

ARCHETYPE

Innocent

In a few words...

You have a fundamental trust in others and feel the world is a safe place. You live a simple, wholesome life and always find solutions.

TRAITS
the brand is

VALUES
the brand believes in

Fair

Faith

Positive

Optimism

Trustworthy

Safety

"The greatest challenge of adulthood is holding onto your idealism after you lose your innocence."

Bruce Springsteen

SOME
FAMOUS BRANDS



Forrest
Gump

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