

ARCHETYPE

Hero

In a few words...

You model what it means to have real courage and determination. There are no excuses in your world. Just results.

TRAITS
the brand is

Competitive
Skilled
Courageous

VALUES
the brand believes in

Discipline
Determination
Stamina

"To avoid action when justice is at stake demonstrates a lack of courage."

Gichin Funakoshi

SOME
FAMOUS BRANDS



For more information on your Brand or Archetype and other services,
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