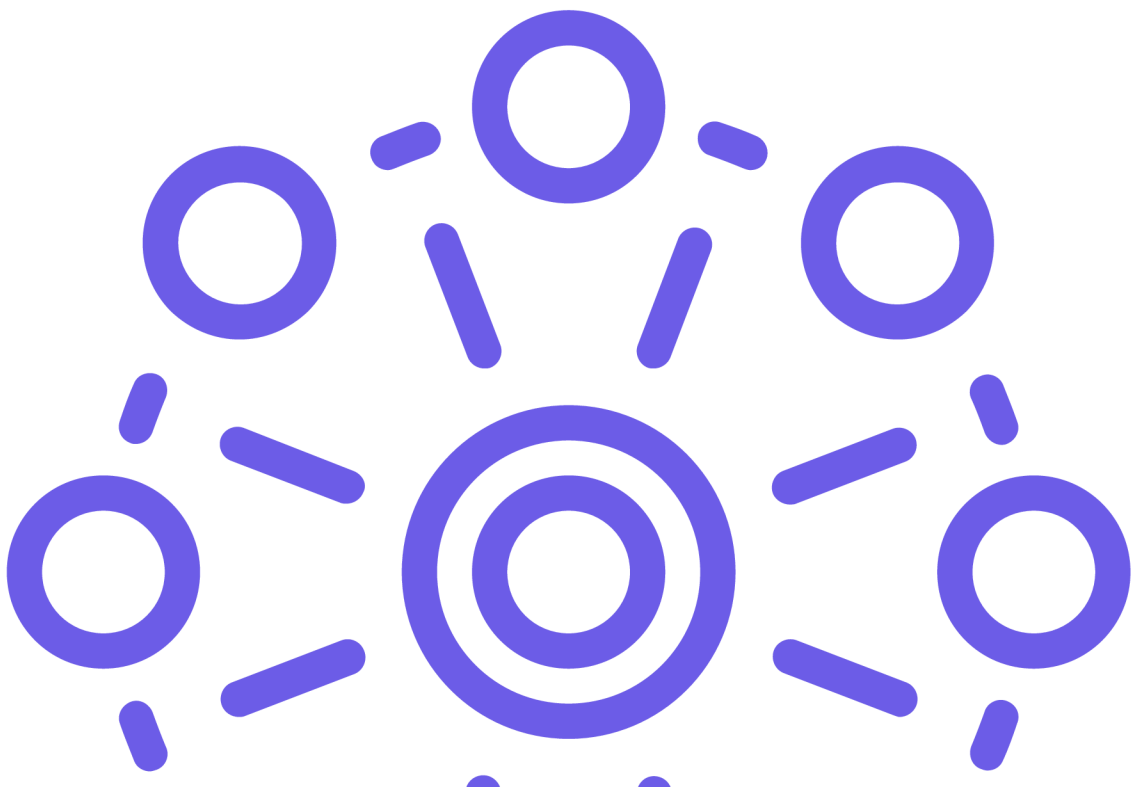


Free Resource > Brand Archetypes

# Everyman

Friendly. Relatable. Supportive.



## Introduction

The Everyman archetype is about belonging, relatability, and authenticity. Everyman brands are approachable, down-to-earth, and connect through familiarity and trust.

# Brand Personality

## Traits

- Friendly
- Supportive
- Relatable
- Dependable
- 

## Tone of Voice

Warm, casual, straightforward

## Motto

All creatures are created equal.

# Colour Inspiration

Everyman brands thrive with earthy, approachable palettes.

## Palette Swatches



## Combinations



## Avoid

Overly flashy neons

## Design Style

### Typography Suggestions

#### Open Sans

abcdefghijklmn  
opqrstuvwxyz

ABCDEFGHIJKL  
MNOPQRSTUW  
XYZ

#### Lato

abcdefghijklmno  
pqrstuvwxyz

ABCDEFGHIJKL  
MNOPQRSTUW  
XYZ

#### Noto Sans

abcdefghijklmn  
opqrstuvwxyz

ABCDEFGHIJKL  
MNOPQRSTUW  
XYZ

#### LOVELO

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
XBCDEFGHIJKLM  
NOPQRSTUVWXYZ  
YZ

### Imagery Style

People in everyday life, community gatherings

### Graphics

Simple icons,  
straightforward layouts

### Patterns

Minimal, textured  
natural backgrounds

# Marketing Approach

## How it works in marketing

Everyman brands market by being relatable and authentic. They connect with audiences through everyday language, approachable visuals, and community-driven campaigns. Their focus is on belonging and trust rather than standing out.

## Best Platforms

- Facebook
- Instagram
- Email

## Content Style

- Relatable
- Friendly
- Authentic

## Tips

- Use everyday language
- Share community
- Show real people

## Quick Wins

- Behind-the-scenes
- Relatable posts
- Client stories

## Inspiration

- IKEA
- Target
- eBay

Bring your

# Everyman

to life

Ready to bring your brand to life?  
We'll help you create visuals, words, and  
campaigns that inspire confidence.



work with

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