

## Development of visual identity of a design agency based on archetypes

Desenvolvimento da identidade visual de uma agência de design a partir de arquétipos

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**Abstract:** A company's brand is not just a name and logo, it is also the company's commitment to customers. Brand is a strategic asset, and therefore, when building a brand, the values, purpose, positioning, and personality of the company are also created. The psychology of archetypes understands the inner meaning of brands and products and helps marketers establish lasting concepts and identities. Archetypes are images, symbols, characters and myths that exist all over the world and transmit information in our collective unconscious. By using archetypes, brands have the ability to connect consumers' most basic emotions and motivations. The objective of this work is to evaluate three logos for a design agency. Three archetypes were defined to develop three logos based on their concepts. The archetypes analyzed here are Mage, Jester, and Creator. A survey was carried out with the brand's target audience to find out if the logo was conveying the archetype's message and defined a positioning for the agency. The results obtained were that it is possible to develop a visual identity based on the concepts of archetypes and pass positive emotions and sensations through them.

**Keywords:** brand; emotions; marketing; strategic asset; symbols.



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**Resumo:** A marca de uma empresa não é apenas um nome e logotipo, é também o compromisso da empresa com os clientes. A marca é um ativo estratégico e, portanto, ao construir uma marca, também são criados os valores, o propósito, o posicionamento e a personalidade da empresa. A psicologia dos arquétipos entende o significado interno de marcas e produtos e ajuda os profissionais de marketing a estabelecer conceitos e identidades duradouros. Arquétipos são imagens, símbolos, personagens e mitos que existem em todo o mundo e transmitem informações em nosso inconsciente coletivo. Ao usar arquétipos, as marcas têm a capacidade de conectar as emoções e motivações mais básicas dos consumidores. O objetivo deste trabalho é avaliar três logotipos para uma agência de design. Foram definidos três arquétipos para desenvolver três logotipos com base em seus conceitos. Os arquétipos analisados aqui são "Mage", "Jester" e "Creator" e uma pesquisa foi realizada com o público-alvo da marca para saber se o logotipo estava transmitindo a mensagem do arquétipo, e definiu-se um posicionamento para a agência. O resultado obtido foi a percepção de que é possível desenvolver uma identidade visual baseada nos conceitos de arquétipos e transmitir através deles emoções e sensações positivas.

**Palavras-chave:** marca; emoções; marketing; ativo estratégico; símbolos.

## 1. Introduction

The brand serves to identify and differentiate services and products, and for this, names, terms, and symbols are created in order to communicate with its customers<sup>[1]</sup>. According to Aaker<sup>[2]</sup>, the brand of a company is much more than the name and logo, it involves the commitments that the company makes with its customers. That commitment is to deliver to the customers what has been promised. The brand represents the entire customer experience journey. A brand is a strategic asset, so when brands are built, the company's values, purpose, positioning, and personality are developed<sup>[1], [2]</sup>.

Positioning is the way the company defines its audience and is the message that the company wants to convey based on the differentials, advantages, and purpose. It is the promise that the brand makes to its customers<sup>[1], [3]</sup>. From its positioning, the company's communication is created for a certain time<sup>[2]</sup>. With high competition and a greater number of companies in the market, the positioning of the brand makes it possible to distinguish it from the others in the market and make it connect visually and emotionally with its customers<sup>[4]</sup>. Strategic positioning is an important factor for the existence of a brand, as well as its communication<sup>[5]</sup>. In addition to generating engagement, brand positioning gives the brand more credibility and visibility.

Archetypal psychology understands the intrinsic meanings of brands and products, helping marketers to create lasting concepts and identities, with loyal consumers<sup>[6]</sup>. To help motivate sales and connect with customers, archetypes are used to create this link<sup>[7]</sup>. The use of archetypes has always been present in advertising and to position brands. Archetypes are all kinds of images, figures, symbols and myths that are present in the world, transmitting messages in the collective unconscious<sup>[6]</sup>. By using archetypes, brands have the power to connect consumers' most basic emotions and motivations<sup>[8]</sup>.

To activate the consumer's psychic matrix, archetypes are used, as archetypal images inspire human wants, desires, and basic motivation<sup>[8]</sup>. The motivational theory of basic desires consists of two opposing axes, that of belonging to a group, versus that of individualization, and that of feeling secure versus that of ambition and taking risks. The category of human motivations follows Abraham Maslow's pyramid, known as the hierarchy of needs, which explains that desires change and grow as primary needs are met. When brands are created that meet the basic needs of human beings, the best archetypal brands are created<sup>[9]</sup>.

The management of companies unconsciously attracts archetypes that form the culture and behavior of the company. This happens because they choose brand identities that are like them<sup>[6]</sup>. Understanding what the company thinks it is, its values, virtues, characteristics and ambitions, and understanding which archetype it is living, will be fundamental to define the brand identity<sup>[3]</sup>. To create a fascinating brand identity, it needs to be identified by just one archetype, this will make it simple and easy to recognize. This chosen archetype will serve as a beacon for motivation within all stakeholders, managers, employees, and customers<sup>[9]</sup>. The objective of this work is to evaluate three logos for a design agency. To achieve the objective, the article was divided into materials and methods, results and discussion and conclusion.

## 2. Material and methods

The research of this work is classified as descriptive, as it has the characteristic of detailing, identifying, and comparing data, in addition it also needs methods, theories and techniques to assist in the collection and interpretation of data, conferring validity to the research<sup>[10]</sup>. This work is also classified as quantitative research, which is characterized by the collection and analysis of data. This research method is widely used to understand the behavior of the population through a sample<sup>[10]</sup>.

A survey was carried out through an empirical study with consumers. To record the responses, a questionnaire on a Likert scale was used to measure users' interest, attitudes, and perception. As the Likert scale is easy to apply, survey users can position themselves according to the agreement measure they think is most appropriate<sup>[11]</sup>. For this research, the scale from 1 to 10 was used, with the meaning of the score 1, a little; and 10, a lot. This scale was used because it facilitates the understanding of the numbering system and increases the information transmitted<sup>[11]</sup>.

