



# PURE

Brand Archetypes

2023

# Brand Archetype

## Who invented archetypes?

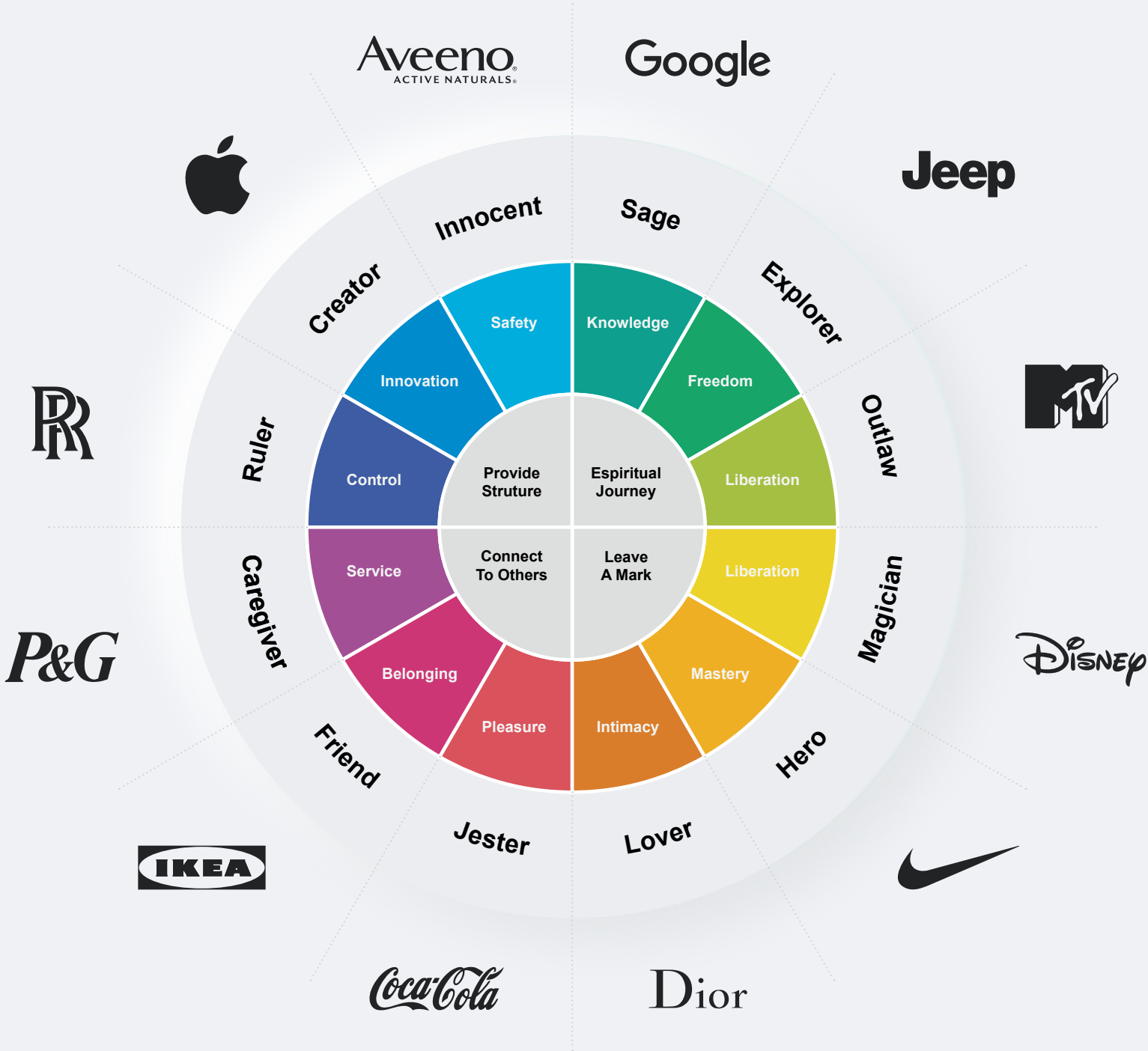
In the 1940s, psychologist Carl Jung identified universal personality archetypes that influence our behavior on a deep, unconscious level. Unlike consciously crafted personas projected to the world, archetypes are inherent and hereditary, guiding our desires and values toward a dominant goal. This distinction is crucial not only for understanding human behavior but also for branding.

