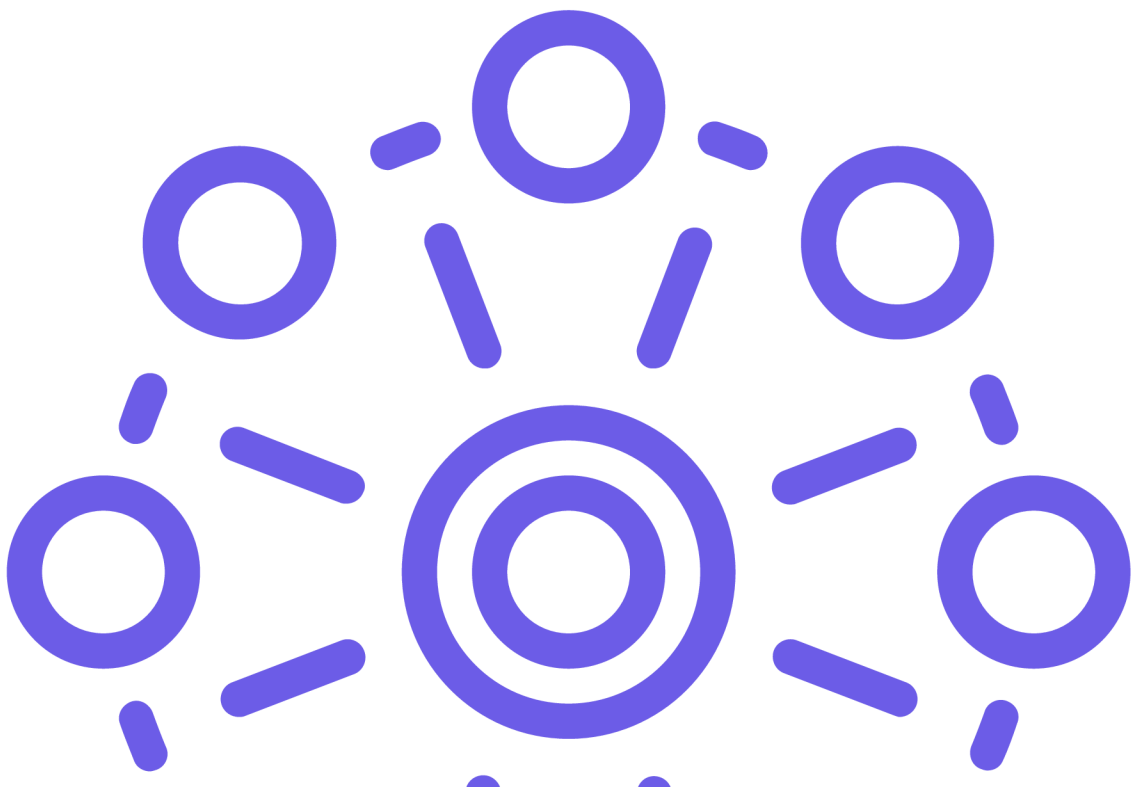


Free Resource > Brand Archetypes

Ruler

Confident. Responsible. Authoritative.



Introduction

Rulers are about control, order, and authority. They thrive when they project stability, power, and leadership.

Brand Personality

Traits

- Confident
- Responsible
- Organised
- Authoritative

Tone of Voice

Formal, clear, commanding

Motto

Power is to be in control.

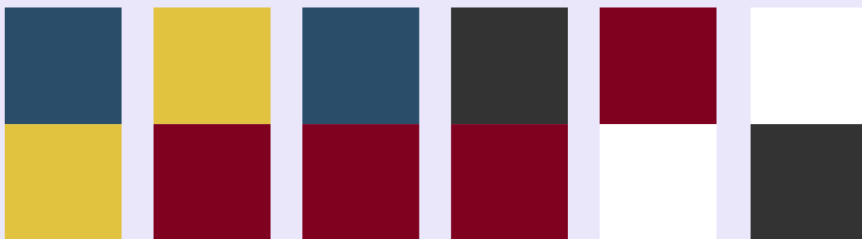
Colour Inspiration

Ruler brands thrive with strong, classic palettes that symbolise authority.

Palette Swatches



Combinations



Avoid

Neon or playful palettes

Design Style

Typography Suggestions

Merriweather

Sans

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKL
MNOPQRSTUV
WXYZ

Playfair

Display

abcdefghijklmno
pqrstuvwxyz
ABCDEFGHIJKL
MNOPQRSTUVW
XYZ

Roboto Slab

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKL
MNOPQRSTUV
WXYZ

Oswald

abcdefghijklmnopqrs
tuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ

Imagery Style

Architecture, leadership, professional settings

Graphics

Symmetry, order,
balance

Patterns

Geometric, regal, classic

Marketing Approach

How it works in marketing

Ruler brands market through authority, structure, and reliability. They position themselves as leaders in their field, projecting control and trust. Their campaigns are polished, prestige-driven, and often highlight order, security, and success.

Best Platforms

- LinkedIn
- Corporate websites
- Publications

Content Style

- Authority-driven
- Structured
- Formal

Tips

- Use testimonials
- Highlight prestige
- Case studies

Quick Wins

- Case studies
- Prestige cues
- Professional tone

Inspiration

- Rolex
- Mercedes-Benz
- Microsoft

Bring your
Ruler
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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