The sample was carried out with the public who are known to the owner of the brand, through the Internet, from all over Brazil, but mainly from the state of Mato Grosso and Paraná as these

are the places where she knows more people. The purpose of the research was to obtain a sample of at least 110 people. The sample is for convenience, as it is a quick, economical method and the researcher can use people close to them to carry out the research and have a significant sample of the habits and opinion of a certain public<sup>[12]</sup>. The present work and research were not submitted to the ethics committee because it is a public opinion survey.

The application of the questionnaire was carried out through the digital platform Google Forms with 140 responses, but a problem was detected in the visualization of the questionnaire. Users reported that they did not see the scale from 1 to 10 when they opened their mobile phone in portrait mode, as it was necessary to rotate the mobile to landscape mode. Therefore, answers with scores lower than 3 were disregarded, totaling 49 answers that were answered incorrectly. The research and analysis sample consisted of 91 responses.

## 2.1 Design Project

Archetypes are images and forms of collective nature, which are all over the world, in the stories and myths of humanity. Archetypes influence human beings, as they are in the psyche and can be awakened<sup>[6]</sup>. Customers can be attracted when the brand and advertising message is linked to a dominant archetype<sup>[9]</sup>. Advertising uses myths, symbologies, and stories to captivate the target audience and bring a sense of belonging<sup>[13]</sup>.

There are 12 archetypes, divided into four groups. The first group is classified as those who want paradise, which are represented by the three archetypes: Innocent, Explorer, and Sage. These three archetypes emphasize the self, autonomy, and independence<sup>[13]</sup>. The Innocent has the motto of being free, it seeks the perfect world, harmony and can see beauty in difficult times; this archetype helps people maintain or renew the belief in what is good<sup>[9]</sup>. The Explorer has the motto that it does not want to build walls around itself, so it goes out to explore the world, both inside and outside<sup>[13]</sup>. It helps people maintain autonomy and freedom<sup>[14]</sup>. The Sage has the motto that the truth sets free, it wants to be free to seek the truth and help people understand the world they live in<sup>[9]</sup>.

The second group are those who leave their mark on the world, they are represented by the three archetypes: Hero, Outlaw, and Mage. These three archetypes help awaken the sensations of making challenging plans and making changes that are so desperately wanted<sup>[14]</sup>. The Hero has the motto that it is possible to overcome the difficulties ahead, so it crosses diversities and faces great challenges<sup>[3]</sup>, and it helps people act courageously<sup>[9]</sup>. The Outlaw has the motto that rules can be broken, and it is known as the revolutionary and rebel<sup>[13]</sup>. The Mage has the motto that anything wanted can happen, and its goal is to make dreams possible<sup>[9]</sup>.

The third group is categorized with the motto that no human being lives in isolation and is represented by the three archetypes: Commoner, Lover, and Jester. These three archetypes help to awaken a sense of belonging<sup>[14]</sup>. The Commoner has the motto that all human beings are created equal, and its goal is to belong and be a good person, and it can help people to be as good as they can be<sup>[9]</sup>. The Lover's motto is to only have eyes for the romantic partner and aims to have a good relationship with people and seek sensual pleasure; this archetype helps people find and give love<sup>[13]</sup>. The Jester has the motto that life is a party and its goal is to have fun and make the world happy<sup>[14]</sup>.

The fourth and final group is categorized as those who give structure to the world and are represented by the three archetypes: Helper, Creator, and Ruler. These three archetypes help to awaken a sense of stability<sup>[14]</sup>. The Helper's motto is to love your neighbor as yourself, and aim to help and be helpful to others<sup>[13]</sup>. The Creator's motto is that everything imaginable can also be created, it also aims to bring some idea to life and help create something new<sup>[9]</sup>. The Ruler's motto is power and aims to create a successful community and company and can help others to exercise control<sup>[13]</sup>.

## 2.2 Project briefing

To start developing the identities of the three logos, a briefing was made. Briefing is a document that contains all the relevant information for the development of a creative project, which is developed with questions depending on how the project is, such as: who is the target audience of this project, what is the budget, what is the message that should be presented, etc.<sup>[15]</sup> according to Chart 1:

**Chart 1.** Briefing – questions asked to understand the brand

What is the brand name?	Carolina Baronio
Briefly describe what the company is and what its history is.	Carolina Baronio is a self-employed designer who has been developing brand visual identity projects among other services for 4 years and in order to grow professionally, she decided that it was time to define a visual identity that was more compatible with her current moment as a professional.
What is the company's audience?	Small business owners, who are starting a business and want to develop their brand. The designer's audience is usually men and women between 30 and 50 years old, who want to start a business. It has a clientele from the cities of Rondonópolis-MT and Curitiba-PR, but has already carried out projects in other cities in Brazil.
What message do you want to convey with your new logo?	Develop a logo for each concept of the following archetypes: the Mage, the Jester and the Creator. Because the designer believes that among the 12 archetypes, these three are the closest to the values and message she wants to convey to her agency.

Source: Elaborated by the authors (2021).

**2.3 Logo development**

For the development of the logos, the owner of the brand analyzed the archetypes and defined that she wanted logo options based on the archetype of the Mage, Jester and the Creator, because through her research and analysis with her values and principles of the personal brand, they were the that best matched.

**2.3.1 Logo 1 – Mage Archetype**

The Mage has the motto anything can happen and has as a goal to make dreams possible, provide magical, visionary moments, and transformational experiences<sup>[14]</sup>. The images associated with it are of shooting stars, galaxies, flying saucers, rainbows, crystal balls, and everything related to magic and wizards<sup>[9]</sup>.

When the Mage archetype is present in humans, they are agents of change and value experiences<sup>[3]</sup>. They are able to influence the people around them, so this archetype is very present in business leaders and politicians, and also in marketing to influence people's behavior<sup>[13]</sup>. The Mage creates from the inside out and your marketing starts with understanding what you believe, and after understanding who you are and what you want to accomplish in the world, you can develop marketing strategies and the result will be magic<sup>[9]</sup>.