\*\*\*Take the Brand Archetype Quiz at the end to discover what archetype is best for your brand.

## How does it work with branding?

When you understand the power of brand archetypes, building brands becomes much simpler, more rewarding, and worthier of respect. Archetypes were a concept introduced by Carl Jung, who believed that they were models of people, behaviors, or personalities.

Archetypes, he suggested, were inborn tendencies that play a role in influencing human behavior.





*The Innocent | Purity*

### Drive

Happiness  
Morality  
Simplicity  
Honesty  
Positivity

### Cases

Natural products  
Churches  
General Stores  
Non-profit  
Children product

### Strategy

Display Wholesome  
Virtue  
  
Foster Feel  
Good Spirit

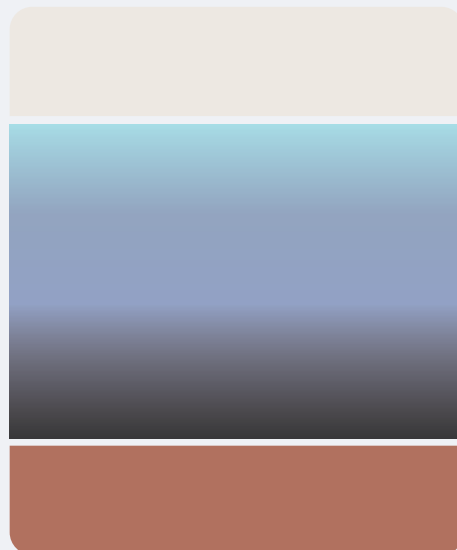
### Brand Voice

Optimistic  
Honest  
Humble






### Brand Message

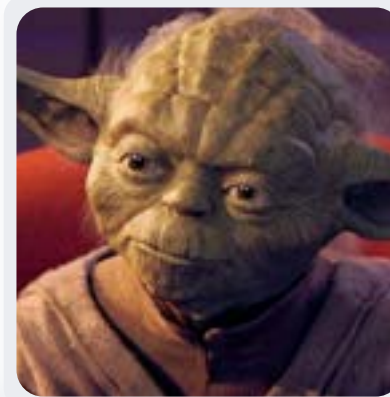
The Most Wholesome Things in  
Life are Unadulterated and Pure

### Colors Palette



### Brand Sample

-  Open happiness
-  The happiest place on earth
-  The Campaign for Real Beauty
-  Get in. Get Happy
-  Better Ingredients. Better Skin Care



*The Sage | Understanding*

### Drive

Wisdom / Expert  
Intelligence  
Expertise  
Information  
Influence  
Researcher  
Mentor

### Cases

Consultancies  
Higher education  
Research firms  
News resources  
Bookstore

### Strategy

Show The Path  
To Wisdom  
  
Celebrate Life-Long  
Learning

### Brand Voice

Knowledgeable  
Assured  
Guiding

### Brand Message

Education is The Path To  
Wisdom. And Wisdom is  
Where The Answers Lie.

### Colors Palette



### Brand Sample

-  Don't be evil
-  Ideas worth spreading
-  To educate the citizens and citizen-leaders for our society
-  Being ahead through Technology
-  Inspiring hope and promoting health through integrated clinical practice, education and research



