

BRAND ARCHETYPES

the guy/girl next door

A man with a beard and glasses, wearing a light blue button-down shirt and khaki pants, is leaning over a wooden desk in a modern office. He is looking at a tablet computer he is holding in his left hand, while his right hand is on the trackpad of a silver laptop. On the desk, there is also a white mug, a black mouse, and some papers. In the background, there is a white shelving unit with binders and a window with a view of a city. The overall atmosphere is professional and focused.

WORK *hard* IN *silence*.
LET YOUR *success* BE
YOUR *noise*.

{The Everyman, Realist, Friend,
Worker, Good guy / girl}

The Guy/Girl Next Door wants to belong. They tend to blend into society as an "everybody" and don't like to stand out in a crowd. They're friendly, unassuming, easy to talk to and never overly funny, rude or loud. They lend their trust easily though they fear being rejected. They're positive and strive to fit into a group. They tend to have a liking to most things though they're never passionate about one thing.

They are real, down to earth, and it's not uncommon to become insta-besties since they have a way of making people feel comfortable and understood. They are hardworking and humble, and a breath of fresh air for their audience who is energized by how grounded and honest they are.

To appeal to them, you need to give them the sense of belonging. Brands that revolve around everyday activities can leverage the message that it's ok to be normal. Appealing to them involves being honest, humble friendly and down to earth and using communication that doesn't exclude anyone.

THE *guy/girl next door*

"You're just like me and
I'm just like you."

"Work hard and be
nice to people."

"Find joy in the ordinary."

THE guy/girl next door

"I'm not interested in
competing with anyone. I
hope we all make it."

Guy/Girl Next Door Brand Voice

Friendly Realistic
Humble Dependable
Honest Grounded
Practical Open
Authentic Trustworthy
Accepting Approachable
Relatable Hardworking
Included Sensible
 Genuine
 Likable
 Welcoming
 Wholesome
 Understood

THE
guy/girl next door

Goals & Skills

The Guy/Girl Next Door wants to relate, to belong and be accepted, to feel connected to others. They align with sincere core values and create community. They develop solid values, are down to earth, and have a touch of realism and empathy. They are made for the every day guy or girl, always accepting and making people feel apart of something, equal and understood.

Dislikes & Weaknesses

They don't want to feel left out or to stand out from the crowd. They fear losing oneself to fit in or losing connection with those around them. They don't like being judged, isolated, feeling hostility or disassociation. They dislike people who are entitled, status "snobs", arrogant, and isolated.

THE
guy/girl next door

Famous Guys / Girls Next Door



Drew Barrymore



Emma Stone

THE
guy/girl next door

Color Palettes

Create + Cultivate

HEX #E4BD94

HEX #DB9D89

HEX #EBCE59

HEX #AAC2B3

HEX #2C865E

Inspired Soul

HEX #64436D

HEX #BD1985

HEX #CC3E2F

HEX #DD5A10

HEX #F0EDE8

Artists Muse

HEX #F03DE8

HEX #FFDE59

HEX #03989E

HEX #280E3D

HEX #DD5A10

THE *guy/girl next door*

Font Pairings

MODRIC
LATO

Source Sans Pro

Wonderful Melanesia

MONTSERRAT

Brittany

THE
guy/girl next door

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.

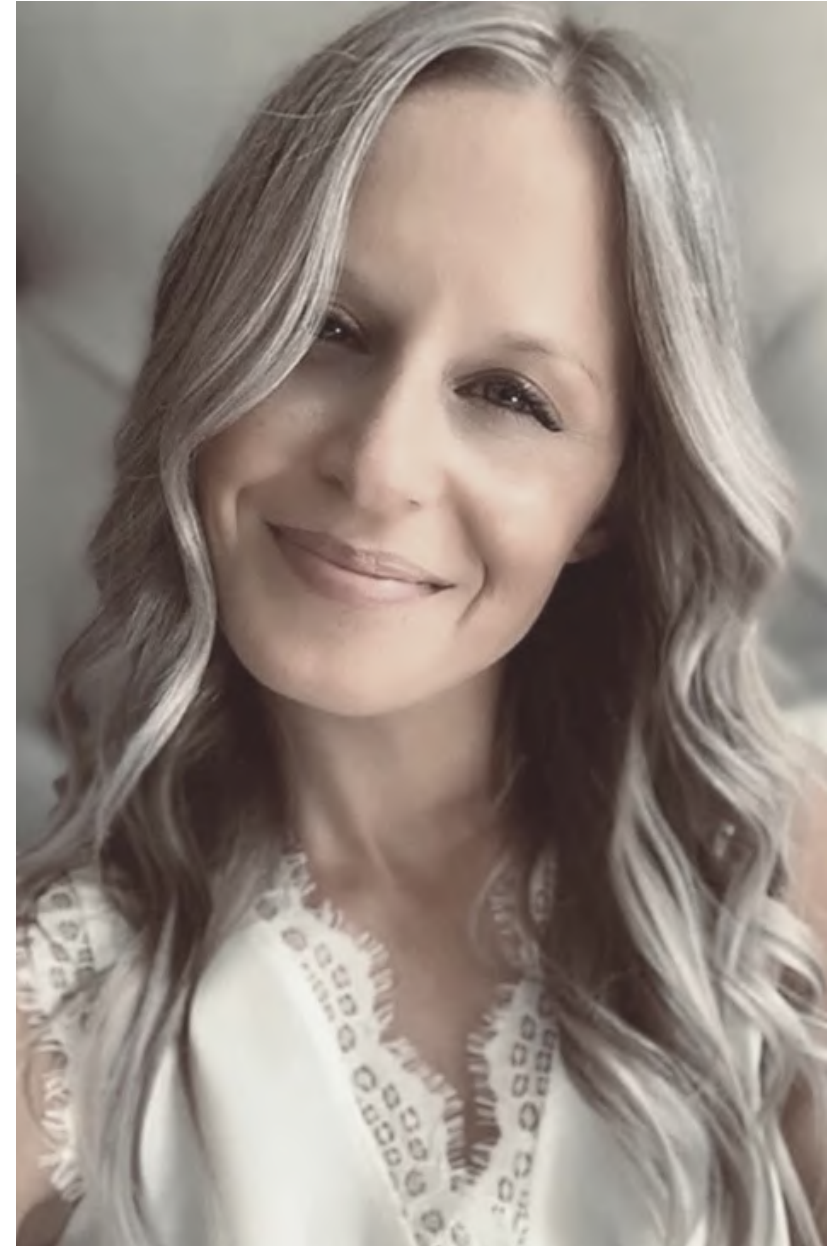
I hope this resource guide helps you to start understanding and building on your brand's archetype. Want more Magician resources? Check out these out:

[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