brand vibe may suggest ambiguity or uncertainty, companies may still want to present a polished and professional image. High-quality visuals can help convey a sense of sophistication and exclusivity, and can reinforce the idea that the brand is committed to excellence and quality.

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

TEMPERAMENTS OF MYSTERIOUS

1. INTRIGUE:

- Abstract patterns and shapes that captivate the viewer's attention.
- Images with hidden details or visual puzzles.
- Dark and moody photography that creates a sense of mystery.
- Use of shadows and silhouettes to create intrigue.
- Unique and unconventional compositions that defy expectations.

2. SURREAL:

- Use of dreamlike and fantastical elements in visuals.
- Mixing unexpected objects or elements together.
- Surreal landscapes and environments.
- Use of vibrant and unusual color combinations.
- Imagery that blurs the boundaries between reality and imagination.

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

TEMPERAMENTS OF MYSTERIOUS

3. ENIGMATIC:

- Close-up shots that reveal only a part of the subject, leaving the rest to the viewer's imagination.
- Playful use of light and shadow to create an enigmatic atmosphere.
- Use of symbols and cryptic imagery.
- Abstract and non-linear storytelling through visuals.
- Visual illusions and optical effects that engage and intrigue the viewer.

4. SECRETIVE:

- Images with obscured or partially hidden subjects.
- Use of veils, masks, or other elements that add a layer of secrecy.
- Playful use of negative space and hidden messages.
- Intricate and detailed designs that require closer examination.
- Imagery that suggests exclusivity and invites curiosity.

2.1 Mysterious brand vibe



WWW.THEWEBSITE.COM

MUST COMMUNICATE FEELING OF

1. **Intrigue:** Evoke a sense of mystery and intrigue, prompting visitors to explore the site further.
2. **Authenticity:** Promote authenticity and transparency, aligning with the brand's values of natural and holistic living.
3. **Serenity:** Promote a sense of calm and serenity, aligning with the brand's values of spiritual practices such as meditation or energy work.
4. **Exclusivity:** Promote a sense of exclusivity, highlighting limited edition or exclusive products or services.
5. **Personalization:** Offer personalized experiences such as one-on-one consultations or personalized product recommendations, creating a sense of intimacy and attention to detail.
6. **Empowerment:** Promote a sense of empowerment, encouraging visitors to take control of their health and well-being through the brand's products or services.
7. **Quality:** Emphasize the quality of the brand's materials and craftsmanship, reinforcing the brand's commitment to excellence and attention to detail.
8. **Community:** Promote a sense of community, offering educational content that teaches visitors about the brand's philosophy, practices, and products.
9. **Connection:** Promote a sense of connection to something greater than oneself, whether it's through spirituality or a shared commitment to natural and holistic living.

WEBSITE LAYOUT:

- Design an elegant and sophisticated layout that conveys a sense of exclusivity and mystery.
- Use a dark and intriguing color palette, including deep blacks, rich purples, or dark blues.
- Incorporate subtle and understated design elements that add an air of secrecy and sophistication.
- Ensure a user-friendly but enigmatic navigation system that entices visitors to explore deeper into your exclusive offerings.

CONTENT:

- Craft mysterious and alluring content that leaves visitors curious and intrigued.
- Use captivating and evocative language that sparks imagination and a sense of exclusivity.
- Share limited information and tantalizing teasers about your products or services to create an aura of secrecy.
- Offer exclusive content or behind-the-scenes glimpses that only members of the "elite club" can access.

OTHER MUST-HAVES:

- Feature an "About Us" page that hints at the intriguing origins and vision of your brand.
- Include a members-only section or subscription-based content to enhance the sense of exclusivity.
- Integrate social proof elements, such as testimonials from influential figures, to enhance your brand's allure.
- Provide opportunities for visitors to apply or request membership to your elite club or community.
- Offer personalized and attentive customer support that reinforces the exclusive & secretive nature of your brand.

TYPES OF logo

UNDER MYSTERIOUS VIBE & WHY THEY ARE EFFECTIVE

Symbolic logos: These logos use simple, iconic shapes that represent the brand's core values or beliefs.

Geometric logos: Geometric shapes and patterns can be used to create a sense of harmony, balance, and symmetry in the logo design. They may also be used to represent the elements or forces of nature.

