



The 12 Brand Archetypes: A Guide

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The Hero

Traits

Open, reluctant, unsung.

Motivation

To use mastery in a way that improves the world.

Business

They are often either committed to a worthwhile cause or devoted to helping their customers and employees to 'be all that you can be'. They often create innovations that will have a major impact on the world and can solve a major social problem or encourage others to do so.

Music

Daft Punk, Drake, Foo Fighters, Travis Scott, Youngblood.

Scent

Strong, invigorating notes like black pepper, cedarwood and vetiver.

Imagery

Bold typography, action shots, dynamic lighting, upward angles.

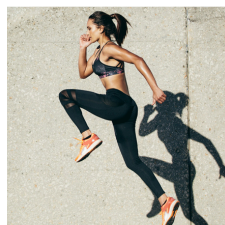
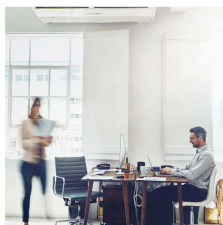
Brands

Nike, Red Cross, Federal Express, Duracell.



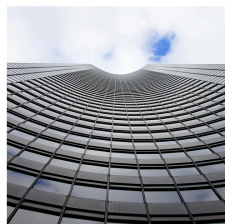
Brave

"An agent
for
change"



"Courage
in action"

Power



The Caregiver

Traits

Samaritan, healer, guardian.

Motivation

To relieve others suffering.

Business

This archetype not only characterises the importance of customer service, but to also anticipate customer needs and to then accommodate for them.

Music

Adele, Barry White, Diana Ross, Fleetwood Mac, Norah Jones.

Scent

Soft lavender, vanilla, chamomile.

Imagery

Warm lighting, close-ups, real moments, soft tones.

Brands

UNICEF, Marriott, Meals on Wheels, Amnesty International, Salvation Army.



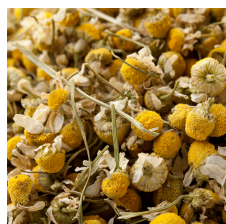
Nurture

“We’re
here to
help”



“Giving
without
expectations”

Support



The Explorer

Traits

Pioneer, guide, seeker.

Motivation

The freedom to find out who you are by exploring the world.

Business

They are driven to create new and exciting products or experiences and are often ahead of their time, willing to take tough stands for something they believe in.

Music

Angus & Julia Stone, Bob Marley, Fleet Foxes, George Ezra, Mumford & Sons.

Scent

Crisp mountain air, pine, sandalwood.

Imagery

Wide landscapes, natural light, candid shots, textured backdrops.

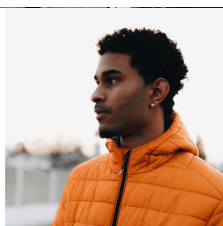
Brands

Levi Jeans, National Geographic, Jeep, Intrepid and NASA.



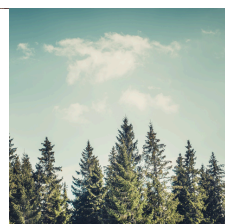
Freedom

"Let's see
what's
out there"



"Be free to
find out who
you are"

Adventure



The Creator

Traits

Artist, entrepreneur, innovator.

Motivation

To create something of enduring value.

Business

Creator businesses provide an often fluid environment that fosters 'out-of-the box' thinking. Everyone contributes to the ideas that make the world a better place in some way, generally through the innovation of the product or service.

Music

Childish Gambino, Billie Eilish, Prince, Flume, Sia, Tame Impala.

Scent

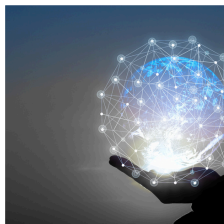
Amber, cedar, fig, or incense-like notes.

Imagery

Artistic compositions, moody lighting, unique angles, layered visuals.

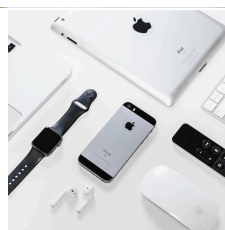
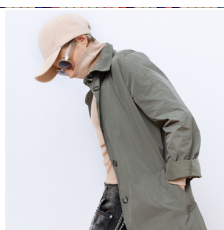
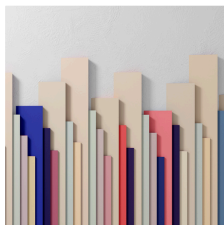
Brands

Adobe, LEGO, Swatch, Etsy, Dyson, Sesame Street, Crayola.



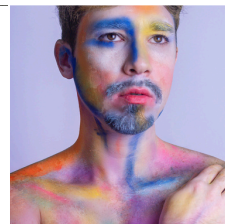
Vision

"We
imagine
then we
make"



"Design
with
soul"

Craft



The Ruler

Traits

Benevolent dictator, chairman, promoter.

Motivation

Control and structure for success.

