



NOVELLA UNTOLD | THE BRAND



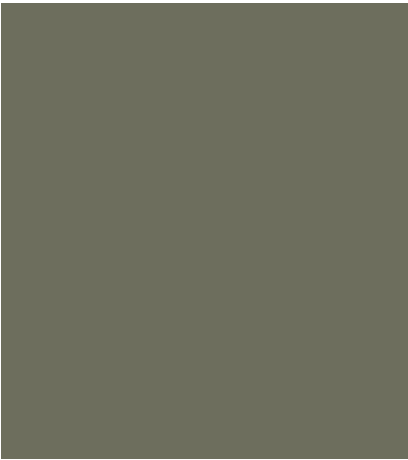
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Vestibulum sed tincidunt
lectus. Proin varius diam sit
amet ligula imperdiet
porttitor. Aenean rutrum
blandit tortor. Sed tincidunt
massa nec eros suscipit,
vitae vehicula nisi eleifend.
Praesent ut ante dui.



BRA
NDS
TRA
TEG
Y12



novella untold



Bodoni FLF Regular Headline Font

OPEN SANS BOLD SUBHEAD

Open Sans body copy font. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sed tincidunt lectus. Proin varius diam sit amet ligula imperdiet porttitor.

Maecenas porttitor facilisis nisi, sit amet placerat nisl pellentesque auctor. Fusce bibendum ex vel dolor iaculis, vitae molestie leo rutrum.

#FAFAFA

#EDE8E6

#E0CAC0

#C4B39E

#6D6E5D

#590C08

#000000

NOVELLA UNTOLD

Novella Untold

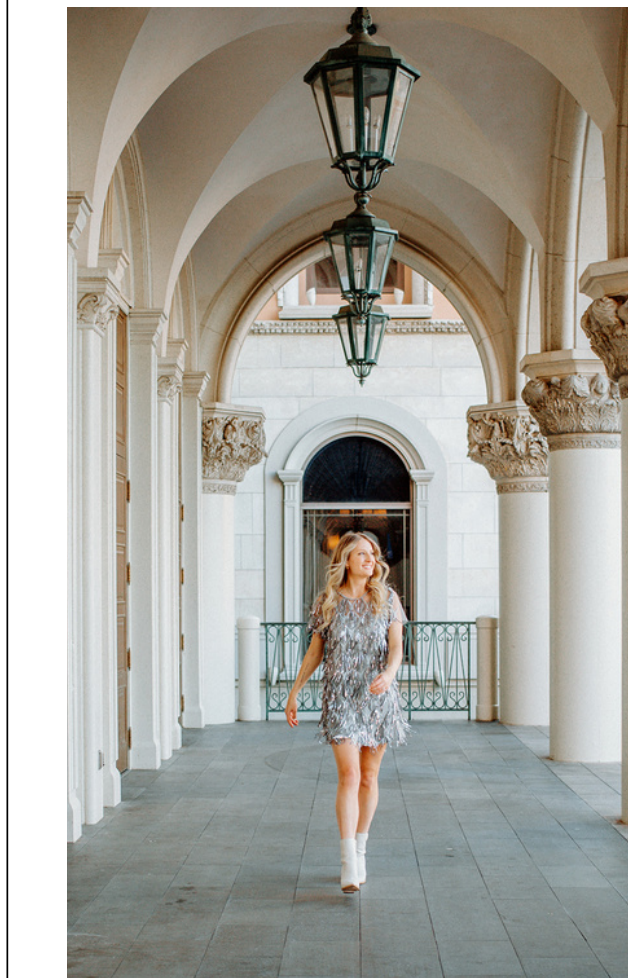
Novella UNTOLD





Novella Untold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ullamcorper tellus et turpis vestibulum, eu dignissim mi rutrum.



innovation

DON'T FENCE ME IN!

STRATEGY

See Potential
Everywhere and
Uncover Originality
With Liberated
Imagination.

You Only Get One
Life. Get Out And
Make It Count.