The Mage is the ideal choice if the brand wants to convey a message of transformation, cultural creation, expanding awareness, technology, and is also associated with spiritual or psychological and has a medium or high price<sup>[9]</sup>. The first logo was developed inspired by the Mage archetype. The concept of the archetype brings the message of magical moments, making dreams possible and transforming experiences<sup>[13]</sup>. The color blue brings the sensation of being in a dream<sup>[16]</sup> and violet is the color that refers to magic<sup>[17]</sup>. The star shape was used, replacing the dot of the letter i, as this shape is associated with the Mage archetype<sup>[9]</sup>. The typography with organic and rounded shapes accentuates a message of affection and emotional appeal<sup>[16]</sup>. The result of the logo inspired by the Mage archetype is shown in Figure 1:

**Figure 1.** Logo 1 – inspired by the Mage archetype

Source: Elaborated by the authors (2021).

**2.3.2 Logo 2 – Jester Archetype**

The Jester has the motto that life is a party and its goal is to have fun and make the world

happy. It is able to bring out our inner child, who loves mischief and to play<sup>[14]</sup>. It wants to see everything with lightness and happiness, and makes us live in the present, allowing us to be spontaneous. When this archetype is present in the human being, it makes the person want to have fun<sup>[3]</sup>. It is related to young and high-tech brands, as it helps to break rules, bringing innovation to organizations<sup>[13]</sup>.

The ideal marketing for brands with the Jester archetype is with humorous, funny and pleasant-feeling advertisements, with brightly colored packaging and lots of action<sup>[9]</sup>. The Jester is present in every human being when we want to dare, to see the world differently<sup>[3]</sup>. This archetype is the ideal choice if the brand wants to convey a message of belonging, make people have fun, want to stand out from more serious brands, and the products and services must be moderately priced<sup>[13]</sup>.

The second logo was developed inspired by the Jester archetype. Its concept brings a message of positivity and fun<sup>[14]</sup>. The exclamation points and the bright colors, with a lot of contrast, refer to a message of fun, spontaneity, liveliness, and action; in addition, there are symbols of other brands that use the Jester as an archetype, such as the Yahoo brand!<sup>[9]</sup>. The star replaces the dot in the exclamation point, breaking the exception and the rule, bringing innovation. The strong pink color attracts attention and animation, and to create a contrast, blue was chosen, being considered the color of fun, friendship and relaxation<sup>[17]</sup>. The result of the logo inspired by the Jester archetype is shown in Figure 2:



**Figure 2.** Logo 2 – inspired by the Jester archetype

Source: Elaborated by the authors (2021).

### 2.3.3 Logo 3 – The Creator Archetype

The Creator's motto is that everything that can be imagined can also be created. This archetype is characterized by innovative artists and entrepreneurs, as they trust their intuition and are not conformists<sup>[14]</sup>. When this archetype is present in the person, they feel an impulse to create and innovate<sup>[13]</sup>. Marketing for the Creator is about sending a message of something new, innovative, and that awakens the Creator in customers. This archetype is the ideal choice if the brand wants to convey a message of self-expression, promoting innovation and letting art and creativity flourish in its customers<sup>[9]</sup>.

The third logo was inspired by the archetype the Creator. Its concept is to express its own vision, imagination and innovation<sup>[3]</sup>. The typography chosen was intended to look like a personal signature, to convey a message of own and artistic creation, as the personal signature is the brand and style of a person, which serves as a way of identifying the authorship of something<sup>[6]</sup>. The strong pink color is striking, it was chosen to draw attention and make an impact<sup>[17]</sup>. The result of the logo inspired by the archetype the Creator is shown in Figure 3:



**Figure 3.** Logo 3 – inspired by the archetype the Creator

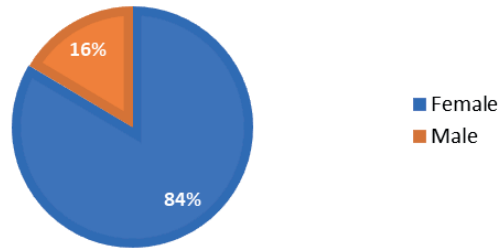
Source: Elaborated by the authors (2021).

### 3. Results and discussion

#### 3.1 Research with the public

In relation to the profile of the interviewees, it was found that 84 % are female and 16 % male, as shown in Figure 4. Of these, 74 % are aged between 25 and 40 years, corresponding to 67 respondents, 15 % are between 41 to 60 years old, while 6 % are 61 years old or more, and only 4 % are between 18 and 24 years old, and only one user was under 18 years old, as shown in Figure 5:

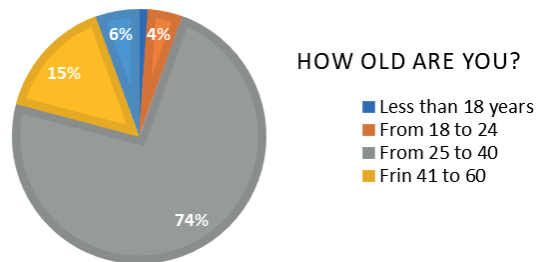
WHAT GENDER DO YOU IDENTIFY WITH?



**Figure 4.** The gender that the respondents identify themselves

Source: Elaborated by the authors (2021).

HOW OLD ARE YOU?

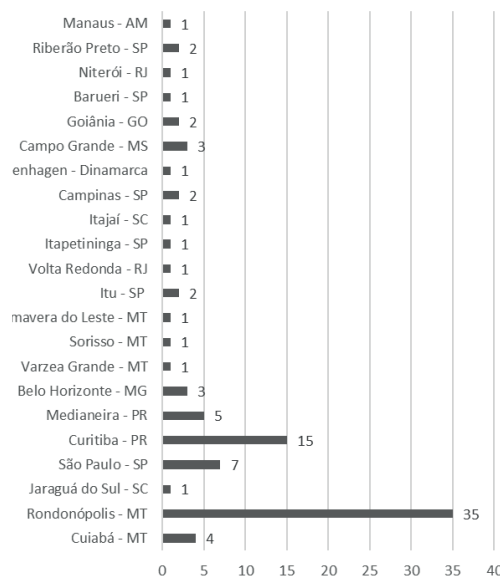


**Figure 5.** The age of respondents

Source: Elaborated by the authors (2021).

