

A woman with long dreadlocks is kneeling on the floor of an art studio, focused on painting an abstract piece on a canvas. She is wearing a light-colored, patterned long-sleeved shirt and dark pants. The canvas features vibrant, swirling lines of red, orange, and blue. The studio is filled with various art supplies, including paint tubes, brushes, and a palette on the floor. In the background, there are other canvases and a window with a view of the outdoors.

BRAND ARCHETYPES

the creator



HER LIFE IS *art.*
SHE WAS *created*
TO *create.*

{the artist, dreamer, maker,
innovator and visionary}

The Creator is inventive, unique and vibrant, all about design. They inspire us to fully express ourselves, to own our unique visions and to be an individual. Creators have a deep desire to create something innovative and beautiful that wasn't previously there or thought of before. Creators believe that if you can imagine it, it can be created but are often stifled by their own desire for perfection.

Creator brands should celebrate the creative process while inspiring self-expression through unique and innovative means. Brands that provide the means or tools to express creativity would be well positioned with creatives and communication should stir the desire for the creative process.

Creator brands leverage their audience's imagination and their desire to create and innovate. Creator Brands tend to be builders, artist, writers, designers and photographers.

THE *creator*

” Think about things differently. ”

” You are not a mess, you are a creative genius. ”

” Creativity is contagious, pass it on. ”

THE creator

” Creative people are curious, flexible, persistent and independent with tremendous spirit of adventure. ”

Creator Brand Voice

THE
creator

Artistic
Original
Imaginative
Visionary
Talented
Inspirational
Inventive
Expressive
Perceptive

Authentic
Artisan
Brilliant
Curator
Maker
Stylist
Designer
Muse
Curious
Free-spirited
Unique
Visual

Goals & Skills

To help their audience express, create and foster their imagination. To help them realize their vision and create beauty. Creators provide something new, innovative and imaginative, that has meaning and enduring value, something that hasn't been thought of or seen before.

THE *creator*

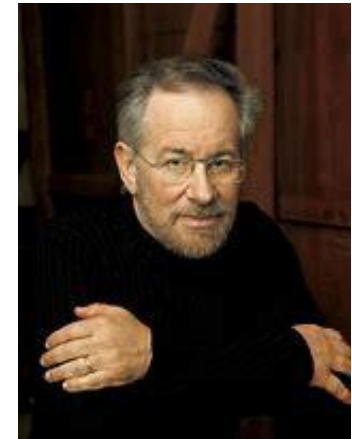
Dislikes & Weaknesses

Creators can be extreme perfectionist, allowing their own insecurities bring them down and stifle their creativity. They despise being unoriginal, mediocre or inauthentic. They don't like feeling uninspired, having bad solutions or being criticized for their work.

Famous Creators



Bob Ross



Steven Spielberg

THE *creator*

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 *creator*

Font Pairings

NOSTRUD

LATO

Wonderful Melanesia

BROOKE BOLD

MONTSERRAT

Brittany

THE
creator

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



KAM

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