*IF IT CAN BE
IMAGINED.
IT CAN BE CREATED!*

EXCITING

FEARLESS

DARING

INSPIRING

DARING

PROVOCATIVE

freedom

DRIVE

Adventure
Exploration
The
Unknown
Self
Discovery
Liberation

Creation

Originality
Self-Expression
Vision
Imagination

FEAR

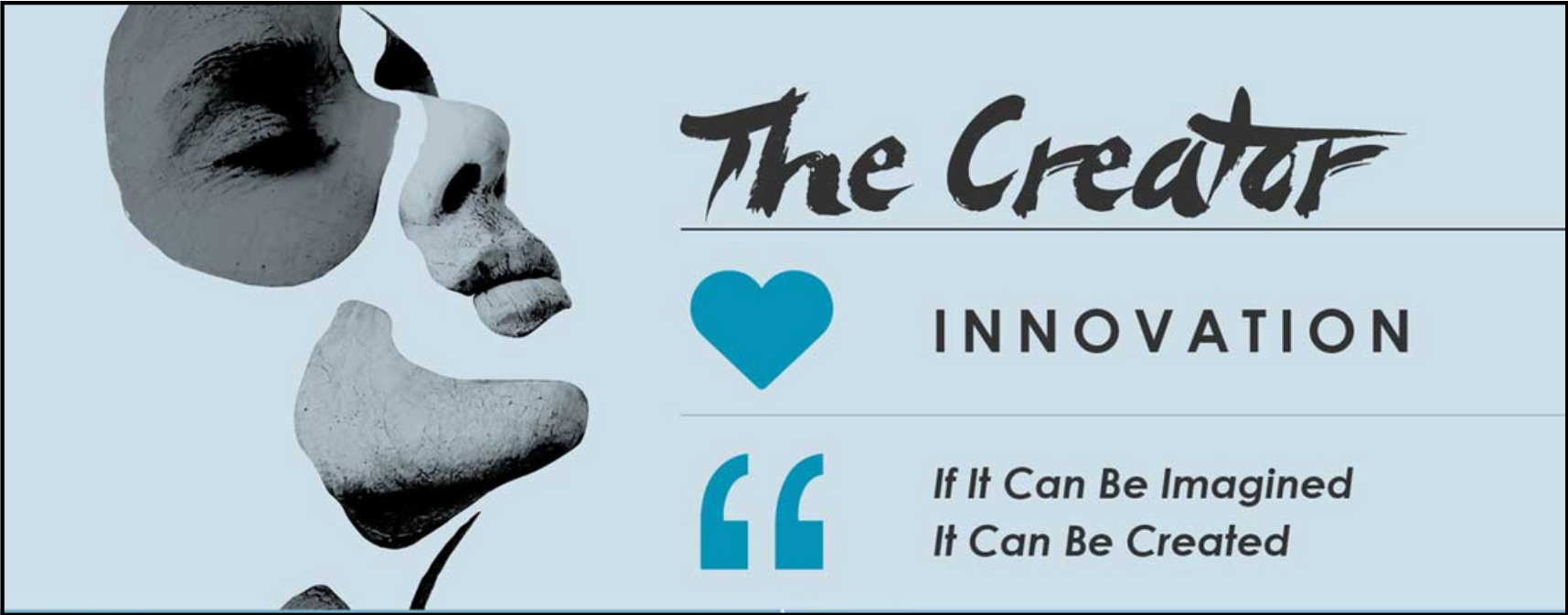
Confinement
Immobility
Entrapment
Incarceration
Cautiousness
Stagnation
Duplication
Familiarity
Disillusion
Indifference

Create The Journey

Inspire To Unlock Imagination

Encourage The Pursuit of Originality

Acknowledge Modern Confinements



IF IT CAN BE IMAGINED. IT CAN BE CREATED

**INSPIRING
DARING
PROVOCATIVE**

**See Potential Everywhere
and Uncover Originality
With Liberated Imagination**

The Creator has a desire to create something new and exceptional, that wasn't previously there, and has enduring value. They need to express themselves with their individual talent and strive to bring their vision to life through that expression. Creators believe that if you imagine it, it can be created but are often stifled by their own desire for perfection.

To appeal to a creator you must celebrate the creative process while inspiring self-expression. Brands that provide the means or tools to express themselves creatively with freedom of choices would be well positioned with the Creator Archetype. Their communication should stir the desire for the creative process and inspire their customers to express their nature to the best of their ability. Creator brands leverage their audiences' imagination and their desire to create and innovate.

DRIVE

Creation
Originality
Self-Expression
Vision
Imagination

FEAR

Stagnation
Duplication
Familiarity
Disillusion
Indifference

STRATEGY

**Inspire To Unlock Imagination
Encourage The Pursuit of
Originality**



DON'T FENCE ME IN

**EXCITING
FEARLESS
DARING**

**You Only Get One Life.
Get Out And Make It Count.**

The explorer has a palpable inner drive to push themselves outside their comfort and conformity of everyday life; into the rugged environment they feel at home in. They are brave, adventurous and love challenges. The challenges are more about understanding themselves more than proving to others and they are on an everlasting journey of discovery.

To appeal to an explorer, you need to challenge them. Challenging the confines of modern life will also allow you to resonate with them quickly. You should promote the outdoors and the unknown as the land of the free and challenge them to explore it, with your brand of course. Modern society is the common enemy in which many explorers live. A stand against such conforms can go a long way to resonating with the explorer and evoking their desires.

DRIVE

**Adventure
Exploration
The Unknown
Self Discovery
Liberation**

FEAR

**Confinement
Immobility
Entrapment
Incarceration
Cautiousness**

STRATEGY

**Create The Journey
Acknowledge Modern
Confinements**

