

IGNIZONE

storybrand

Mision

- There are companies wasting their great growth potential due to their lack of adaptation and ignorance in the field of digital marketing.
- At Ignizone we form high-performance teams to help your company grow in exchange for a percentage of the profits that we help you generate.
- In this way we get your company to develop its qualities and grow efficiently in digital media.

Brand Values

- Exclusivity/elegance
- Development/growth
- Enjoyment/gratification
- Inspiration/creativity
- Talent

IGNIZONE

- Mix between ignition and zone
- It is related to a rocket liftoff
- Representative elements: flame, fire, lift off

MAGICIAN ARQUETYPE

- The Magician Archetype makes dreams come true by using knowledge of how the world works. Magician brands are transformative. It's quite common for them to display traits that have a spiritual or psychological element. They want to expand our collective consciousness.
- When it comes to the motivation of the Magician, these brands want to make your dreams come to life and create something special and informative. They want to bring the future to the present. The goal of this type is to help people transform their world, improving one's life and making things exciting. Something this brand type can struggle with is the expectation of more than is actually possible. This can be a roadblock because it may have intentions and expectations, but sometimes can fall short. Furthermore, the Magician has many different ideas and aspirations that it's sometimes hard for them to stay committed to one vision.
- **Goal:** To turn dreams into reality
- **Fear:** Unintended negative consequences
- **Strategy:** Create a unique vision and live by it
- **Examples:** Disney, TED, Tesla, Axe



MAGICIAN

ACHIEVEMENT + RISK

brand promise: TRANSFORMATION

motto: "I've got the world on a string"



at best:

charismatic
healing
driven

at worst:

dishonest
manipulative
distant

Brand color scheme

- Riverside™
- Black
R : 1 G : 16 B : 47
C : 100 M : 95 Y : 75 K : 69
#01102F
- Blue
R : 0 G : 102 B : 203
C : 89 M : 58 Y : 0 K : 0
#0066CB
- Font : Gotham Medium