Most respondents are from the city of Rondonópolis-MT with 35 respondents and the second largest, Curitiba-PR, with 15 responses, as shown in Figure 6:

CITIES AND STATES



**Figure 6.** The city and state of respondents

Source: Elaborated by the authors (2021).

## 3.2 Interpretation of results

### 3.2.1 Logo genre

Every society, community, and group of people has its culture, with values and concepts, and it is with them that the idea of female and male genders is built. It is not biological and sexual characteristics that represent what is feminine and masculine in a society, but the way they are represented<sup>[18]</sup>.

It is possible to see the difference in the positioning of brands related to gender, such as in packaging and advertisements<sup>[7]</sup>. There is a hierarchy between the genders, where masculine is considered superior, strong, independent, and feminine is considered fragile, sensitive and gentle. When the audience is male, the predominant colors are dark, such as blue, black and gray, with sans serif typography and bold font style. When the audience is female, the design is usually softer and lighter, with rounded shapes and the predominant color is pink<sup>[18]</sup>.

The term neutral is usually used when it does not want to refer to any specific gender and other authors refer to neutral as the rejection of gender stereotypes<sup>[18]</sup>. In the survey questionnaire, there was a question for the three logos, separately, whether logo 1, 2 and 3 conveyed a feminine or masculine or neutral message. Logo 1 received 83 responses that convey a feminine message. This may have happened due to the rounded shapes of the logo, and rounded shapes are related to the feminine.

Logo 2 obtained the highest number of neutral responses when compared to logo 3, this higher percentage can be analyzed for the neutral logo because it uses the two colors that most characterize what is feminine and masculine, blue and pink and for using sans serif typography. Logo 3 received 74 responses as a female logo, this may have been due to its pink color, which is predominantly interpreted as something feminine. Table 1 shows the search result:

**Table 1.** Search Result – what message do the logos convey: feminine, masculine or neutral

	LOGO 1	LOGO 2	LOGO 3
Feminine	83	57	74
Masculine	2	4	1
Neutral	6	30	16

Source: Elaborated by the authors (2021).

### 3.2.2 Logo message

Communication is a complex concept to exemplify, as human and non-human attitudes and behaviors, intentional or not, can be considered communications<sup>[19]</sup>. The world is full of meanings, which are only understood because human beings have given it these meanings and can interpret them. Human beings can interpret them whether they are literate or not<sup>[3]</sup>. Communication is to make something common among human beings, be it a sensation, an emotion, an experience or information<sup>[19]</sup>.

Communication in the aspect of social activity happens when people in a given culture can create and exchange meanings. In both senses of communication, the message only has a cognitive aspect because meanings have been attributed, which may vary depending on the context and culture<sup>[20]</sup>. In the aspect that communication is a process, the message has to be understood, and in the aspect of communication as a social activity, there is no such need<sup>[19]</sup>.

Communication as an exchange of messages does not need to contain information, but information needs communication. A song, a poem or an image can communicate emotions and sensations, and may or may not contain information<sup>[19]</sup>. To define the message, you want to convey with an advertisement, it is important to establish the product or service, the target audience, styles and trends. The message can change depending on who reads it and what their life references are<sup>[4]</sup>.

Advertising language uses myths and symbologies to bring news, pleasures and everything that the target audience of the product or service wants. Advertising uses in its favor the signs and language of sources already known by the user, such as films, music, theater and poetry in order to inform, convince and persuade<sup>[4]</sup>. The message in visual communication is transmitted through the sense of sight, and is composed of visual elements, such as: size, texture, shape, signs, color, icons, graphics, etc.<sup>[7]</sup>. It is these elements that will convey the desired message and each of these



factors plays an important role. While written language can be more difficult for a large number of people to understand, depending on their level of education and life experience, visual language and its graphic elements communicate quickly and instantly<sup>[5]</sup>.

Semiotics is the theory that helps to interpret and understand visual messages<sup>[20]</sup>. These messages can be in the form of words, colors, sounds, shapes and images. Messages have different levels of interpretation. The message can be interpreted by its internal properties, and by its qualitative aspects, such as its shapes, colors, volumes and movement<sup>[4]</sup>. There is also the interpretation of the message in an emotional way, the user feels and understands the message, and then reacts<sup>[5]</sup>. To understand what the image and symbols of the logos represent and communicate to the target audience, in the survey questionnaire some questions were asked about the message that each logo conveys. These questions were developed based on the concepts of each archetype.

### 3.2.2.1. Logo 1 message

In the survey questionnaire, there were some questions about the messages that the logos convey, so that the public could evaluate with scores from 1 to 10, what grade they would give these messages, to understand if the logos convey the message properly. For logo 1, the question was asked "How much do you think logo 1 conveys a message of transformative experiences?"; the highest score was 7 by 25 % of respondents, and the lowest score was 2 by 3 % of respondents. And in the question "How much do you think logo 1 conveys a message of magical moments?", the highest score was 10 by 39 % of respondents, and the lowest score was 1, by 2 % of respondents. And the most striking feature of logo 1, according to the interviewees, is magical, with 25 responses.

Based on the authors Mark and Pearson<sup>[21]</sup>, the Mage archetype aims to make dreams possible, provide magical moments, visionary and transformational experiences. The images associated with it are of shooting stars, galaxies, flying saucers, rainbows, crystal balls, and everything related to magic and wizards<sup>[9]</sup>. It was based on these symbols that refer to the Mage archetype that the logo was developed. Although the message of transformative experiences was not given such a high score, the message of magical moments and the most outstanding feature was achieved.

### 3.2.2.2. Logo 2 message

For logo 2, the question was asked "How much do you think logo 2 conveys a message of moments of fun and joy?"; the highest score was 10 by 29 % of respondents, and the lowest score was 4 by 2 % of respondents. And for the question "How much do you think logo 2 conveys a message of spontaneity?", the highest score was 10 by 27 % of respondents, and the lowest score was 1 by 1 % of respondents. The most striking feature, according to the respondents is fun. Based on the authors Mark and Pearson<sup>[21]</sup>, the Jester archetype aims to have fun and make the world happy, this archetype wants to see everything with lightness and happiness, and makes us live in the present, allowing us to be spontaneous. The ideal message for brands with the Jester archetype is with humorous, funny advertisements that bring a pleasant feeling, with brightly colored packaging and with lots of action. Because of the colorful elements and the exclamation point, the message of fun, joy and spontaneity was achieved.