Text-based logos: They are designed with unique fonts, colors, and other graphical elements to create a distinctive look and feel. The font style may be bold, elegant, or minimalist, depending on the brand's personality.

Abstract logos: They use shapes, colors, and other design elements to create a unique and visually striking logo that represents the brand's values and personality.

Monograms: Monograms use the initials of the brand name to create a stylized logo design. They can be simple or intricate, depending on the brand's aesthetic.



CRYPTIC MESSAGING:

Craft mysterious and cryptic messages that pique curiosity and intrigue your audience. Use enigmatic language, hidden clues, or unconventional storytelling techniques to create an air of mystery around your brand.

INTRIGUING BRAND STORYTELLING:

Develop a captivating brand narrative that leaves room for interpretation and invites speculation. Unfold your brand's story gradually, revealing intriguing details and creating suspense to keep your audience engaged and wanting to uncover more.

HIDDEN EASTER EGGS:

Embed hidden easter eggs or clues within your brand's content, website, or marketing materials. These hidden elements can spark curiosity and encourage your audience to dig deeper, uncovering hidden messages or secrets that enhance the mysterious vibe.

EXCLUSIVE INSIDER ACCESS:

Offer exclusive insider access to your brand's behind-the-scenes activities, product development, or special events. Granting limited access to selected individuals or creating a sense of exclusivity adds to the enigmatic allure of your brand.

LIMITED EDITION RELEASES:

Introduce limited edition products or releases that are shrouded in mystery. Create a sense of urgency and exclusivity by limiting the availability of these items, leaving your audience intrigued and desiring to be a part of something exclusive.

ENIGMATIC VISUAL BRANDING:

Design a visual identity that captures the mysterious vibe of your brand. Utilize dark or muted color palettes, intriguing symbols or patterns, and abstract imagery that evokes a sense of mystery and leaves room for interpretation.

ANONYMOUS SPOKESPERSON:

Adopt an anonymous spokesperson or representative for your brand who remains hidden, building intrigue and curiosity. This enigmatic figure can embody the essence of mystery and act as a spokesperson for your brand's unique vision.

SECRETIVE PRODUCT TEASERS:

Tease upcoming products or releases with cryptic or abstract visuals that hint at their features or benefits. Avoid revealing too much information, leaving your audience intrigued and eager to uncover the mystery surrounding your new offerings.

ENIGMATIC PACKAGING:

Design packaging that adds an element of mystery and intrigue. Use concealed compartments, hidden messages, or unconventional opening mechanisms to surprise and engage your customers, making the unboxing experience a mysterious adventure.

UNCONVENTIONAL MARKETING CHANNELS:

Utilize unconventional marketing channels or mediums to create a mysterious aura around your brand. Explore experiential pop-up events in unexpected locations, or cryptic online campaigns that leave your audience wondering and wanting to know more.

MYSTERIOUS COLLABORATIONS:

Partner with other brands or influencers known for their mysterious or enigmatic personas. Collaborate on projects or joint ventures that leave your audience speculating about the nature and impact of the partnership, further enhancing the mysterious brand aura.

ENIGMATIC BRAND RITUALS:

Create unique brand rituals or traditions that add to the mysterious allure. Develop hidden codes, initiation ceremonies, or exclusive gatherings that contribute to the sense of secrecy and create a sense of belonging for those who discover and embrace your brand's mysteries.

CRYPTIC SOCIAL MEDIA CAMPAIGNS

CONCEALED PRODUCT FEATURES:

Introduce concealed or hidden features within your products that can only be discovered through exploration or experimentation. Surprise and delight your customers with unexpected functionalities, adding to the mysterious and enigmatic nature of your brand.

SECRET EVENTS AND GATHERINGS:

Host anonymous events or gatherings where participants are encouraged to attend incognito or adopt aliases. Or if it is more B2B oriented you can have a "Invite-Only". Create an environment that fosters intrigue and allows attendees to immerse themselves in sparking conversations and building an exclusive community around your brand.

LAYERED STORYTELLING EXPERIENCES:

Develop multi-layered storytelling experiences that unveil different aspects of your brand's mystery over time. Utilize multimedia formats, interactive websites, or serialized content to engage your audience in an ongoing narrative that keeps them captivated and craving for more.

EXCLUSIVE SECRET SOCIETY CONCEPT:

Develop a concept of an exclusive secret society associated with your brand. Invite individuals to become members of this online society, offering access to hidden knowledge, exclusive events, and unique privileges that elevate the mysterious allure of your brand.

