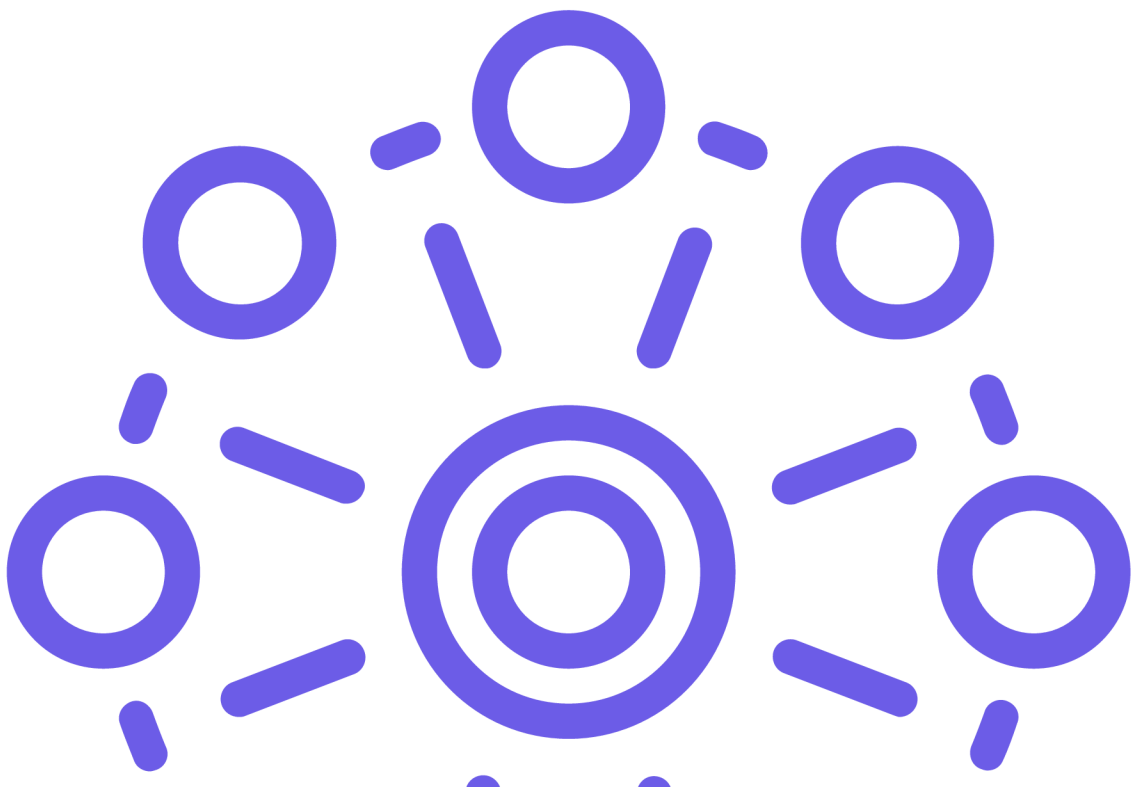


Free Resource > Brand Archetypes

Magician

Visionary. Transformative. Charismatic.



Introduction

The Magician archetype is about transformation, vision, and creating something extraordinary. Magician brands help people unlock potential and achieve what once felt impossible.

Brand Personality

Traits

- Visionary
- Transformative
- Charismatic
- Spiritual

Tone of Voice

Inspirational, mystical, guiding

Motto

It can happen.

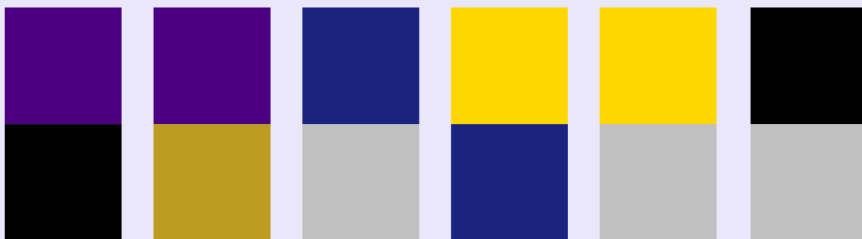
Colour Inspiration

Magician brands thrive with mystical, bold palettes that inspire transformation.

Palette Swatches



Combinations



Avoid

Plain palettes

Design Style

Typography Suggestions

Playfair Display	CINZEL	Raleway	Cormorant
abcdefghijklmno	ABCDEFGHIJKLMN	abcdefghijklmn	Garamond
pqrstuvwxyz	MNOPQRSTUVWXYZ	opqrstuvwxyz	abcdefghijklmnopq
ABCDEFGHIJKLMN	WXYZ	ABCDEFGHIJKLMN	rstuvwxyz
MNOPQRSTUVWXYZ	ABCDEFGHIJKLMN	MNOPQRSTUVWXYZ	ABCDEFGHIJKLMN
XYZ	WXYZ	XYZ	MNOPQRSTUVWXYZ
			WXYZ

Imagery Style

Transformation, cosmic or mystical visuals

Graphics

Gradients, glowing effects, surreal compositions

Patterns

Stars, celestial textures, mystical symbols

Marketing Approach

How it works in marketing

Magician brands market through transformation and vision. They inspire audiences with the promise of change and the extraordinary. Their campaigns often lean into mystery, imagination, and showcasing powerful “before and after” results.

Best Platforms

- Instagram
- YouTube
- Email

Content Style

- Transformational
- Mysterious
- Inspirational

Tips

- Use storytelling
- Share transformations
- Build anticipation

Quick Wins

- Before-and-after campaigns
- Gradients
- Inspiring journeys

Inspiration

- Disney
- Apple
- Dyson

Bring your
Magician
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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