### 3.2.2.3. Logo 3 message

For logo 3, the question was asked "How much do you think logo 3 conveys a message of creativity and innovation?"; the highest score was 7 by 22 % of respondents and the lowest score was 1 by 2 % of respondents. And for the question "How much do you think logo 3 conveys a message of expressing your own ideas?", the highest score was 10 by 27 % of respondents, and the lowest score was 1 by 1 % of respondents. The most striking feature is classic, with 23 responses.

The Creator archetype has an impulse to create and innovate. The ideal message for the Creator is to pass an idea of something new, innovative, and that awakens the Creator in customers. This archetype is the ideal choice if the brand wants to convey a message of self-expression, promoting innovation<sup>[21]</sup>. Seeking to bring this message of self-expression and creation, a typography that resembles that of a signature was used, which managed to achieve its result, as it scored 10 by the majority of respondents. However, the message of innovation did not have such a high rating, so the visual communication of the logo was not 100 % effective. Table 2 shows the search result:



**Table 2.** Most striking feature of the logos

What is the most distinctive feature of the logo?	LOGO 1	LOGO 2	LOGO 3
Amateur	2	1	1
Strange	0	4	0
Conservative	0	4	1
Aggressive	0	2	0
Unpleasant	0	0	0
Cheater	0	0	0
Old-fashioned	0	0	0
Grimace	0	1	0
Professional	1	2	17
Ludic	5	7	0
Friendly	9	6	8
Contemporary	1	4	11
Classical	14	2	23
Funny	1	29	2
Magic	25	3	0
Dreamer	13	2	7
Charismatic	16	7	12
Innovative	3	14	4
Transformer	0	3	4

Source: Elaborated by the authors (2021).

### 3.2.3 Logo emotions and sensations

Emotions can be defined as affective experiences that cause psychological and physiological changes. It is common to find the nomenclature of basic emotions, but there is no specific classification for it. Most authors always cite as the main emotions: joy, fear, surprise, sadness, disgust, and anger<sup>[5]</sup>.

Emotions are extremely important for establishing relationships between human beings. And to connect the consumer with advertising, marketing uses a lot of emotions, so this connection and affective bonds with customers are formed<sup>[22]</sup>.

From the five senses, the perceptual process takes place. The sensory characteristic of the brand is able to differentiate itself from competitors, as the senses influence and instigate consumers, and can increase or decrease their attraction. This happens, because the human being carries with them the baggage of the collective imagination and past experiences, whether these experiences of this life, or others, are passed on from generation to generation<sup>[3]</sup>.

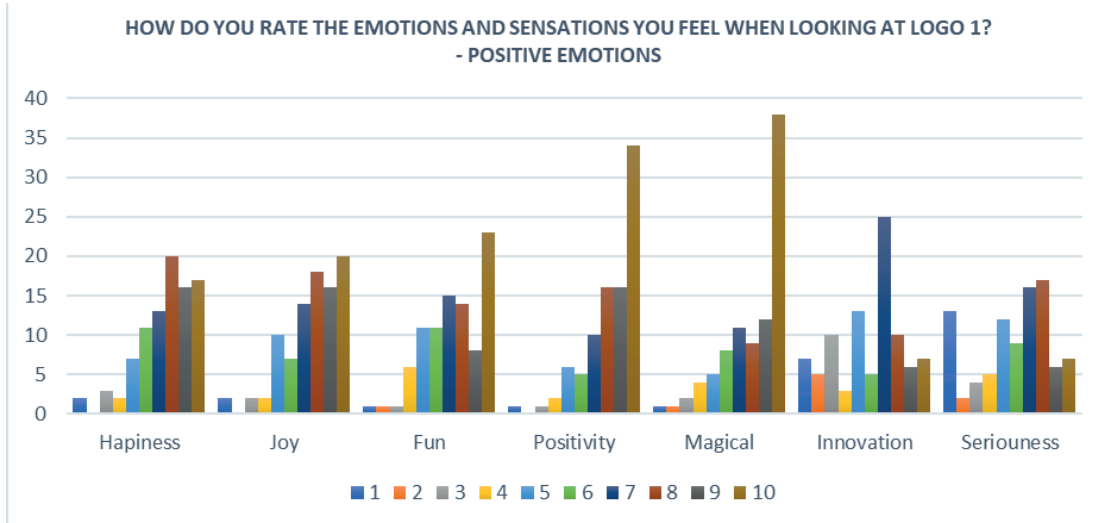
The main sensation used in the present work was vision. Commercials and advertisements that emphasize emotions and sensations use images that are in the collective imagination, are successful, as they awaken what people want<sup>[6]</sup>. The brand's visual identity appeals to the senses, as it is linked with vision, a sense that provides information about the world. The symbols, shapes, and colors make for a quick communication and the human being quickly perceives the brand and the message<sup>[3]</sup>.

To understand what emotions and sensations the logos convey and communicate to the target audience, in the survey questionnaire some questions were asked about what emotion and sensation each logo conveys. These questions were developed based on the concepts of each archetype.

#### 3.2.3.1. Logo 1 emotions

Logo 1 has the concept of the Mage archetype, which brings the message of transformative experiences, that it is possible to fulfil dreams and live magical moments<sup>[21]</sup>. The positive emotion that had the highest score was magic, with 38 responses with a score of 10. As the Mage archetype