MYSTERIOUS PRODUCT UNVEILINGS:

Unveil new products or features in unconventional and mysterious ways. Utilize teaser campaigns, enigmatic visuals, or limited glimpses of the product to create anticipation and curiosity, generating buzz and speculation among your audience.

HIDDEN ONLINE CONTENT:

Disperse hidden content or Easter eggs throughout your online platforms. Conceal secret pages, cryptic messages, or hidden downloads that can only be discovered by those who explore deeper, rewarding them with exclusive insights or unique experiences.

SYMBOLIC BRAND IMAGERY:

Incorporate symbolic imagery into your brand's visual identity. Utilize mysterious symbols, sigils, or abstract representations that evoke curiosity and intrigue, allowing your audience to interpret their meaning and create their own narratives around your brand.

CRYPTIC PRODUCT NAMES OR CODES:

Use cryptic product names, codes, or numbering systems that add to the enigmatic nature of your brand. Incorporate mysterious elements in your product packaging or labeling that spark curiosity and invite your audience to decipher hidden meanings.

STEALTHY MARKETING TACTICS:

Employ stealthy marketing tactics that hint at your brand's presence without explicitly revealing it. Use subtle placements, hidden references, or covert messages in movies, TV shows, or other media to create intrigue and curiosity among your audience.

MYSTERIOUS CUSTOMER REWARDS:

Implement a rewards program with mysterious and surprise rewards. Offer hidden tiers or undisclosed benefits that can be unlocked through customer engagement, enhancing the sense of mystery and encouraging continued brand loyalty.

MYSTERIOUS PRODUCT COLLABORATIONS:

Collaborate with other brands or artists for mysterious product collaborations. Develop limited-edition collaborations with a surprise element, concealing the identities of the collaborators until the product launch, intensifying the air of mystery surrounding your brand.

CRYPTIC SOCIAL MEDIA CAMPAIGNS:

Launch social media campaigns that incorporate mysterious and cryptic elements. Encourage your audience to decipher hidden messages, solve puzzles, or participate in interactive challenges that unlock exclusive content or rewards, fostering a sense of intrigue and engagement.

INTERACTIVE MYSTERY EXPERIENCES:

Create interactive experiences that allow your audience to engage in solving mysteries or puzzles related to your brand. Develop alternate reality games, immersive installations, or online challenges that blur the line between fiction and reality, captivating your audience with a sense of mystery.

HIDDEN POP-UP EXPERIENCES:

Organize hidden pop-up experiences in unexpected locations. Utilize social media teasers, encrypted messages, or exclusive invitations to create a sense of anticipation and discovery, leading your audience to a mysterious and immersive brand experience.

UTILITY AS EMBODIED BY EACH ESSENCE OF THIS VIBE

1. Intrigue:

- "Experience the captivating allure of our product/service that keeps you guessing at every turn."
- "Uncover the hidden depths of our offering, leaving you intrigued and wanting more."
- "Unlock the secrets behind our innovative product/service that will leave you pleasantly surprised."

2. Surreal:

- "Embark on a surreal journey with our extraordinary product/service, blurring the lines between reality and imagination."
- "Step into a realm of surreal experiences with our one-of-a-kind offering that defies expectations."
- "Indulge in the surreal magic of our product/service, where ordinary becomes extraordinary."

Product Description

UTILITY AS EMBODIED BY
EACH ESSENCE OF THIS
VIBE

3. Enigmatic:

- "Delve into the enigmatic world of our product/service, shrouded in mystery and intrigue."
- "Experience the enigma of our offering, designed to leave you mesmerized and questioning the ordinary."
- "Unravel the enigmatic nature of our product/service, revealing a world of endless possibilities."

4. Secretive:

- "Discover the best-kept secret in the industry with our exclusive product/service, available only to those in the know."
- "Unlock the secrets of our exceptional offering, reserved for those who seek something extraordinary."
- "Experience the power of a well-guarded secret through our unique product/service, available to a select few."

