

BRAND ARCHETYPES

the innocent

The image features two butterflies perched on a pinkish-red, spiky flower. The background is a soft, out-of-focus landscape with similar flowers. The text is overlaid in the center-right area.

good PEOPLE BRING
OUT THE *good* IN
PEOPLE.

{ The Dreamer, Romantic, Saint,
Purist, Optimist and Idealist. }

The Innocent is optimistic and pure. They believe in a nirvana or heaven that we can all live in peacefully. They show us how to look at the bright side of life and how to get back to basics when other over-complicate or obscure the natural goodness of our surroundings. They bring out the best in all of us and help us to declutter and not over complicate things in our lives, but to focus on what is pure and good.

The Innocent is a positive and sweet personality with an optimistic outlook on life. They crave safety, stability but ultimately want everyone to be happy and peaceful. They are honest and pure and have no ill will or bad intentions towards anyone. They don't hold grudges and believe that everyone has the divine right to be who they are. They see beauty in everything and everyone and have a knack for seeing inner beauty where others may not. To appeal to an Innocent, you need to earn their trust with simplicity, honesty and most importantly, positive communication. Any negative, harmful or abrupt communication would be a turn off. Innocents need to associate your brand with safety, positivity and peace and will feel a deep connection if their inner beauty is recognized and celebrated.

THE
innocent

” Good people bring out
the good in people. ”

” Slow down and enjoy the
simple pleasures in life. ”

” Positive thinking = positive outcome. ”

THE
innocent

” Kindness is free. Sprinkle
that stuff everywhere. ”

Innocent Brand Voice

THE
innocent

Hopeful	Modest
Simple	Happy
Optimistic	Loyal
Reliable	Relaxed
Kind	Radiant
Honest	Excited
Humble	Harmonious
Wholesome	Upbeat
Pure	Lighthearted
	Cheerful
	Joy
	Faithful

THE *innocent*

Goals & Skills

The Innocent's goal is to create happiness for all and to find beauty in the simple things. They want to feel deeply fulfilled and leave the world a happier place. Innocent's are highly optimistic, always striving to do the right thing with joy. They are cheerful, trustworthy and optimistic.

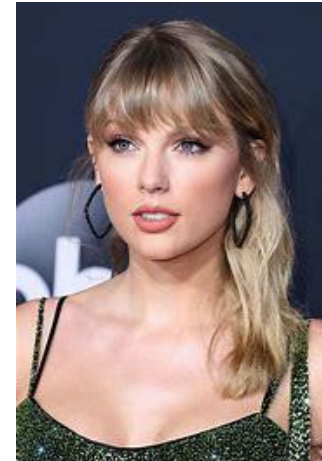
Dislikes & Weaknesses

Innocent's can come across as naive, unrealistic or in denial. They can be thought of as "too nice" or boring and fear getting in trouble or punishment. They never want to be seen as "bad" or harmful and believe negativity will ruin the world. They dislike cynicism, theatrical reactions and attention-seekers.

Dove



Famous Innocents



Taylor Swift



Jennifer Aniston

THE
innocent

Color Palettes

Grapefruit



HEX #E1D318



HEX #EFFF6B

HEX #FFFFFF



HEX #FFB26B



HEX #D66D21

Meyer Lemon

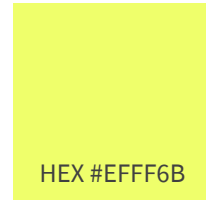


HEX #38347B



HEX #9993FF

HEX #FFFFFF



HEX #EFFF6B



HEX #E1D318

Down by the seashore

HEX #FFFFFF



HEX #F9E9CE



HEX #C2A47D



HEX #7E6544



HEX #9993FF

THE *innocent*

Font Pairings

FREE COASTINE

Brittany

Aileron Regular

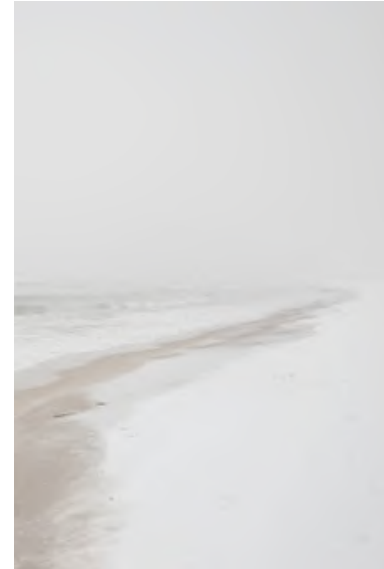
LOVE CHILD REGULAR

LIBRE FRANKLIN LIGHT

Jaceline

THE
innocent

Mood Board



hi there.

I'M KELLY. YOUR NEW DESIGNER FRIEND

I'm a brand strategist and web designer for conscious, eco-friendly, sustainable and people-centered brands - and I'm obsessed with building psychology-driven brand strategies through the power of brand archetypes.

Brand Archetypes aren't just something that reflects who you and your brand are at its core, it's based on perception management and a strategic and intentional decision to personify a specific personality or character in your brand. Brands that use archetypes tend to be more successful in building stronger, more impactful and deeply captivating connections with their audience that resonates time and time again.

Developing your brand's personality in an authentic, psychology-driven and intentional way is the key to success. When you are strongly rooted in your core foundation, your brand will authentically connect with all the right people.

I hope this resource guide helps you to start understanding and building on your brand's archetype. Want more Magician resources? Check out these out:

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So grateful and glad you're here!
xoxo, Kelly



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