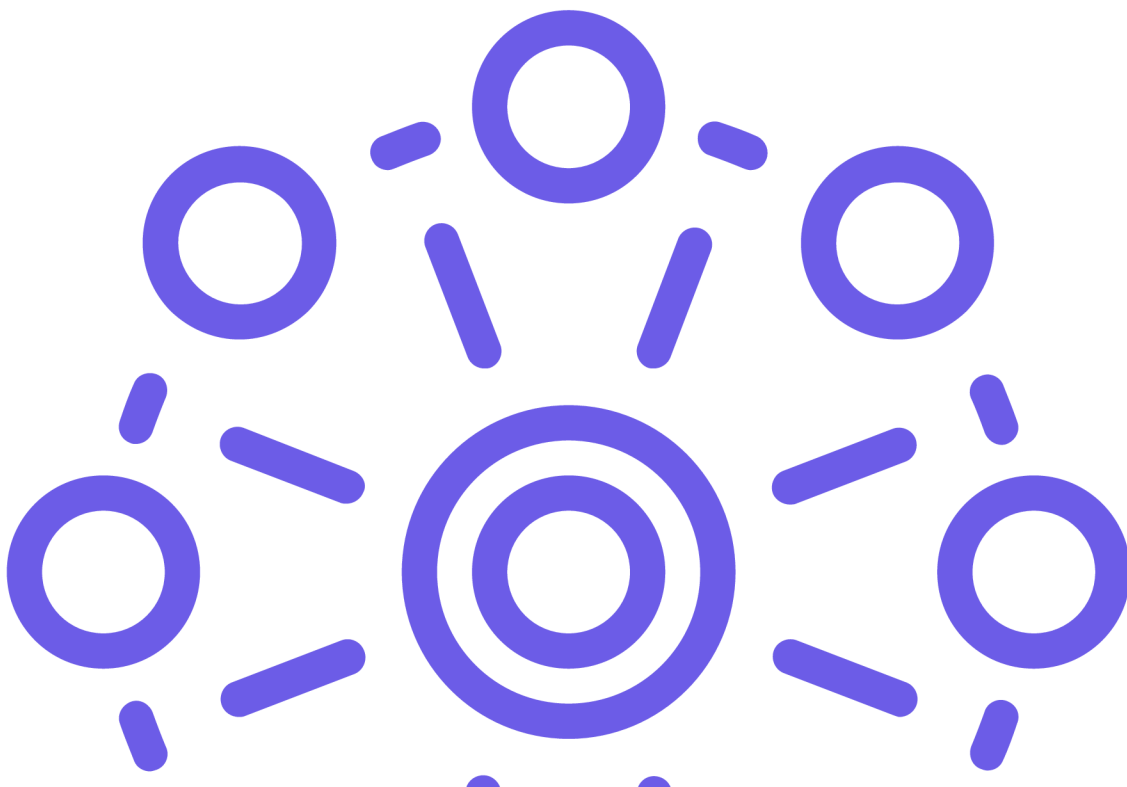


Free Resource > Brand Archetypes

Sage

Wise. Knowledgeable. Trustworthy.



Introduction

The Sage archetype is all about truth, wisdom, and knowledge. Sage brands position themselves as guides, mentors, and thought leaders. They value expertise, clarity, and insight, aiming to educate and empower their audience through knowledge.

Brand Personality

Traits

- Wise
- Calm
- Trustworthy
- Logical

Tone of Voice

Clear, informative, thoughtful

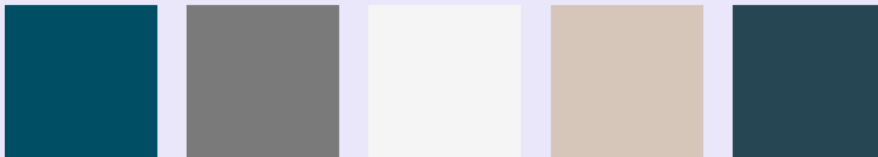
Motto

The truth will set you free.

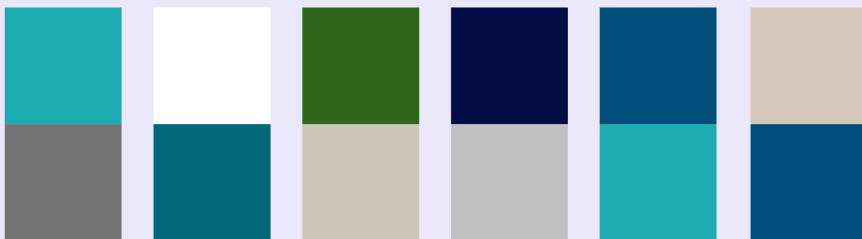
Colour Inspiration

Sage brands lean toward calm, sophisticated palettes that signal trust and intelligence.

Palette Swatches



Combinations



Avoid

Neon brights or playful pastels: they undermine authority

Design Style

Typography Suggestions

Merriweather

abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

Lora

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKL
MNOPQRSTUV
WXYZ

Source SansPro

abcdefghijklmnop
qrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Imagery Style

Books, knowledge-sharing, thoughtful portraits,
landscapes

Graphics

Clean lines, structured
layouts, diagrams or
infographics

Patterns

Minimal, geometric, or
knowledge-inspired

Marketing Approach

How it works in marketing

Sage brands market through knowledge and authority. They educate, explain, and share insights that build trust. Their content is often research-based, long-form, or tutorial-driven, positioning them as the go-to expert.

Best Platforms

- LinkedIn
- Blogs
- YouTube
- Podcasts

Content Style

- Informative
- Explanatory
- Structured

Tips

- Share industry insights
- Avoid flashy promotion
- Be the go-to resource

Quick Wins

- Write thought-leadership posts
- Create free resource
- Share data-backed posts

Inspiration

- Google
- TED Talks
- BBC

Bring your
Sage
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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