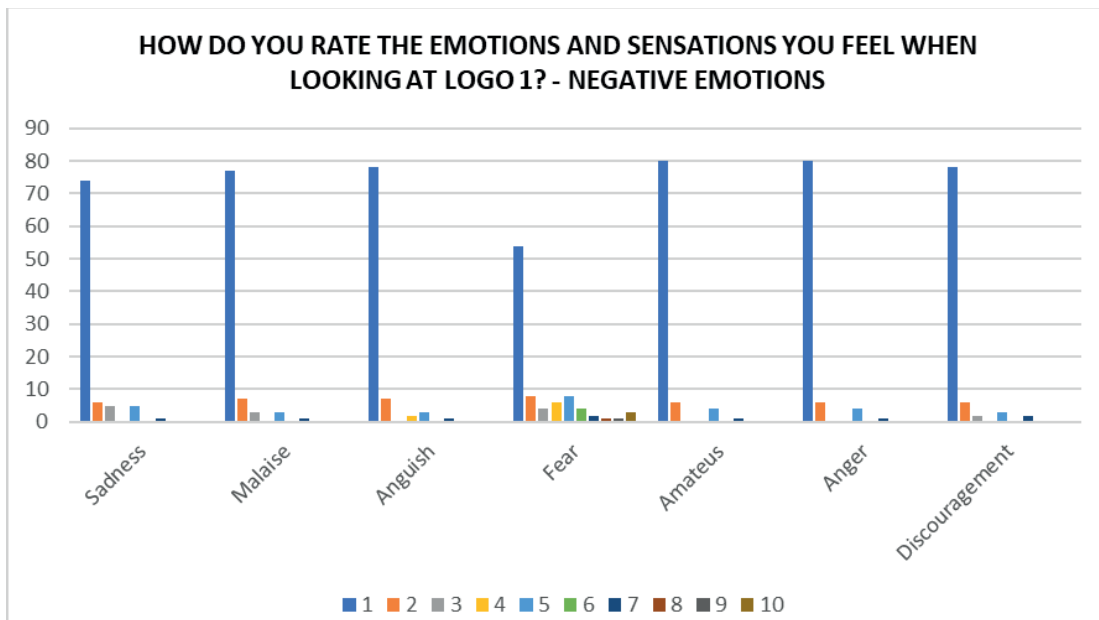
is related to images of the collective consciousness of magic, galaxies, and stars, logo 1 was able to express this feeling, with the use of colors, shapes and symbols. Figure 7 shows the score for the emotions and sensations that the people felt when looking at logo 1:



**Figure 7.** Score for the emotions and sensations that the people felt when looking at logo 1

Source: Elaborated by the authors (2021).

Regarding the negative emotions and sensations of logo 1, the responses of the interviewees were mostly low. The emotion that scored the highest marks was fear. The archetype is linked to the mystic and magic<sup>[9]</sup>, which in many societies and cultures there are folktales and stories that bring fear of spells and witchcraft<sup>[5]</sup>. Figure 8 shows the score for the emotions and sensations that the people felt when looking at logo 1:



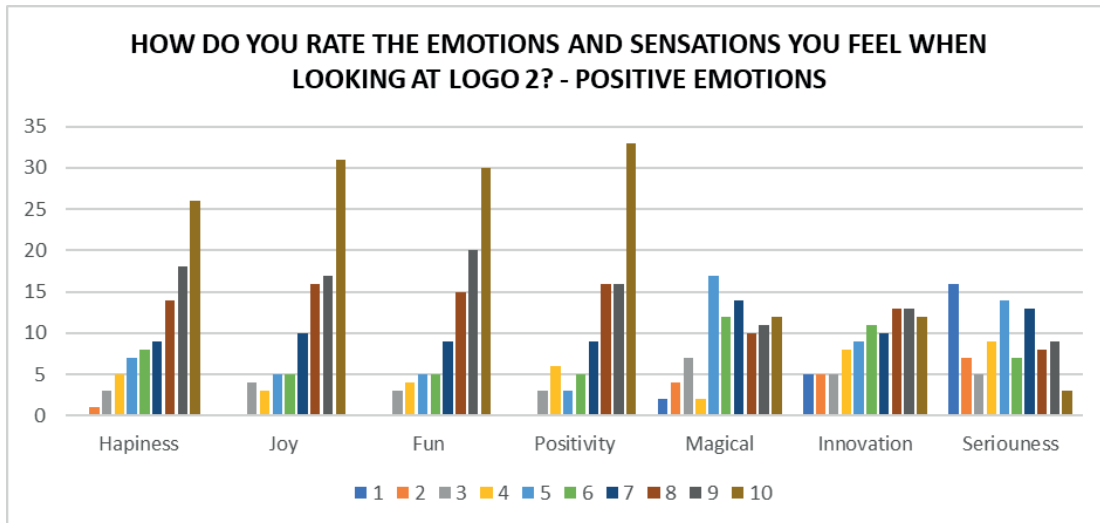
**Figure 8.** Score for the emotions and sensations that the people felt when looking at logo 1

Source: Elaborated by the authors (2021).

### 3.2.3.2. Logo 2 emotions

The second logo was developed inspired by the Jester archetype. Its concept carries a message of positivity and fun. The positive emotion that had the highest score was positivity, with 33 responses with a score of 10. As the Jester archetype is related to images of the collective consciousness of fun, positivity and animation, logo 2 brought these messages, with the exclamation point and vivid

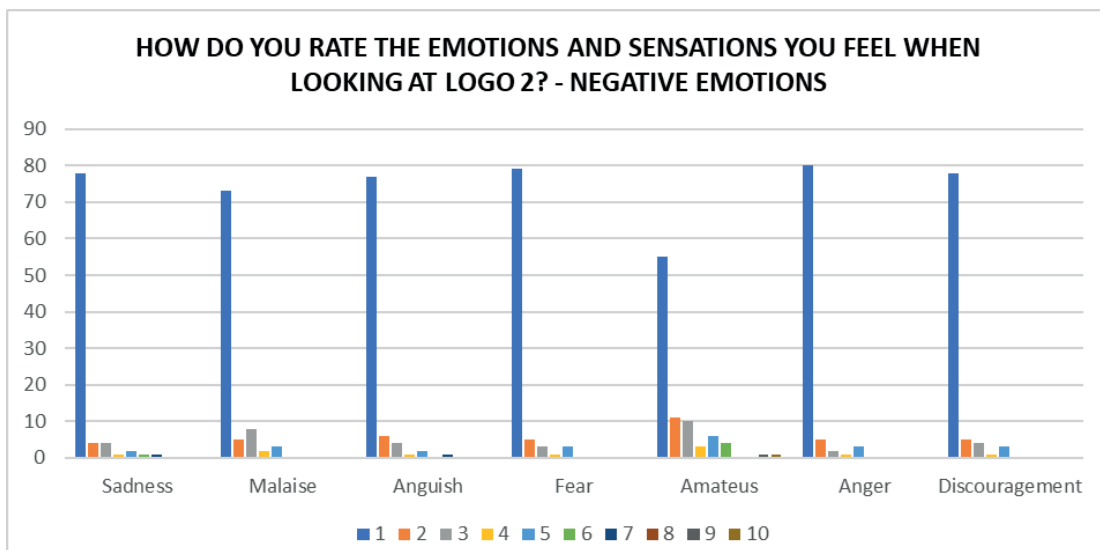
colors, with plenty of contrast<sup>[9]</sup>. Figure 9 shows the score for the emotions and sensations that the people felt when looking at logo 2:



**Figure 9.** Score for the emotions and sensations that the people felt when looking at logo 2

Source: Elaborated by the authors (2021).