2.5

Select SUPPORTING SECONDARY COLOURS basis the Essence you want to create in combination to your Dominant Colour to Create the Desired Brand Aesthetics

INTRIGUE

Purple

Blue

Teal

Black

Gray



#4C2882



#003366



#006666



#000000



#808080

SURREAL

Lavender

Blue

Turquoise

Green

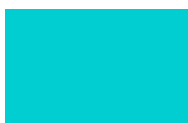
White



#B57EDC



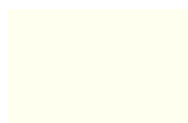
#66CCFF



#00CED1



#669966



#FFFFFF

ENIGMATIC

Enigmatic

Violet

Emerald

Maroon

Silver



#3F317B



#9933FF



#195905



#800000



#AAA9AD

SECRETIVE

Black

Navy

Gray

Burgundy

Brown



#191970



#000080



#6C757D



#800020



#3E2F2F

Colours

USE OF FONTS IN HEADINGS, SUB-HEADINGS & PARAGRAPHS -

Use your Brand Archetype Fonts For **Formal & all Standard** Content/Communication &

Use your Brand Vibe Font For **Informal or all Personal Note** Content/Communication

CHOICE OF FONTS -

The main briefing about your archetype typeface, the styling of fonts & few example fonts are shared herewith - Lock the fonts you want in each Category (Headings, Sub-headings & Paragraphs) based on those pointers & always use the same chosen ones in your internal & external communications including social media posts, replies, PR, advertisement, product description, website, videos etc



Main Brief for the Archetype

1. Large Headings:

- Choose a bold and attention-grabbing font for large headings to reflect the mysterious and impactful nature of your brand.
- Opt for fonts with sharp edges or unique letterforms to evoke a sense of intrigue and exclusivity.
- Ensure the font is easily legible and doesn't compromise readability.

2. Sub Headings:

- Select a font that complements the large heading font, but with a slightly lighter weight or style to create visual hierarchy.
- Consider using a font with subtle embellishments or decorative elements to add a touch of mystique.

3. Paragraphs:

- For paragraphs, opt for a clean and easy-to-read font to ensure comfortable reading experiences for your audience.
- Choose a font with a good balance of letter spacing and line height to maintain readability.
- Consider a serif font for a classic and sophisticated feel, or a sans-serif font for a more modern and sleek approach.

Style of the Archetype

1. Large Headings:

- Style the large headings with a sleek and minimalist font in all caps to create a sense of exclusivity.
- Use letter spacing and font size to emphasize certain words or phrases, leaving a mysterious impression.

2. Sub Headings:

- Employ a font with subtle flourishes or ligatures to add an air of secrecy and mystique to the subheadings.
- Experiment with font colors, such as deep purples, dark blues, or metallic tones, to enhance the enigmatic feel.

3. Paragraphs:

- Choose a serif font with tall and elegant letterforms to convey a sense of sophistication and an exclusive club-like atmosphere.
- Add a touch of opacity to the paragraph font color to create a subtle layer of secrecy.

General Examples of the Archetype for references

Large Headings:

1. Bebas Neue
2. Avenir Black
3. Oswald Bold
4. Gotham Ultra
5. Raleway Black
6. Montserrat ExtraBold
7. Bodoni Poster
8. Franklin Gothic Heavy

Sub Headings:

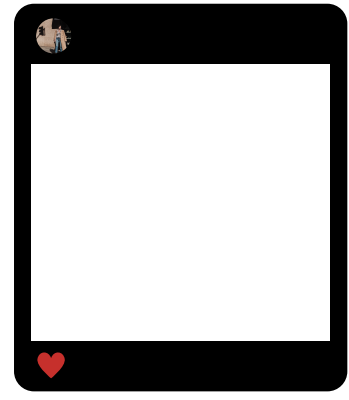
1. Lato Light
2. Quicksand Book
3. Proxima Nova Semibold
4. Futura Medium
5. Roboto Light Italic
6. Didot Italic
7. Playfair Display SemiBold
8. Gill Sans Light

Paragraphs:

1. Open Sans Regular
2. Source Sans Pro Regular
3. Merriweather Regular
4. PT Sans Regular
5. Arvo Regular
6. Bitter Regular
7. Nunito Regular
8. Ubuntu Regular

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

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 Vibe & Enhance Audience Engagement

THE MYSTERIOUS ELITE:

Create a visually captivating ad campaign that captures the essence of mystery and exclusivity, enticing viewers to join the elite club.

THE SECRETIVE RENDEZVOUS:

Tease a special event or exclusive gathering with intriguing visuals and minimal information, sparking curiosity among the audience.