Business

Many ruler businesses are central in setting standards that control how things are done in their industry. They like to lead and be in control, often providing a product or service before their customers even know they need it.

Music

Beyonce, Mac Miller, Rufus Du Sol, Justice, Kendrick Lamar.

Scent

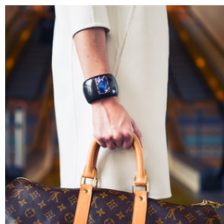
Leather, oud, or complex blends with spice and musk.

Imagery

Clean lines, modern architecture, gold accents, minimal elegance.

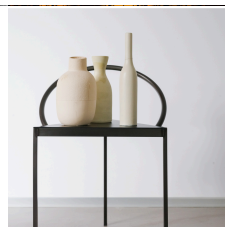
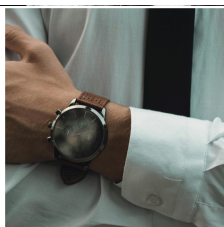
Brands

Rolex, Mercedes-Benz, American Express, Microsoft, Louis Vuitton.

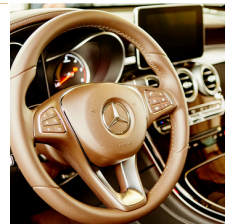
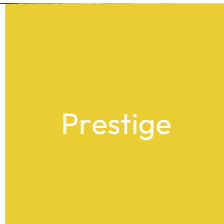


Authority

"We set the standard"



"Lead with certainty"



The Wizard

Traits

Transformer, influencer, engineer.

Motivation

To make dreams come true through transformation.

Business

Are vision driven, seeking consensus about core values and desired outcomes and then maximising their flexibility in achieving these goals.

Music

Coldplay, David Gray, Elton John, INXS, Robbie Williams, Sting.

Scent

Fresh rain, bergamot, white tea.

Imagery

Ethereal glow, soft gradients, surreal textures.

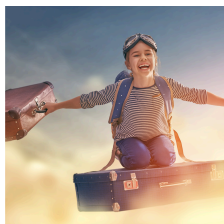
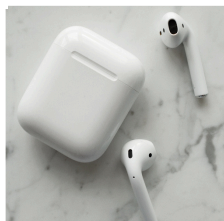
Brands

Mastercard, Lynx, Victorinox, Red Bull, MAC Cosmetics.



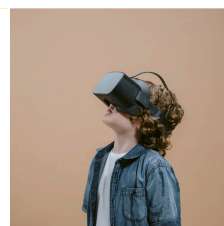
Wonder

"Anything is possible"



"Transform the ordinary"

Insight



The Rebel

Traits

Bold, disruptive, free-spirited

Motivation

To challenge convention.

Business

Bold leadership, courage and power, the Rebel brand helps their audiences see there is a better way to solve the problem.

Music

Blondie, David Bowie, Gang of Youths, Red Hot Chilli Peppers, The Killers.

Scent

Smoky, spiced, leather.

Imagery

Black-and-white contrast, bold type, graffiti, high attitude.

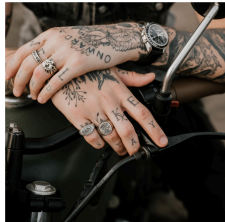
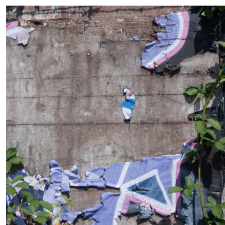
Brands

Honda, Apple, Greenpeace, Harley Davidson, Levi Strauss.



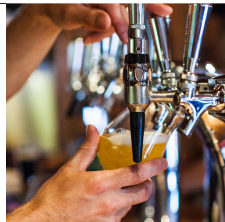
Defiant

“Break the rules”



“Shake things up”

Bold



The Innocent

Traits

Purist, idealist, muse.

Motivation

Happiness, and experience paradise.

Business

These include mum and dad shops, small neighbourhood businesses and any organisation that is unconsciously dedicated to practicing simple values. The Innocent archetype is also connected to the concern people feel about large corporates buying or closing out small, community based businesses.

Music

Amy Shark, Boyzone, Gabrielle, Guy Sebastian, Shawn Mendes, Tones & I.

Scent

Fresh linen, citrus blossom, cucumber.

Imagery

Natural light, smiling faces, fresh and clean composition.

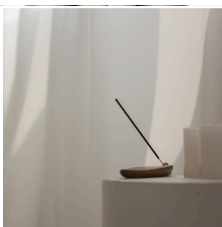
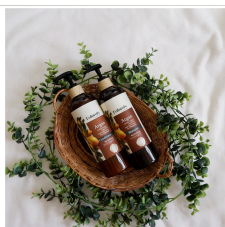
Brands

Disney, McDonalds, Coca-Cola, Dove.



Simplicity

"Keep it simple
and honest"



"Pure and
positive"

Light



The Regular Guy & Girl

Traits

Member, advocate, citizen.

