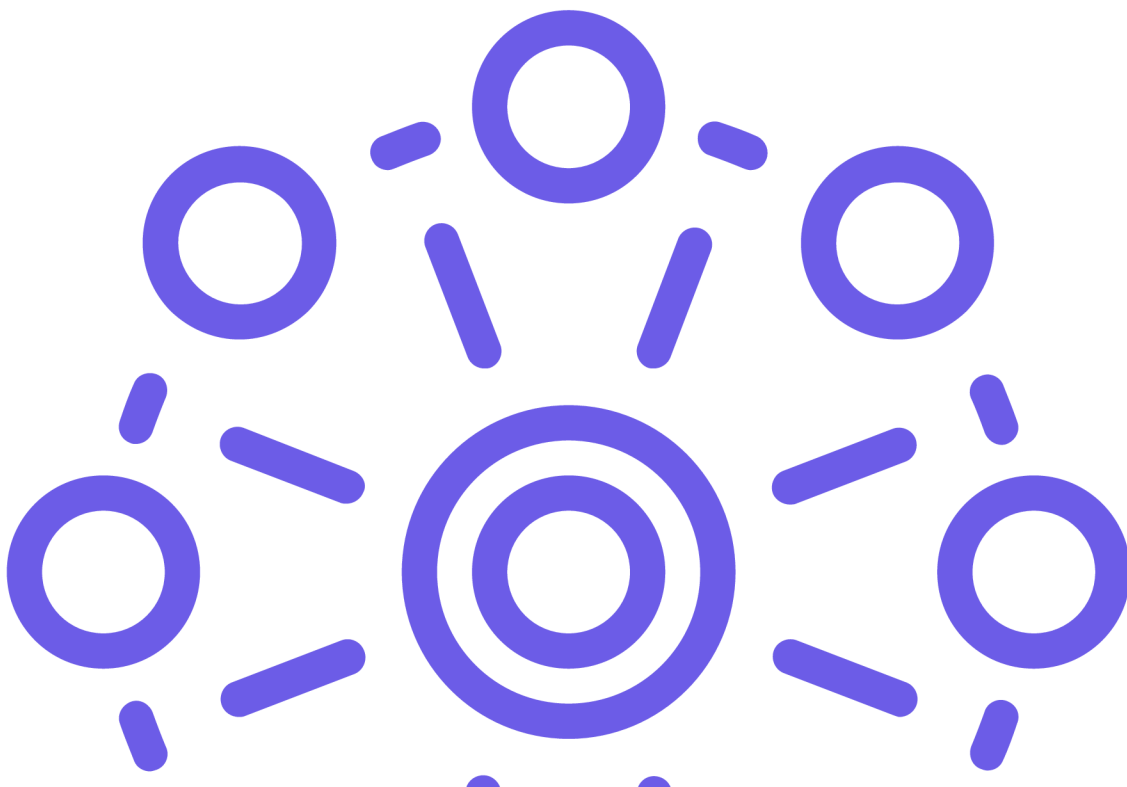


Free Resource > Brand Archetypes

Hero

Bold. Ambitious. Fearless.



Introduction

The Hero archetype is about strength, courage, and determination. Heroes inspire others to be their best and step up to challenges. In branding, Hero brands position themselves as leaders, problem-solvers, and motivators who help their customers achieve greatness.

Brand Personality

Traits

- Bold
- Confident
- Ambitious
- Determined

Tone of Voice

Motivational, direct, empowering

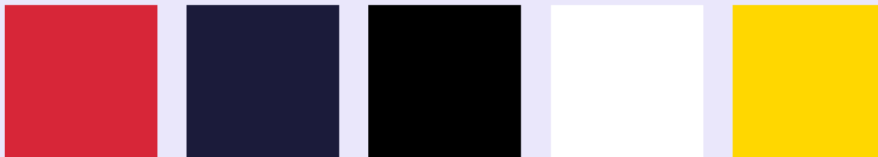
Motto

Where there's a will, there's a way

Colour Inspiration

Hero brands use strong, powerful colours that evoke energy and determination.

Palette Swatches



Combinations



Avoid

Pastels or muted tones — they dilute the impact

Design Style

Typography Suggestions

Monteserrat

abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

Oswald

abcdefghijklmnopqrs
tuvwxyz

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

Raleway

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKL
MNOPQRSTUV
WXYZ

Poppins

abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIJKL
MNOPQRSTUV
WXYZ

Imagery Style

Action shots, strong characters, high-energy
photography

Graphics

Sharp lines, dynamic
angles, modern
iconography

Patterns

Geometric, angular,
movement-driven

Marketing Approach

How it works in marketing

Hero brands inspire through action and achievement. They market by showing strength, courage, and determination, motivating their audience to step up and succeed. Their campaigns often focus on challenges, transformation, and proof of results.

Best Platforms

- LinkedIn
- YouTube
- Instagram

Content Style

- Inspirational stories
- Challenges
- Transformations

Tips

- Share client success stories
- Use bold CTAs
- Position as guide

Quick Wins

- Update site with bold visuals
- Create case studies
- Launch a challenge

Inspiration

- Nike
- Red Bull
- Adidas

Bring your
Hero
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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