UNVEIL THE ENIGMA:

Run a series of ads that slowly reveal tantalizing snippets of the elite club, building anticipation and encouraging sign-ups.

THE MYSTERY BEYOND:

Craft an ad campaign that showcases the allure of the unknown and entices viewers to step into a world they've never experienced before.

THE ELITE CODE:

Create a campaign centered around a mysterious code or puzzle that leads to hidden surprises or exclusive offers.

EMBRACE THE UNKNOWN:

Invite your audience to embrace the allure of mystery and step into the realm of the secretive elite.

BEHIND CLOSED DOORS:

Run a campaign that offers glimpses of exclusive events and experiences, hinting at the hidden wonders awaiting the chosen few.

THE ENIGMATIC JOURNEY:

Take your audience on an enigmatic journey through captivating visuals and intriguing storytelling, hinting at the exclusive benefits of joining the elite club.

THE MYSTERIOUS INVITATION:

Craft an ad campaign that mimics a personal invitation to an elite gathering, creating a sense of exclusivity and curiosity.

THE ELITE SOCIETY:

Position your brand as the gateway to an elite society of enigmatic individuals, inviting like-minded individuals to join the circle.

UNCOVER THE ELITE SECRETS:

Offer an exclusive content series that uncovers the hidden secrets and privileges of being part of the elite club.

ELEGANT SECRETS REVEALED:

Run a series of ads that gradually reveal the elegant and luxurious offerings available to members of the secretive elite.

THE ELITE UNDERGROUND:

Create an ad campaign that plays on the idea of a hidden underground society, appealing to those seeking an exclusive and mysterious experience.

THE ENIGMA UNVEILED:

Create an ad campaign that culminates in the grand revelation of the elite club's inner workings and privileges.

THE ELITE CABAL:

Position the elite club as an exclusive and powerful group with a touch of intrigue and enigma.

THE MYSTERIOUS AFFAIR:

Tease an upcoming event or gathering that promises to be a coveted affair, captivating the interest of the target audience.

THE MYSTERIOUS CONNECTIONS:

Highlight the valuable connections and networking opportunities available to members of the elite club.

ELEGANCE UNVEILED:

Position the elite club as a haven for individuals seeking refined elegance and a taste of the extraordinary.

Firstly, emphasize exclusivity and rarity in your products and services. Offer limited edition items and exclusive experiences that cannot be found elsewhere to create a sense of mystery and intrigue around your brand.

Secondly, incorporate unconventional design elements to create a unique and memorable brand image. Take inspiration from unexpected sources and use unique materials and techniques to set your products and services apart from competitors.

Thirdly, make sure to emphasize expertise and knowledge in your industry. Customers should feel that they are receiving expert guidance and advice from knowledgeable professionals who are passionate about their products and services.

Fourthly, pay meticulous attention to detail in all aspects of your business. From the design of your products to the customer service you provide, every detail should be carefully considered to reflect the mysterious and exclusive nature of your brand.

Embody
your
MYSTERIOUS
Personality

In Product
Building

& in
Campaign
Building

USP

Finally, create a memorable and immersive customer experience that leaves a lasting impression. Personalize your service, pay attention to detail, and incorporate a sense of mystery and intrigue to keep your customers engaged with your brand

OTHER GOOD TO HAVE -

Exclusivity: Products and services should be positioned as high-end and exclusive, offering a sense of prestige and sophistication.

Efficiency: Products and services should be designed to maximize productivity and minimize waste or inefficiency.

Innovation: Products and services should be innovative and cutting-edge, pushing the boundaries of what's possible and setting new standards for excellence.

Power and control: Should be designed to help customers maintain control over their lives, achieve their goals, and elevate their status.

Expertise: Should be positioned as the result of deep expertise and mastery of their field.

Embody
your
MYSTERIO
US
Personality

In Product
Building

& in
Campaign
Building

USP

brandbusinessboundless.com

2.9 Internal Communication

A) COMMUNICATING WITH THE TEAM AND EMPLOYEES:

1. Maintain an aura of intrigue and curiosity within internal communications to spark employees' interest and engagement.
2. Foster an environment that encourages exploration, innovation, and thinking outside the box.
3. Provide opportunities for employees to uncover hidden knowledge or secrets within the company, fostering a sense of mystery and discovery.
4. Use storytelling techniques to share information and communicate company updates, creating an element of suspense and excitement.
5. Encourage open communication channels where employees can share their ideas, theories, and interpretations of the brand's mysterious nature.

