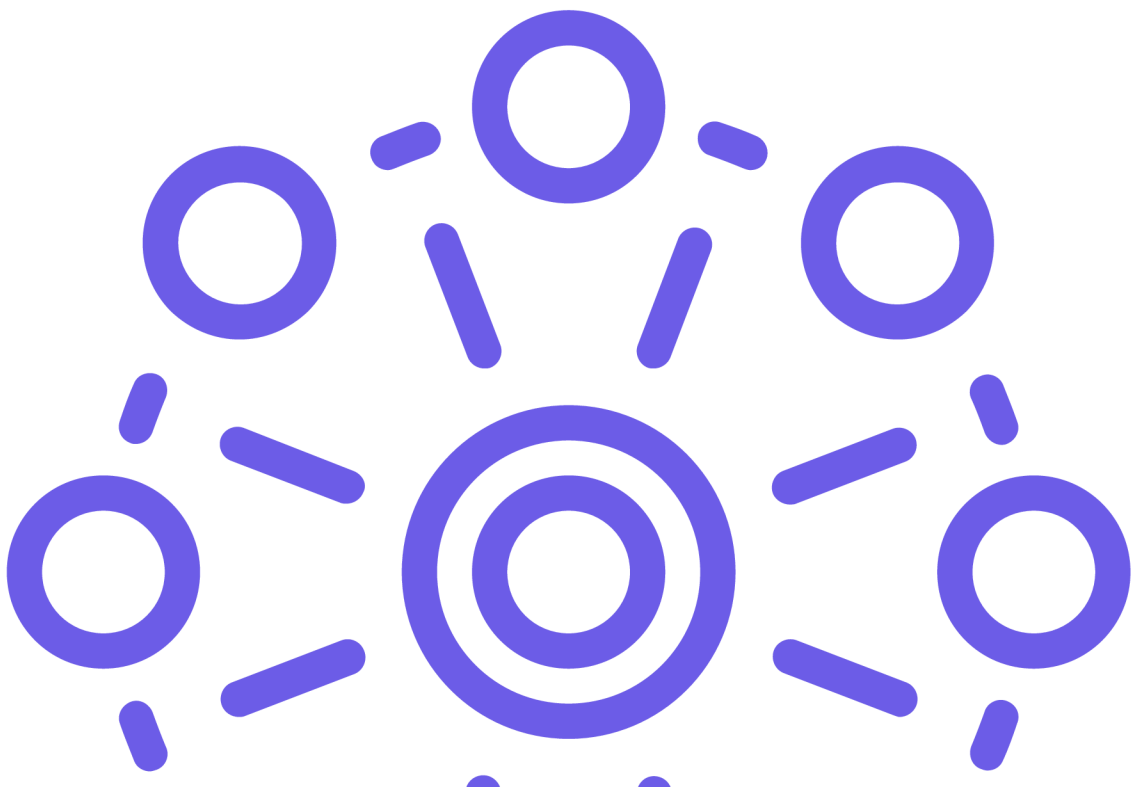


Free Resource > Brand Archetypes

# Explorer

Adventurous. Independent. Free.



## Introduction

The Explorer archetype is about freedom, discovery, and authenticity. Explorer brands inspire their audience to go further, try new things, and embrace adventure.

# Brand Personality

## Traits

- Adventurous
- Independent
- Curious
- Authentic

## Tone of Voice

Inspiring, energetic, open, daring

## Motto

Don't fence me in.

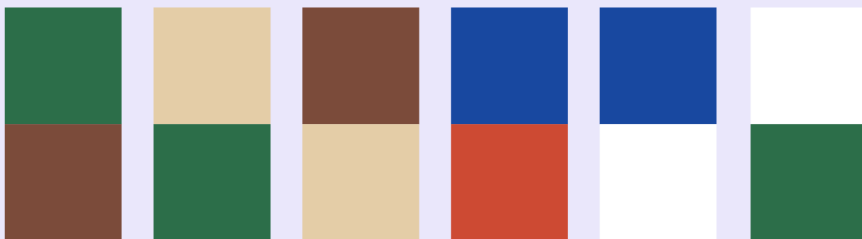
# Colour Inspiration

Explorer brands use natural, earthy tones that signal openness and adventure.

## Palette Swatches



## Combinations



## Avoid

Heavy blacks or overly corporate colours

# Design Style

## Typography Suggestions

### Roboto

#### Condensed

abcdefghijklmno  
pqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
XYZ

### Cabin

abcdefghijklmnop  
qrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
YZ

### Merriweather Sans

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
WXYZ

### Quicksand

abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
WXYZ

## Imagery Style

Landscapes, horizons, travel shots, outdoor experiences

## Graphics

Organic shapes, flowing  
layouts, textured  
backgrounds

## Patterns

Maps, trails, natural  
textures

# Marketing Approach

## How it works in marketing

Explorer brands market by inspiring independence and adventure. They focus on discovery, freedom, and authenticity. Their campaigns highlight journeys, experiences, and the joy of stepping outside boundaries.

## Best Platforms

- Instagram
- Youtube
- TikTok
- Blog

## Content Style

- Story-driven
- Visual
- Authentic

## Tips

- Spark curiosity
- Share experiences
- Create discovery campaigns

## Quick Wins

- Blog series of guides
- Outdoor imagery
- Adventurous CTAs

## Inspiration

- Patagonia
- The North Face
- Airbnb

Bring your  
**Explorer**  
to life

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



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