BRAND ARCHETYPE inspiration KIT
YOU WILL NEVER influence THE WORLD TRYING TO BE LIKE IT.

ROYAL BRAND ARCHETYPE

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INTRO

The Royal Brand Archetype leads with excellence. You give people a standard to aspire to. Your brand’s goal is to create success and influence for all of the people who encounter your brand.

You demand loyalty. People who double-cross you are banned from the kingdom. You are unapologetic about the lifestyle that you live - you’ve worked hard for it.

COLOR

THE KINGDOM

HAMPTONS

TYPOGRAPHY

Athelas

Gotham Thin

Bodoni

Vallerie Script

F R A N K L I N

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Keep in mind… these are far from the ONLY ways to show up as this brand archetype. These are inspiration to get you thinking about how your decisions connect to your message.
ROYAL WORDS

As much as how you look, how you say things shows your ideal clients your personality and values. Phrases and words that carry emotional weight will shortcut your brand past the logical decision-making centers of the brain to the emotional decision-making center of the gut. This is powerful stuff.

Use your new knowledge wisely. :}

Influence
    Society
    Successful
    Famous
    Elite
Deserving
    Refined
    Divine
    Legacy
    Ivy League
    Wealth
    the … standard
    X-figure business
    Inner circle
    Authority
    Rich

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Hi there! My name is Kaye Putnam. I'm a psychology-driven brand strategist who helps companies and people discover the truest and most impactful expression of their brand.

Here's what I believe: you are a genius. Truly. We all have talents and skills that we are unnaturally amazing at. (If you aren’t sure what yours is, it’s probably something you take for granted every day.) Building brands for geniuses like you is my life’s work because I get to have an exponential impact. When your genius is out in the world, you will go on to impact so many more people.

Through my marketing/psychology degree and client work with over 100 brands, I’ve tweaked & tested a proven step-by-step system to build In Demand Brands. I use a powerful cocktail of intuition, timeless archetypes, and psychology to define a brand’s most powerful message. You can learn more at kayeputnam.com.

Most recently, I spent over 600 hours and $10K developing a course for each of the archetypes called Brandfluency. You can learn exactly HOW to implement the Royal Archetype into your brand through your design, messages, stories, decisions, and more in the course. Learn more here.