The Explorer | Freedom

### Drive

Adventure  
Exploration  
The Unknown  
Self Discovery  
Liberation

### Cases

Automotive  
Outdoor equipments  
Adventure travel

### Strategy

Celebrate The Journey  
  
Trust the process

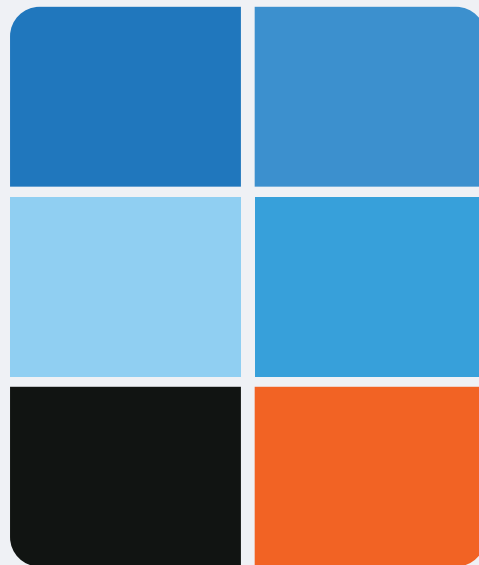
### Brand Voice

Exciting  
Fearless  
Daring






### Brand Message

You Only Get One Life.  
Get Out And Make It Count.

### Colors Palette



### Brand Sample

-  **Jeep** Go anywhere. Do anything
-  **NATIONAL GEOGRAPHIC** Illuminate and protect the wonder of our world
-  **THE NORTH FACE** Never stop exploring
-  **Red Bull** Red Bull gives you wings
-  **NASA** Reach new heights and uncover the unknown



The Outlaw | Revolution

### Drive

Liberation  
Change  
Righteousness  
Revenge  
Independence

### Cases

Automotive  
Motorcycle  
Construction  
Body Art  
Clothing

### Strategy

Denounce Status Quo  
  
Disrupt + Shock

### Brand Voice

Disruptive  
Rebellious  
Combative






### Brand Message

You don't have to settle for the status quo. First demand more. Second, go out and get it.

### Colors Palette



### Brand Sample

-  **HARLEY-DAVIDSON** Screw it. Let's ride
-  **Virgin** Illuminate and protect the wonder of our world
-  **Uber** Move the way you want
-  **PayPal** We put people at the center of everything we do
-  **Shave Time** Shave time, shave money





*The Magician | Power*

### Drive

Transformation  
Knowledge  
Vision  
Belief  
Discovery

### Cases

Entertainment  
Beauty  
Health  
Hospitality  
Relaxation Industry

### Strategy

Develop A Vision &  
Live By It  
  
Transformation

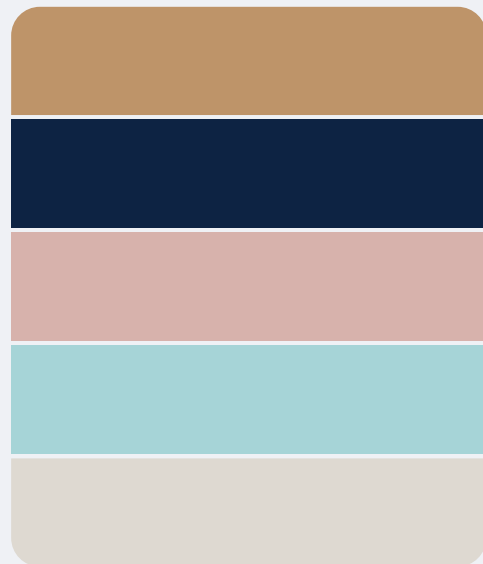
### Brand Voice

Mystical  
Informed  
Reassuring

### Brand Message

Tomorrow is brighter than today,  
and all your dreams can come  
true if you believe.