B) COMMUNICATING WITH LEADERSHIP:

1. Present information and updates in a way that intrigues and captivates the leadership team, piquing their curiosity and encouraging deeper exploration.
2. Emphasize the strategic advantage of maintaining a mysterious brand archetype, highlighting its ability to differentiate the company from competitors and create intrigue in the market.
3. Engage leaders in discussions that encourage them to think beyond traditional boundaries and explore unconventional solutions.
4. Share data and insights in a mysterious and thought-provoking manner, stimulating the curiosity of leaders and encouraging them to delve deeper into the brand's mysteries.
5. Use subtle persuasion techniques to convey the potential benefits and impact of embracing a mysterious brand archetype.

C) COMMUNICATING WITH INVESTORS:

1. Craft a compelling narrative around the mysterious brand archetype that appeals to investors' sense of curiosity and potential for unique market positioning.
2. Showcase the brand's ability to create a sense of anticipation and desire among customers, leading to increased market demand and potential profitability.
3. Highlight the company's ability to keep investors engaged and intrigued by unveiling strategic initiatives and milestones gradually.
4. Communicate the brand's ability to attract and retain a loyal customer base through its mysterious nature, resulting in long-term growth and sustainability.
5. Provide investors with glimpses into the brand's future plans and innovations, creating an element of excitement and anticipation for potential returns.

A) COMMUNICATING WITH CUSTOMERS:

1. Create a sense of intrigue and curiosity in marketing and advertising campaigns to capture customers' attention and engage them with the brand.
2. Use storytelling techniques to evoke mystery and suspense, enticing customers to explore and discover more about the brand.
3. Maintain an air of exclusivity and secrecy in product launches or special promotions, generating anticipation and desire among customers.
4. Encourage customer interaction and engagement through interactive puzzles, hidden messages, or exclusive content that adds to the mystery of the brand.
5. Foster a sense of community and belonging by allowing customers to uncover and share their own experiences with the brand, creating a network of mystery enthusiasts.

B) COMMUNICATING WITH SUPPLIERS AND VENDORS:

1. Cultivate a sense of secrecy and exclusivity in supplier and vendor relationships, emphasizing the unique value they bring to the brand.
2. Encourage suppliers and vendors to collaborate in creating unique and innovative products or services that align with the brand's mysterious nature.
3. Maintain clear and concise communication while leaving room for interpretation and discovery, allowing suppliers and vendors to engage with the brand's mystery.
4. Nurture long-term partnerships by providing selective insights and glimpses into the brand's future plans, fostering a sense of trust and shared vision.
5. Establish open lines of communication for suppliers and vendors to share their ideas and suggestions, acknowledging their role in the brand's mysterious journey.

C) COMMUNICATING WITH COLLABORATORS & PARTNERS:

1. Seek out collaborators and partners who share a similar appreciation for the mysterious brand archetype, aligning visions and values.
2. Foster an environment of creativity and innovation in collaborative projects, encouraging partners to explore unconventional ideas and approaches.
3. Embrace the element of surprise and unpredictability in joint initiatives, creating memorable experiences for both partners and their audiences.
4. Maintain a balance of transparency and secrecy in communication with collaborators, allowing them to engage with the brand's mystery while ensuring clarity in objectives and expectations.
5. Celebrate successful collaborations by highlighting the unique outcomes and the shared journey of unveiling the brand's mysteries.

D) COMMUNICATING WITH OUTSIDE STAKEHOLDERS & MEDIA :

1. Craft a narrative that conveys the brand's mystery and captivates the interest of external stakeholders, leaving them intrigued and curious.
2. Share selective insights and glimpses into the brand's journey, building anticipation and desire for future developments or announcements.
3. Foster engagement with outside stakeholders by inviting them to participate in uncovering and interpreting the brand's hidden meanings and symbols.
4. Communicate the brand's commitment to continuous innovation and exploration, positioning it as a leader in embracing the enigmatic nature of the industry.
5. Maintain a consistent and cohesive brand image across all external communications, ensuring that the mysterious brand archetype is reflected in all interactions with outside stakeholders.

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 Archetype 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 © 2023 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