

A man wearing a black top hat, a dark long-sleeved shirt, and blue jeans stands on a stage. He is holding a white card in his right hand and a small object in his left. He is positioned in front of a microphone stand. The background features a large, glowing circular light fixture with concentric rings of light in shades of blue, purple, and pink. The floor is reflective, showing the man's reflection.

BRAND ARCHETYPES

the entertainer



BE A *fruitloop* IN A
BOWL OF *cheerios*.

{ The Jester, Comedian,
Jokester and Performer }

The Entertainer is all about having fun and living life in the moment. They are humorous, lighthearted and the life of the party. They are excited to help others, they enjoy life, boredom is the enemy, let's just live in the moment. They not only LOVE to have fun themselves, but they see it as their duty to be a ray of sunlight in everyone's life around them. They are the eternal optimists and can't be kept down long due to their ability to see the good in everything around them. Eternally young at heart, they continue their child-like behavior well into adulthood as everyone around them has grown up and become more serious.

Brands that are in the business of entertaining or being associated with having a good time make the Entertainer Archetype a solid choice. Entertainer brands are memorable and should highlight a lighthearted and positive & playful side of life with an entertaining spirit, connecting with their audience through happiness, laughter and fun.

THE *entertainer*

” Joy is gladness not based
on any circumstance.”

” Anything worth doing
can be fun.”

” Joy is the most magnetic
force in the univers.”

THE
entertainer

” It was me, I let the
dogs out.”

Entertainer Brand Voice

THE
entertainer

| | |
|------------------|-----------|
| Fun-loving | Witty |
| Playful | Magnetic |
| Optimistic | Hilarious |
| Enthusiastic | Party |
| Expressive | Infamous |
| Self-deprecating | Dazzling |
| Spontaneous | Live More |
| Laughter | Alive |

THE *entertainer*

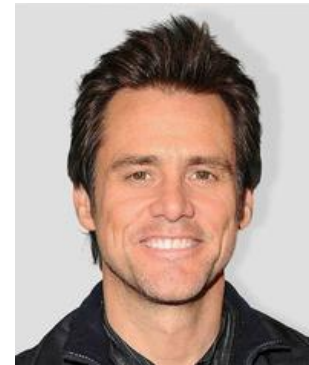
Goals & Skills

The Entertainer wants nothing more than to have a great time and brighten up the world, to entertain people and get others to enjoy life to the fullest. They are light-hearted and uplifting, always living in the moment and good at playing devil's advocate.

Dislikes & Weaknesses

Entertainers can seem disrespectful or insensitive and can be timewasters or frivolous. They may use trauma to deflect anger or hurt and dislike being boring or being bored. Entertainers don't like to feel unfulfilled, not funny or not being the life of the party.

Famous Entertainers



Jim Carrey

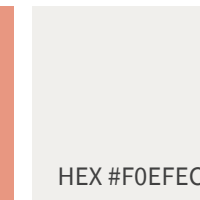


Will Ferrell

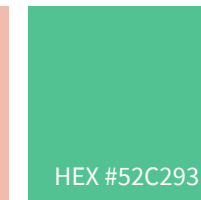
THE *entertainer*

Color Palettes

Dance Party



Summer Fun



Party Time



THE *entertainer*

Font Pairings

BOCHI HAND

Source Sans Pro

Jaceline

MOONSHINE

Vintage Moon

Archerus Grotesque Light

THE
entertainer

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:

[PINTEREST BOARD](#)

[BOOK A CALL](#)

[THE SERVICES](#)

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



KAM

DESIGN STUDIO

CRAFTING *purpose-driven* BRAND STRATEGY
AND WEB DESIGNS FOR *conscious* BRANDS.

KAMDESIGNSTUDIO.COM