



FACT SHEET BRAND ARCHETYPES

Why use brand archetypes to help express your brand?

- Archetypes are a simple reflection of a brand's values - a personality
- Recognisable and authentic personality traits help people understand your values and builds trust in your brand
- Trusted brands can be counted on to provide a reliable and memorable product and brand experience
- Brands that resonate with you because you value the same things will draw and keep your attention
- Overlaid with the history, environmental and location context that has shaped your business, your personality and context shapes the way the business behaves in the world. It is your brand uniqueness – your story.

Choosing the right archetype

- What is the name of your company and what does it mean? What is your company's logo and motto? What do they represent or symbolise?
- How do people in your organisation dress and interact?
- Look at the interior of the offices and back of house - what is the scene, the organisational structure? Open, closed offices, part open, heirarchical, rabbit warren...
- Are your staff using a consistent language? What messages are putting out there?
- As the staff what they most value about the organisation? What is difficult about working there?
- Think deeply about the function that the business plays in the owner's lives as well as management, board, employees. Does it give them stability, respect, freedom, friendship and relationships, belonging, give care, receive care, leave a mark, transform, influence?
- How do customers see the organisation? Ask actual customers.
- [Take our quiz!](#)

Making the most of your archetype

The language of your archetype should inform every aspect of your brand messages – not just advertising. A brand message that permeates your business consistently needs to shape the way you communicate on every level - social media, marketing, space arrangements, first impressions, customer service, organisational structure, activities, experiences.

What do I need to know about telling stories using brand archetypes?

- Archetypes cannot be applied as an overlay. They are a genuine expression of values.
- Select one archetype and stick to it.
- Just like every person, every business is unique and archetype language can help you express yours.

Learn more?

Read the book that introduced the brand-archetype system

The Hero and the Outlaw, Margaret Mark and Carol S. Pearson

Get advice from [SATC](#) on successful storytelling and visitor experiences

Contact [S2 Architects](#) for a no-obligation phone conversation

[Take our Quiz to find out your archetype and how it applies to buildings!](#)