



- ☐ **Define the mission, and values:** The first step in creating a strong brand is clearly defining the mission and values of the business or co-mission. Think about what the business or co-mission stands for, its values, and its overall purpose.

- ☐ **Identify who you are called to serve:** The next step is to identify who the business or co-mission is called to serve. Who do you want to impact the most, what are their needs and desires, and how can you best connect with them?

- ☐ **Define the brand voice:** Brand voice is the tone and style that is used in all communications, including marketing materials, social media posts, and website copy. What type of voice do you want your brand to have, such as casual, formal, informative, or humorous?

- ☐ **Define brand personality or archetype:** Brand personality is the human characteristics and traits that are associated with a brand. What personality type do you want your brand to have, such as fun, friendly, professional, sophisticated, quirky, or insightful? Do you want it to resonate with a particular archetype or a combination?

Archetypes are universal symbols that represent basic human motivations and desires. In branding, archetypes can be used to create a strong and memorable brand personality that resonates with the target audience. Here are some of the most commonly used archetypes in branding:

- a. **The Innocent:** *The Innocent archetype represents purity, simplicity, and optimism. Brands that use this archetype often emphasize safety, nostalgia, and a sense of childlike wonder.*
- b. **The Explorer:** *The Explorer archetype represents freedom, adventure, and a desire for new experiences. Brands that use this archetype often emphasize discovery, excitement, and a sense of exploration.*
- c. **The Sage:** *The Sage archetype represents wisdom, knowledge, and a desire for understanding. Brands that use this archetype often emphasize expertise, education, and a sense of authority.*
- d. **The Hero:** *The Hero archetype represents courage, strength, and a desire to overcome obstacles. Brands that use this archetype often emphasize heroism, achievement, and a sense of empowerment.*
- e. **The Outlaw:** *The Outlaw archetype represents rebellion, nonconformity, and a desire to break the rules. Brands that use this archetype often emphasize individualism, freedom, and a sense of rebellion.*
- f. **The Magician:** *The Magician archetype represents transformation, innovation, and a desire to create something new. Brands that use this archetype often emphasize creativity, imagination, and a sense of magic.*
- g. **The Regular Guy/Girl:** *The Regular Guy/Girl archetype represents authenticity, honesty, and a desire to connect with others. Brands that use this archetype often emphasize simplicity, humility, and a sense of relatability.*
- h. **The Lover:** *The Lover archetype represents passion, romance, and a desire for intimacy. Brands that use this archetype often emphasize sensuality, emotion, and a sense of connection.*
- i. **The Jester:** *The Jester archetype represents humor, joy, and a desire for fun. Brands that use this archetype often emphasize humor, playfulness, and a sense of lightheartedness.*
- j. **The Caregiver:** *The Caregiver archetype represents compassion, nurturing, and a desire to help others. Brands that use this archetype often emphasize empathy, support, and a sense of care.*

- ☐ **Create a brand message:** A brand message is a concise statement that communicates the essence of the brand. Create a brand message that summarizes the mission, values, target audience, and what makes you different from everyone else. Be sure to write it in the voice and personality/archetype of your brand