

Archetype	Archetype Manifestation	Personality Trait	Brand Personality Dimension
Ruler	Stability	Reliable Tough Upper Class	Competence Ruggedness Sophistication
Creator	Stability Independence	Imaginative Unique Upper Class	Excitement Excitement Sophistication
Caregiver	Stability Belonging	Embraced Welcoming Genuine	Sincerity Sincerity Sincerity
Jester	Belonging Mastery	Genuine Charming Imaginative	Sincerity Sophistication Excitement
Lover	Belonging Stability	Welcoming Charming Embraced	Sincerity Sophistication Sincerity
Regular Guy	Belonging	Welcoming Reliable Genuine	Sincerity Competence Sincerity
Outlaw	Mastery Independence	Adventure Tough Charming	Excitement Ruggedness Sophistication
Magician	Mastery Belonging	Embraced Reliable Imaginative	Sincerity Competence Excitement
Hero	Mastery	Adventure Genuine Tough	Excitement Sincerity Ruggedness
Sage	Independence Stability	Unique Reliable Imaginative	Excitement Competence Excitement
Explorer	Independence	Adventure Unique Tough	Excitement Excitement Ruggedness
Innocent	Independence Mastery	Genuine Unique Reliable	Sincerity Excitement Competence