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Archetypes in Branding: A Toolkit for Creatives and Strategists offers a highly participatory approach to brand development. With a foreword by Jay Ogilvy, co-founder of Global Business Network and a companion deck of sixty original archetype cards, the book includes useful advice on the meaning and responsible use of archetypes, as well as how to apply archetypes in a variety of business contexts.

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Archetypes in Branding | Book by Margaret Hartwell, Joshua ...

The book, Archetypes in Branding: A Toolkit for Creatives and Strategists, is an artifact of that aha moment. So in collaboration with Chen Design Associates, I set out to create a practical and accessible toolkit for using archetypes to facilitate a more authentic, holistic and human way of being in business.

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Her diverse accomplishments range from co-founding Cognition.Studio, a subsidiary of Certus Solutions, and establishing the innovation, design thinking, UX strategy and UI design practices to authoring Archetypes in Branding: A Toolkit for Creatives and Strategists.

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