### Colors Palette



### Brand Sample

- Go anywhere. Do anything
- The vacuum that doesn't lose suction
- Fill the world with emotion, though the power of creativity and technology
- All ages. All races. All sexes
- you're not you when you're hungry



*The Hero | Mastery*

### Drive

Mastery  
Courageousness  
Growth  
Development  
Defence

### Cases

Sportwear  
Outdoor activities  
Equipments

### Strategy

Become Stronger and  
Better  
  
Prove People Wrong

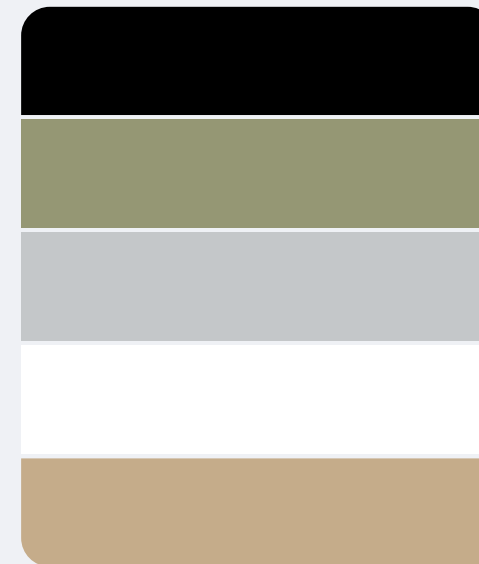
### Brand Voice

Honest  
Candid  
Brave

### Brand Message

We can make the world  
better. We have the grit and  
determination to outwork the rest.

### Colors Palette



### Brand Sample

- Just do it
- The world on time
- Ultimate driving machine
- Save lives. Join the Red Cross
- The Entire Universe. Once and for all



*The Lover | Intimacy*

### Drive

Sensuality  
Closeness  
Indulgence  
Affection  
Love

### Cases

Cosmetics  
jewelry  
Fashion  
Fragrance  
Food

### Strategy

Reaffirm Beauty  
Red Carpet Treatment

### Brand Voice

Sensual  
Empathetic  
Soothing

### Brand Message

Your Striking Beauty Is  
Impossible To Ignore

### Colors Palette



### Brand Sample

- Go anywhere. Do anything
- The vacuum that doesn't lose suction
- Fill the world with emotion, though the power of creativity and technology
- All ages. All races. All sexes
- you're not you when you're hungry



*The Jester | Laughter*

### Drive

Fun  
Happiness  
Laughter  
Togetherness  
Positivity

### Cases

Confectionery  
Child entertainment  
Beer brands  
Men's care

### Strategy

Promote **Good Times**  
Make Them **Laugh**

### Brand Voice

Fun Loving  
Playful  
Optimistic

### Brand Message

We're here for a short time, not a long time. Let your hair down and start living life.

### Colors Palette



### Brand Sample

- Including All Women
- To be irreplaceable, one must be different
- The higher the better. High heels empower women in a way
- When you care enough to send very best
- Flaunt your passion
- Every spoonful brings you closer



The Friend | Belonging

### Drive

Connection  
Togetherness  
Equality  
Fellowship  
Inclusion

### Cases

Everyday apparel  
Home/family life  
Comfort food  
Automotive

### Strategy

Become Stronger and Better  
  
Prove People Wrong

### Brand Voice

Honest  
Candid  
Brave






### Brand Message

We can make the world better. We have the grit and determination to outwork the rest.

### Colors Palette



### Brand Sample

-  Screw it. Let's ride
-  Illuminate and protect the wonder of our world
-  Move the way you want
-  We put people at the center of everything we do
-  Shave time, shave money



The Caregiver | Service

### Drive

Support  
Help  
Service  
Recognition  
Gratitude

### Cases

Health Care  
Non-Profits  
Education  
Hospitals

### Strategy

**Others** Before Self  
  
The Greater Good Is Worth **Sacrifice**

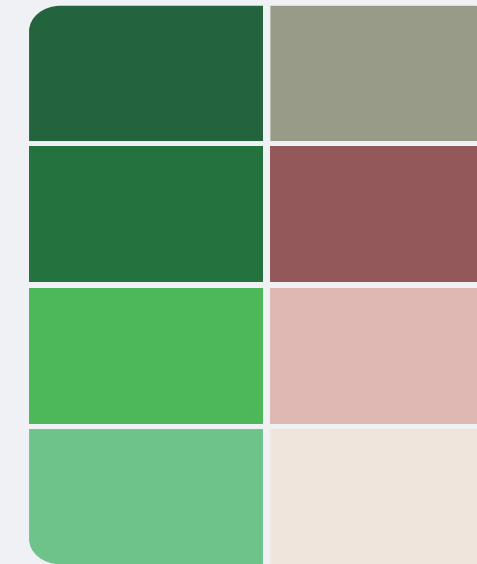
### Brand Voice

Caring  
Warm  
Reassuring

### Brand Message

Everyone deserves care and we must all strive to bestow service upon one another.

