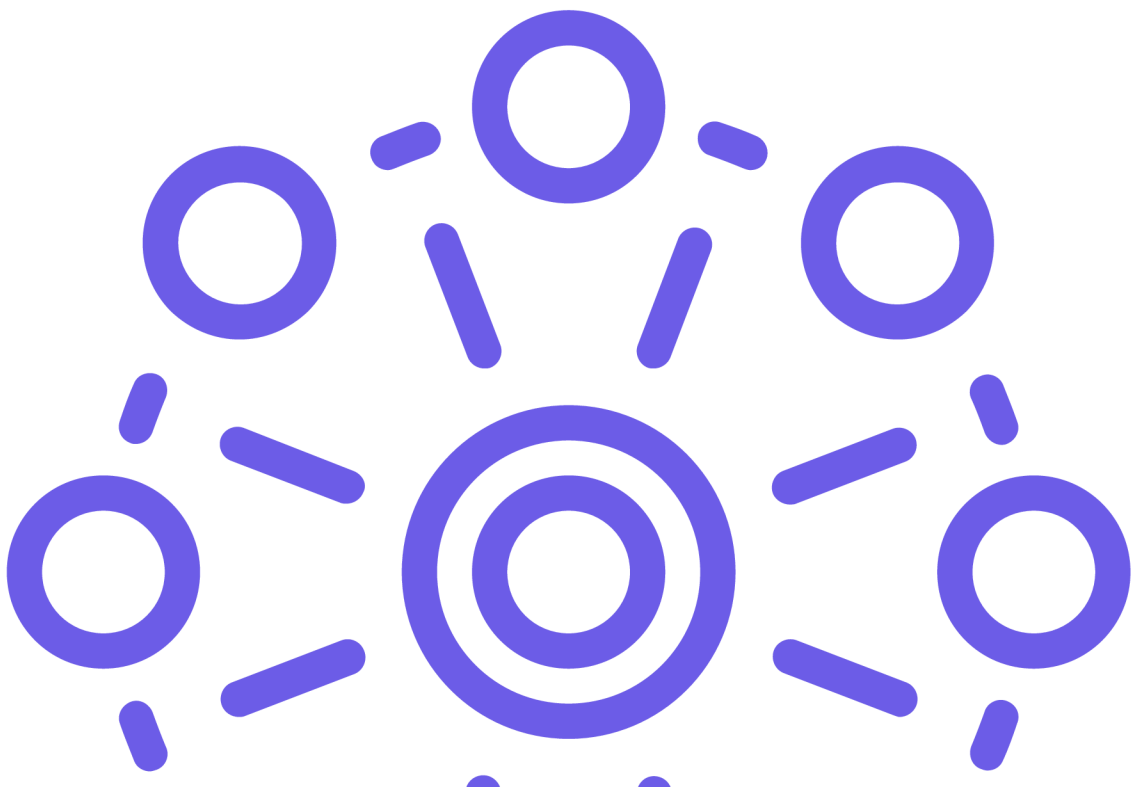


Free Resource > Brand Archetypes

Jester

Playful. Fun. Light-hearted.



Introduction

The Jester archetype is about fun, humour, and joy. Jester brands don't take themselves too seriously and thrive on entertaining and delighting their audience.

Brand Personality

Traits

- Playful
- Fun
- Light-hearted
- Cheeky

Tone of Voice

Humorous, witty, approachable

Motto

If I can't dance, I don't want to be part of your revolution.

Colour Inspiration

Jester brands thrive with bold, bright palettes that spark joy.

Palette Swatches



Combinations



Avoid

Dull or overly serious palettes

Design Style

Typography Suggestions

Fredoka

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
WXYZ

Baloo

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
YZ

BEBAS NEUE

ABCDEFGHIJKLMNOPQRST
UVWXYZ

ABCDEFGHIJKLMNOPQRST
UVWXYZ

Poppins

abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
WXYZ

Imagery Style

Funny, lively, entertaining visuals

Graphics

Bright icons, cartoon
touches, bold doodles

Patterns

Confetti, playful shapes,
abstract colourful
textures

Marketing Approach

How it works in marketing

Jester brands market through humour, fun, and entertainment. They grab attention by making people laugh or smile. Their campaigns are playful, memorable, and often viral-friendly — encouraging engagement and shareability.

Best Platforms

- TikTok
- Instagram, especially Reels
- Twitter

Content Style

- Humorous
- Entertaining
- Light

Tips

- Use memes
- Playful competitions
- Humorous campaigns

Quick Wins

- Meme series
- Bold social colour splashes
- Playful competition

Inspiration

- M&M's
- Old Spice
- Innocent Drinks

Bring your
Jester
to life

Ready to bring your brand to life?
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campaigns that inspire confidence.



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