

There are 12 classic brand archetypes – can you match the traits associated with each personality?



The Magician

Traits:

Visionary, charismatic, imaginative, idealistic, spiritual

The Lover

Traits:

Passionate, sensual, intimate, romantic, warm, committed, idealistic

THE OUTLAW

Traits:

Rebellious, iconoclastic, wild, paving the way for change

THE EXPLORER

Traits:

Restless, adventurous, ambitious, individualistic, independent, pioneering

The Creator

Traits:

Creative, imaginative, artistic, inventive, entrepreneur, non-conformist

The Innocent

Traits:

Good, pure, young, optimistic, simple, moral, romantic, loyal

The Caregiver

Traits:

Caring, maternal, nurturing, selfless, generous, compassionate

The Regular Guy or Gal

Traits:

Down to earth, supportive, faithful, folksy, relatable

THE SAGE

Traits:

Knowledgeable, trusted source of information, wisdom and intelligence, thoughtful, analytical, mentor, guru, advisor

The Hero

Traits:

Courageous, honorable, strong, inspirational

THE RULER

Traits:

Leader, responsible, organized, role model, administrator

The Jester

Traits:

Fun, sense of humor, light-hearted, mischievous, irreverent

ignite

your future.



WORD SEARCH

Life story

Future

Transformation

Spark

Ignite

Empower

Engage

Excel

Idea

Creativity

Experience

Discover

Grow

Innovation

Brand