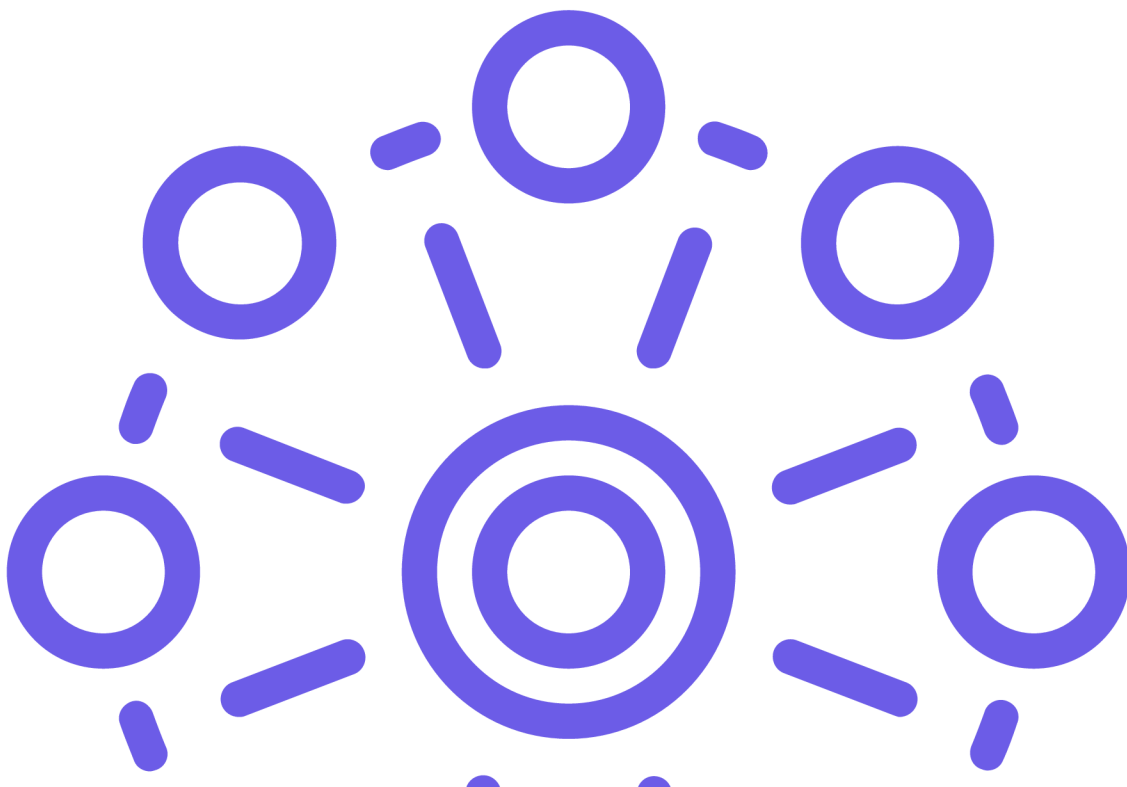


Free Resource > Brand Archetypes

# Outlaw

Bold. Rebellious. Disruptive.



# Introduction

The Outlaw archetype is about rebellion, disruption, and breaking the rules. Outlaw brands stand apart by challenging the status quo.

# Brand Personality

## Traits

- Bold
- Rebellious
- Disruptive
- Free-spirited

## Tone of Voice

Daring, direct, provocative

## Motto

Rules are meant to be broken.

# Colour Inspiration

Outlaw brands thrive with dark, edgy palettes.

## Palette Swatches



## Combinations



## Avoid

Pastels or overly safe palettes

# Design Style

## Typography Suggestions

### Oswald

abcdefghijklmnopqrstuvwxyz  
tuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ

### Anton

abcdefghijklmnopqrstuvwxyz  
qrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ

### BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ

### Raleway

abcdefghijklmn  
opqrstuvwxyz

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
WXYZ

## Imagery Style

Graffiti, urban textures, edgy visuals

## Graphics

Rough edges, bold  
contrasts

## Patterns

Grunge, distortion,  
broken grids

# Marketing Approach

## How it works in marketing

Outlaw brands market through rebellion, provocation, and disruption. They attract attention by challenging the status quo and positioning themselves as different from the mainstream. Their campaigns are bold, edgy, and designed to spark strong reactions.

## Best Platforms

- TikTok
- Instagram
- YouTube

## Content Style

- Bold
- Rebellious
- Provocative

## Tips

- Disrupt
- Take stances
- Use bold contrasts

## Quick Wins

- Bold campaigns
- Black-and-red visuals
- Edgy headlines

## Inspiration

- Harley-Davidson
- Diesel
- MTV

Bring your  
**Outlaw**  
to life

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We'll help you create visuals, words, and  
campaigns that inspire confidence.



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