Motivation

Connection with others, where everyone is equal.

Business

This archetype frequently has a sense of group identity. They represent the universal and often unpretentious experience of being ‘human’ — the highs, the lows, the bitter and sweet. This archetype believes in the values of the importance of being grounded, unselfish and approachable.

Music

Bruno Mars, Dua Lipa, Ed Sheeran, Jonas Brothers, Taylor Swift, Pink.

Scent

Warm vanilla, cotton, soft woods.

Imagery

Everyday life, family moments, real people, natural backdrops.

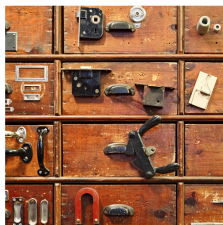
Brands

VISA, Nivea, Ebay, IKEA, Avis, Volkswagon, Aldi.



Belonging

“We’re just like you”



“Familiar feels right”



Warmth



The Sage

Traits

Messenger, oracle, detective.

Motivation

The discovery of truth.

Business

They are often found in universities research labs, think tanks and companies who see themselves as learning systems – that is businesses whose structure and values promote continuous learning. Emphasis is placed on analysis, learning, research and planning.

Music

Dean Lewis, Gabrielle, Martika, Natalie Imbruglia, Toto, Tears for Fears.

Scent

Herbal, earthy, like vetiver or green tea.

Imagery

Minimalist, calm palettes, books, infographics, timeless design.

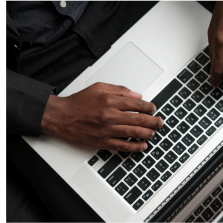
Brands

Google, National Geographic, Forbes, Foodbank, CNN, Smithsonian.



Wisdom

“Truth matters”



“The answer is out there”

Truth



The Jester

Traits

Entertainer, activator, masked.

Motivation

To live in the moment with full enjoyment.

Business

The archetype makes enjoyment the bottom line. The Jester also helps foster innovation in organisations by breaking up traditional categories of thinking.

Music

Kylie Minogue, Jamiroquai, Lizzo, OutKast, Queen, Will Smith.

Scent

Fruity, candy-like, citrus.

Imagery

Bright colours, exaggerated expressions, gifs, movement.

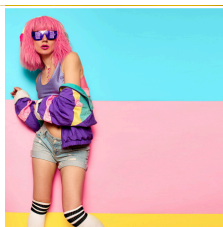
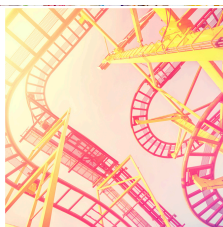
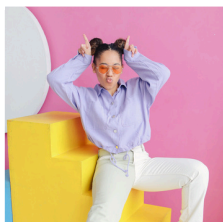
Brands

Pepsi, M&M's, Snickers, Ben & Jerry's, Kahlua, Old Spice.



Play

"Let's have
some fun"



"Joy is
serious
business"

Energy



The Lover

Traits

Pleasure seeker, romantic, companion.

Motivation

Attain intimacy and experience pleasure.

Business

The archetype results in camaraderie, beautiful surroundings and attention to the connections that bring a sense of meaning and balance to life. The Lover influences our human instinct for affection, beauty, closeness and collaboration.

Music

All Saints, Ellie Goulding, Corinne Bailey Rae, Khalid, Sam Smith.

Scent

Rose, amber, vanilla, or anything sweet and intoxicating.

Imagery

Soft focus, close crops, rich colours, slow-motion vibes.

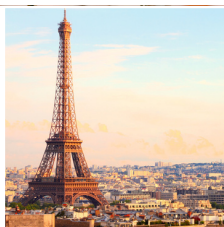
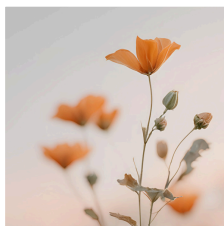
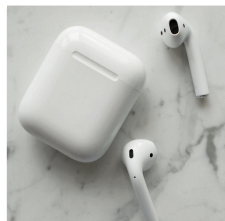
Brands

Revlon, Chanel, Alfa Romeo, Haagen-Dazs, Tiffany & Co, Guide Dogs.



Passion

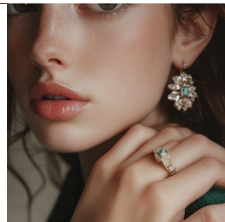
"It's the dreamlike quality"

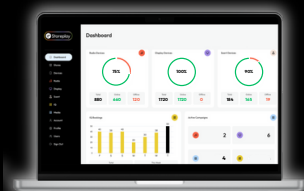


"Wanted, loved & grateful"



Intimacy





Understanding your brand archetype is just the beginning.

Storeplay brings your brand's identity to life across music, signage, scent, and in-store content, helping you connect with your audience in ways that feel natural, intentional, and unforgettable.

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