SUSE

Resources For Using Brand Archetypes

Archetypes are powerful tools to improve how your brand communicates.
It's worth exploring which of the 12 Jungian archetypes, alone or in combination, best describes your brand.

Once identified (see resources below) you can use your brand's archetype to bring your brand personality to life and ensure that your communications align with what is true of your brand.

Key resources for using archetypes:

→ The Hero and the Outlaw, Margaret Mark / Carol S. Pearson
→ The Hero with a Thousand Faces, Joseph Campbell
→ Brand Archetypes: The Definitive Guide, Iconic Fox
→ Combining Brand Archetypes: The Secret to Great Brands, James Dowd

Here is an example that SUSE created to illustrate how our mascot, Geeko, might be represented as 12 different archetypes. Modern AI image generators can help quickly prototype and visualise this exercise with your industry-relevant details, resulting in additional engagement and deeper emotional reactions.