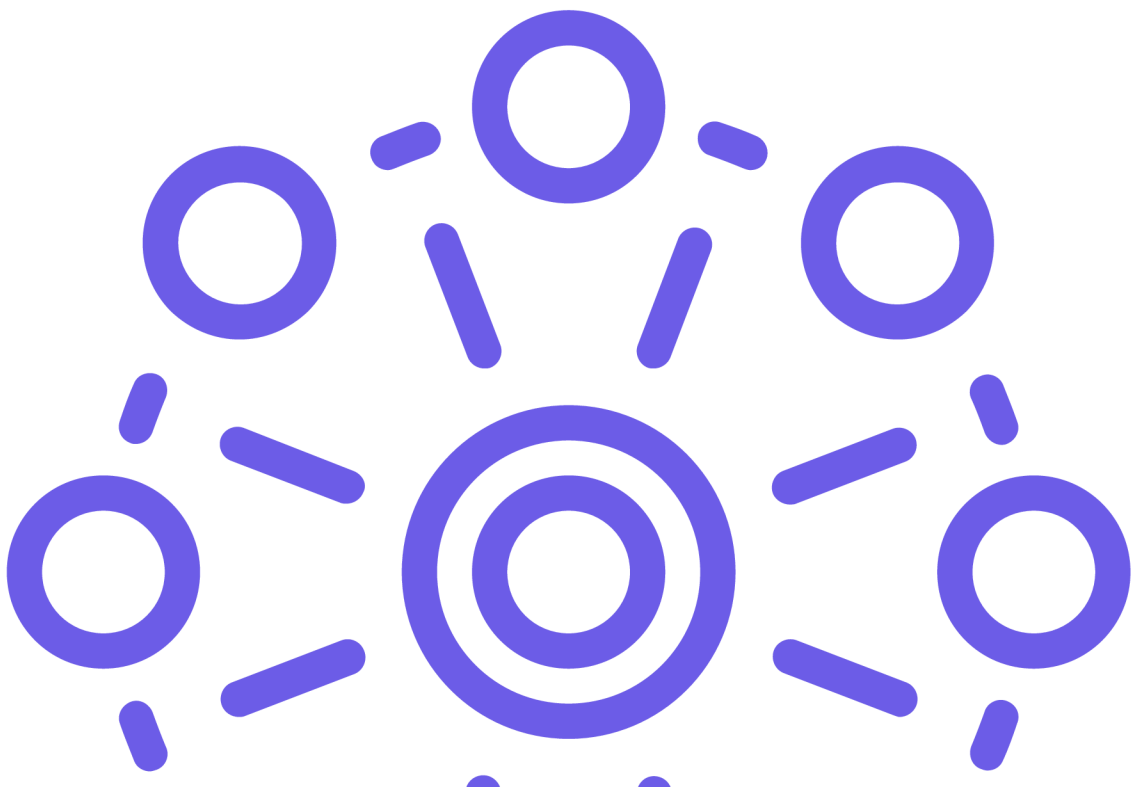


Free Resource > Brand Archetypes

Innocent

Pure. Optimistic. Honest.



Introduction

The Innocent archetype is about simplicity, optimism, and honesty. Innocent brands bring joy, nostalgia, and a sense of wholesomeness.

Brand Personality

Traits

- Pure
- Optimistic
- Trustworthy
- Joyful

Tone of Voice

Positive, sincere, simple

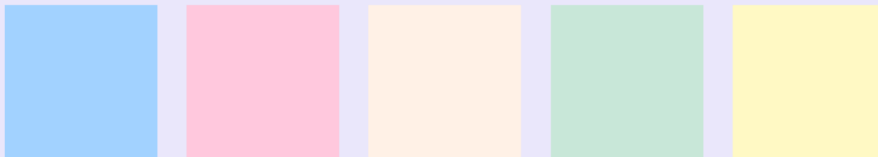
Motto

You are free to be you.

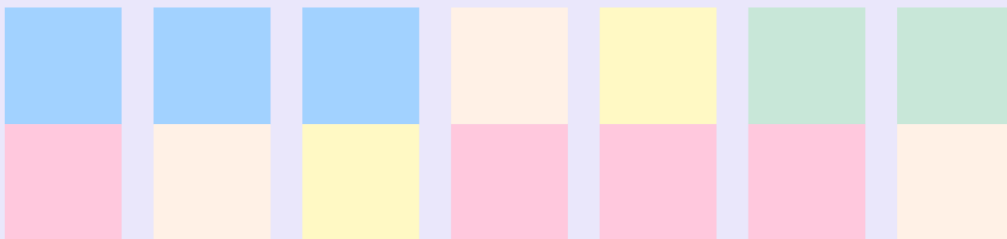
Colour Inspiration

Innocent brands thrive with soft, joyful colour palettes.

Palette Swatches



Combinations



Avoid

Dark, heavy tones

Design Style

Typography Suggestions

Nunito

abcdefghijklmno
pqrstuvwxyz

ABCDEFGHJKLMN
OPQRSTUVWXYZ
WXYZ

Quicksand

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHJKLMN
OPQRSTUVWXYZ
WXYZ

Baloo

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHJKLMN
OPQRSTUVWXYZ
YZ

Raleway

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHJKLMN
OPQRSTUVWXYZ
WXYZ

Imagery Style

Smiling faces, soft tones, wholesome settings

Graphics

Rounded icons, gentle
curves

Patterns

Clouds, stars, light
textures

Marketing Approach

How it works in marketing

Innocent brands market through optimism, simplicity, and honesty. Their campaigns are positive, uplifting, and nostalgia-driven. They avoid complexity and lean into messages of purity, joy, and doing good.

Best Platforms

- Instagram
- Pinterest
- YouTube

Content Style

- Positive
- Uplifting
- Nostalgic

Tips

- Keep messaging simple
- Share uplifting stories
- Bright visuals

Quick Wins

- Feel-good campaigns
- Softer imagery
- Positive CTAs

Inspiration

- Coca-Cola
- Dove
- Innocent Smoothies

Bring your

Innocent

to life

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



work with

aeonbranding

www.aeonbranding.com