

Archetypes In Branding A Toolkit For Creatives And

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Designed to help the effective integration of brand, culture, and communications, [Archetypes in Branding](#) offers an approach to create conversations that matter to the success and sustainability of your brand and your business.

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One of the first branding firms to pioneer brand archetypes from Jungian psychology, Young & Rubicam, included this archetype (example, Mastercard); Yet no equivalent archetype may be found in Margaret Hartwell's "Archetypes in Branding: A Toolkit for Creatives and Strategists". Granted, Pearson archetypes do not include this archetype either.