Regarding negative emotions and sensations, logo 2 did not have any high marks. Figure 10 shows the score for the emotions and sensations that the people felt when looking at logo 2:

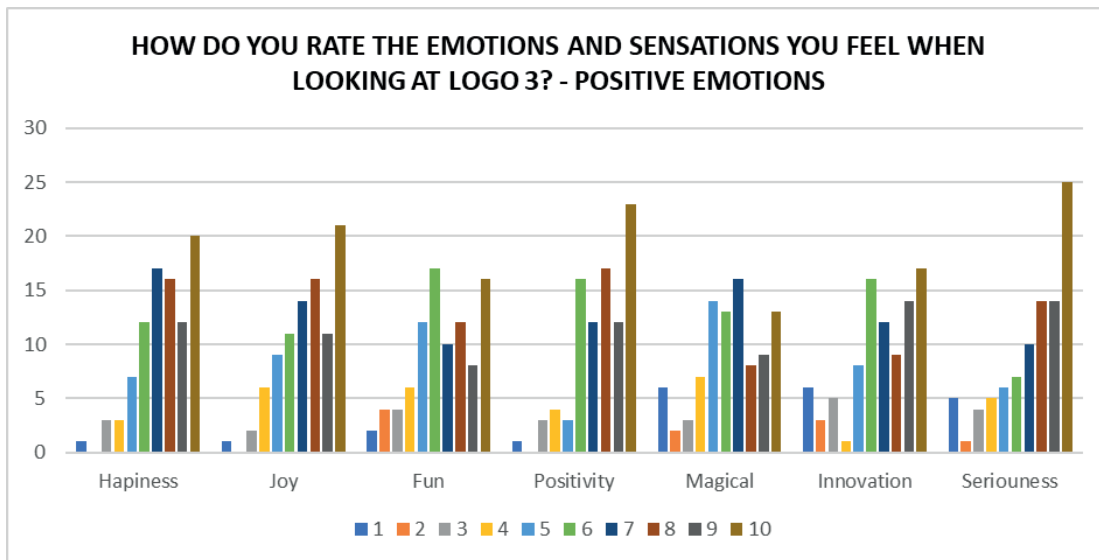


**Figure 10.** Score for the emotions and sensations that the people felt when looking at logo 2

Source: Elaborated by the authors (2021).

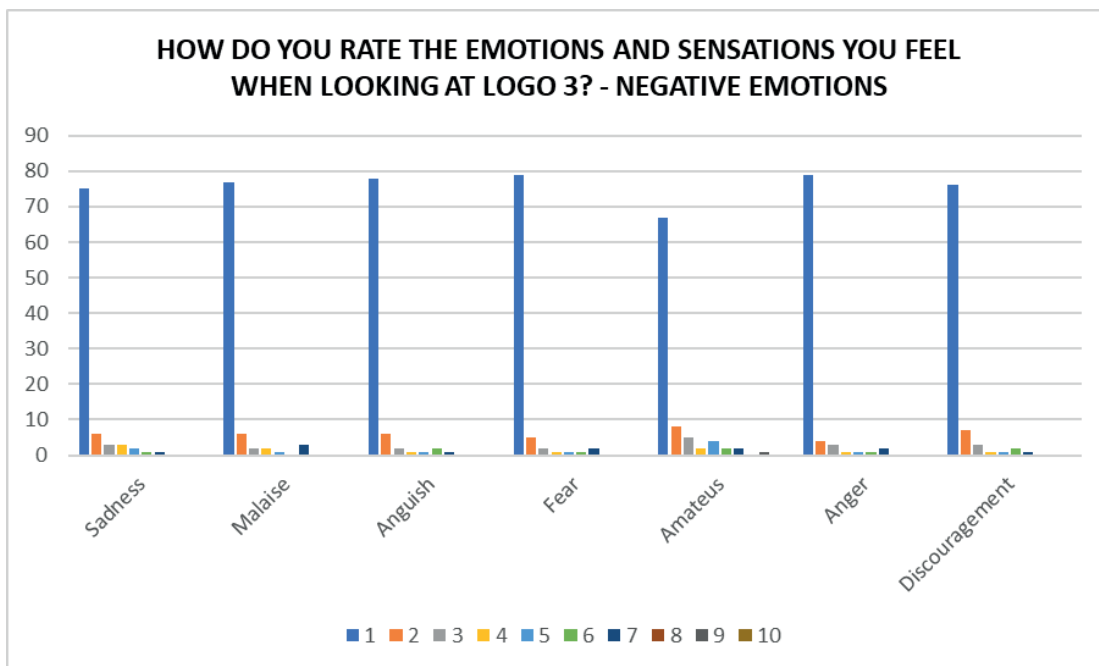
### 3.2.3.3. Logo 3 emotions

The third logo was inspired by the archetype the Creator. The concept of this archetype is to express its own vision, imagination and innovation<sup>[9]</sup>. The positive emotion that had the highest score was seriousness, with 25 responses with a score of 10. Innovation, which was the objective of logo 3, had high scores, but those that stood out the most were seriousness and positivity, which are not emotions and bad sensations; emotion and sensation desired by the archetype concept was not achieved<sup>[9]</sup>. Figure 11 shows the score for the emotions and sensations that the people felt when looking at logo 3:



**Figure 11.** Score for the emotions and sensations that the people felt when looking at logo 3  
 Source: Elaborated by the authors (2021).