### Colors Palette



### Brand Sample

-  For Every Child
-  For a Living Planet
-  One for One
-  The Family Company
-  Drive the Future
-  Doing the Most Good



The Ruler | Control

### Drive

Power  
Prosperity  
Status  
Success  
Wealth

### Cases

Luxury cars  
Watches  
Upscale Hotel  
Upscale Restaurant

### Strategy

*Exert Leadership*  
  
Demonstrate  
*Superiority*

### Brand Voice

Commanding  
Refined  
Articulate






### Brand Message

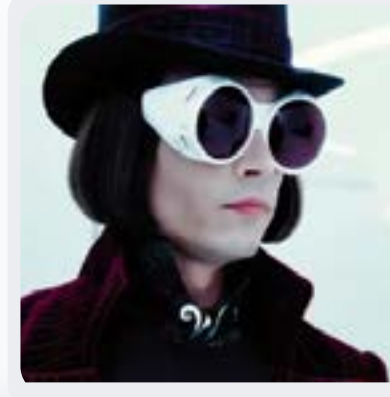
You are successful in work and in life. Reward your excellence and your achievements.

### Colors Palette



### Brand Sample

-  Every Rolex tells a story
-  The best or nothing
-  strive for perfection in all you do
-  Think Different
-  Be what's next



The Creator | Innovation

### Drive

Creation  
Originality  
Vision  
Imagination

### Cases

Health Care  
Non-Profits  
Education  
Hospitals

### Strategy

Inspire To *Unlock Imagination*  
  
Encourage The Pursuit of *Originality*

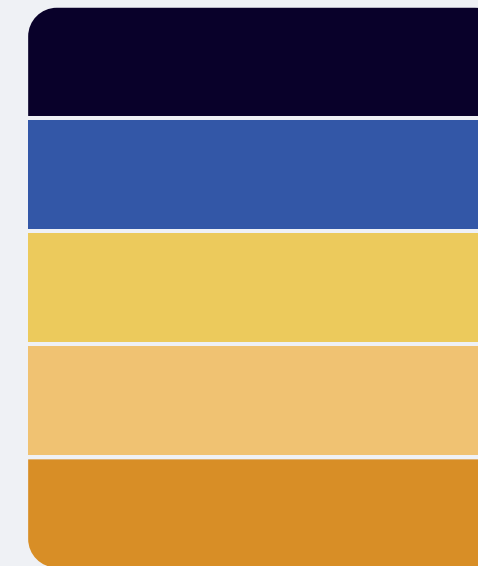
### Brand Voice

Inspirational  
Daring  
Provocative







### Brand Message

If it can be imagined, it can be created.

### Colors Palette



### Brand Sample

-  Together, we create change
-  Broadcast Yourself
-  When it comes to a great idea, you know it when you see it
-  Only the best is good enough
-  At Burberry, we believe creativity opens spaces
-  From Suck to Nonsuck.



# Contact

Address: 10926 Montverde Lane  
Houston, Texas 77099, United State

Phone: (+1) 832 328 4254

Email: [hey.thepure@gmail.com](mailto:hey.thepure@gmail.com)

Website: [thepure.design](http://thepure.design)

# THANK YOU

We believe our Brand Archetypes has offered you valuable insights into our brand foundation, and we look forward to the possibility of collaborating on future projects together.

Join us on our creative journey, and let's bring your vision to life together. Choose THE PURE, where creativity knows no bounds.