Regarding negative emotions and sensations, logo 3 did not have any high marks. Figure 12 shows the score for the emotions and sensations that people felt when looking at logo 3:



**Figure 12.** Score for the emotions and sensations that people felt when looking at logo 3  
 Source: Elaborated by the authors (2021).

The last question of the survey was for the public to choose which logo they liked the most. Logo 3 had the highest score, with 52 votes. Table 3 shows the logo that the public most liked:

**Table 3.** Research results – which logo the public liked the most

	LOGO 1	LOGO 2	LOGO 3
Which logo did you like the most?	26	13	52

Source: Elaborated by the authors (2021).

### 3.2.4 Logo placement and definition

Brand positioning can be explained as the development of strategies and competitive advantages of a brand in relation to its competitors<sup>[23]</sup>. To determine positioning, it is important to consider the communication and brand image, in order to obtain a consistent, singular and clear position of the objectives and services. The positioning strategy takes into account marketing elements, such as the brand's visual identity, customer service, price of services and products, and support channels<sup>[24]</sup>.

The brand positioning process must also be analyzed as a psychological process, with the aim of establishing the brand by customers and influencing the purchase decision process and for this to happen it is necessary to analyze the market dimension and analyze strategies<sup>[23]</sup>. In order for the brand positioning to be effective, it is necessary to carry out actions so that the target audience perceives and raises the value of the brand, and for this it is necessary to establish the values and essence of the brand, and also to fulfil the promises that the brand makes to its customers<sup>[24]</sup>.

According to Wheeler<sup>[25]</sup>, in order to position a brand, it is necessary to understand customer needs, the advantages and differences of the brand, and the competition. It is important to define the pillars of the brand: purpose, difference, value and execution. Purpose is what will generate brand loyalty, as it is what makes you get out of bed every day and what motivates your employees<sup>[7]</sup>. The difference is brand awareness, it is what the brand makes different from the competition, and it is this difference that makes your customers choose your brand over the competitor. Value is the customer's willingness to pay, and understanding what customers really need, understanding the emotional and functional factors and what connects them with the brand on a deeper level. Execution is how the brand participates in the market, how it demonstrates its differences and benefits, and how the brand guarantees a positive experience with its customers<sup>[25]</sup>.

Following the theory of archetypes by Mark and Pearson<sup>[21]</sup>, archetypal brand positioning takes place after analyzing four aspects: brand soul, brand substance, competition analysis, and target audience analysis. The soul of the brand is the investigation process, which involves asking the brand founders questions to understand their purpose, and how it all started. Brand substance is spending time with the brand's consumers and understanding how they interact with the product or service. Competitor analysis is to research and understand which are the archetypes of competitors and which would be the archetype that has the opportunity to differentiate within the market segment. And the last step of the analysis is the target audience, knowing the consumer and understanding what their needs are, which are met and which are not. After the four aspects and analysis of the brand, competitors, and consumers, comes the step of maintaining the course – managing the brand bank. It is at this stage that investment in advertising actions comes using the archetype defined by the brand, in order to create brand value and nurture the archetypal identity.

Bringing together the perspectives and theories of how to perform the brand positioning of the authors Mark and Pearson<sup>[21]</sup>, Wheeler<sup>[25]</sup> and Sarquis and Ikeda<sup>[24]</sup>, below are some questions and answers to understand the Carolina Baronio brand and its positioning.

The Carolina Baronio brand is the designer's own name. The brand was created as a form of extra income, and the owner wanted to develop her own brand so that it would be her main income in the future. The brand develops creative projects, mainly the development of logos and visual identity, based on the design methodology. It aims to develop unique, innovative and creative projects that make a difference, with respect for human beings, professional ethics and social responsibility. The brand expresses value to its customers by always providing new ideas and experiences and delivering on time. The brand intends to communicate mainly through the Internet, using social networks and creating its own website and developing online advertisements.

The brand logo was defined as the third option, because in addition to being what the public liked the most, this option is the one that is most related to the brand's values and the archetype that the brand will work with in its communications.

The brand archetype is the Creator. The Creator's desire is to create something of lasting value and shape an idea. Unleashing the imagination of both the Carolina Baronio company and its customers is her achievement. Everyone is creative and can live creatively, the Creator brings this message of innovation, creativity, and art. The brand will serve small business owners who are starting a business and want to develop their brand. The brand's audience is men and women between 30 and 50 years old, class B to C who want to start a business. Her clientele will be from the city of Rondonópolis-MT, which is where the designer lives, but this does not prevent her from

developing services remotely and online. The brand that will be used by the company can be seen in Figure 13:

The image shows a handwritten logo in red ink. The text 'Carolina' is written in a large, flowing cursive script, and 'Baronio' is written below it in a similar but slightly smaller cursive script. The letters are connected and have a soft, organic feel.

**Figure 13.** The logo inspired by the archetype the Creator was chose to be the Brand Logo

Source: Elaborated by the authors (2021).

#### 4. Conclusion

The objective of this research was to evaluate three logos for a design agency. The objective was fulfilled and three logos were analyzed. These three logos were inspired by the Mage, Jester and the Creator archetypes and were developed. The logo inspired by the Mage managed to convey the message of magical moments and positive feelings and emotions. The message of transformative experiences scored 7, and the emotion of fear stood out in the survey. The logo inspired by the Jester was rated 10 by the public when asked if it conveyed a message of fun, joy and spontaneity. The logo inspired by the Creator had a score of 7 for the question of how much was the logo message of creativity and innovation and a score of 10 for the question if the logo conveyed a message of expressing its own ideas. The owner of the Carolina Baronio brand chose the brand that the public liked the most and also because she identified with the concept of the archetype, which was logo 3, the Creator. The desire of the archetype, the Creator, is to create something of lasting value and give form to an idea. The Creator brings the message, of innovation, creativity, and art.

The limitations of this research are due to the fact that a convenience sample was used, which does not allow generalizations to be made. Managers who have a design agency or who have a more creative side can use the results of this article to know the type of archetype that was used to create the logo of the agency object of investigation and thus can develop more assertive logos. Future research could explore archetypes that are more in line with companies that do not have a creative side, involving rationality and rigor.

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