BRANDFORGE: A FRAMEWORK FOR GENERATING BRAND SYSTEMS FROM PERSONALITY AND CONTEXT

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The first published system to translate professional brand design practice into computable rules across all 12 Jungian archetypes and seven design dimensions.

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THE PROBLEM & FRAMEWORK

Professional brand strategy requires expertise most small businesses cannot access. Archetype quizzes identify personality but stop at a label. AI brand generators produce assets but never ask the question that would reveal the difference. BrandForge sits in the gap.

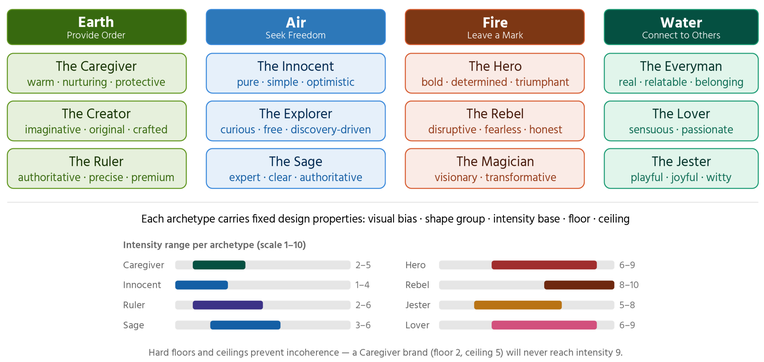


Fig 1. Twelve Jungian brand archetypes organized by four motivational drives: Earth (provide order), Air (seek freedom), Fire (leave a mark), Water (connect to others). Each archetype carries fixed design properties mapped to seven output dimensions.

Each archetype carries fixed design properties: a visual orientation, intensity range, hue territory, saturation character, and 3–5 subcategories. These connect personality theory directly to structural design rules.

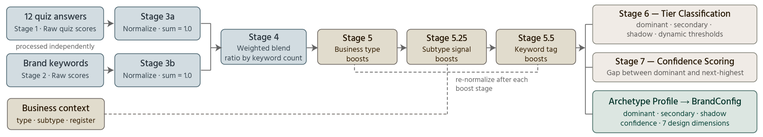


Fig 2. The BrandForge scoring pipeline. Twelve quiz answers, keyword selections, and business context feed a 7.5-stage scoring engine that produces a weighted archetype profile. The profile maps to structural design rules across seven dimensions: color, typography, layout, shape language, visual intensity, imagery direction, and brand voice.

The engine takes 12 quiz answers, 3–7 keywords, business type, and subtype and produces a scored profile containing dominant, secondary, and shadow archetypes. Over 900 automated tests verify every stage.

THE PROOF

The same business processed through different archetypes produces structurally distinct brand systems across all seven design dimensions. The rules, not aesthetic preferences, drive the difference.

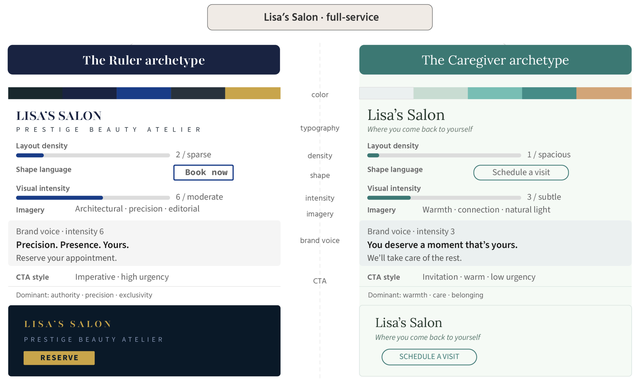


Fig 3. Lisa's Salon generated as two different archetypes. Same business, same quiz answers. but structurally different brand systems. The rules drive the difference.

Within the same archetype, the subcategory system produces meaningful differences without adding questions. Hammertime and Terri's Childcare both score Innocent + Everyman, but their brand systems share nothing visually.

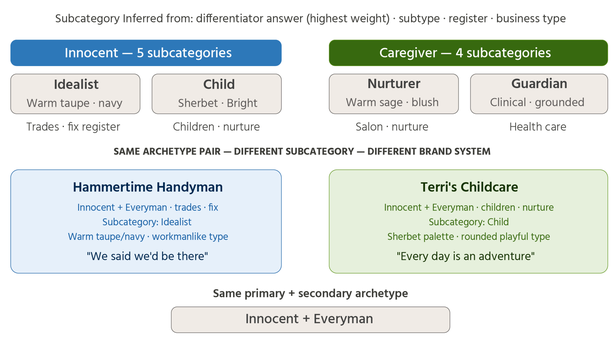


Fig 4. Same archetype scores, different subcategory, different brand system. Two businesses scoring identically on primary and secondary archetypes receive structurally different outputs because their business context triggers different subcategory inference paths.

The differentiator answer and business type route each business to a structurally different result. The archetype defines the territory. The subcategory defines the business.

VALIDATION & RESULTS

Tested against 17 real businesses spanning 14 types. Initial accuracy was 47%. The failures fell into two diagnosable patterns: businesses that fix things had no honest path, and crisis contexts made standard language impossible.

47→100% alignment	17 businesses	14 business types	923 tests

Business	Type	Target archetype	Register	Result
Hammertime Handyman	trades	Innocent + Everyman	fix	PASS
Murray's Auto Repair	trades	Everyman + Innocent	fix	PASS
Dairy Twist (ice cream)	food_beverage	Jester + Everyman	delight	PASS
Lisa's Salon	salon_beauty	Caregiver + Lover	nurture	PASS
Terri's Childcare	children_youth	Caregiver + Everyman	nurture	PASS
Holcomb Mobile Vet	animal_services	Caregiver + Everyman	crisis	PASS
Hill City Ambulance	health_care	Caregiver + Hero	crisis †	PASS
Olsen's Towing	trades	Innocent + Caregiver	fix	PASS
Custer Plumbing	trades	Innocent + Ruler	fix	PASS
Black Hills Bankruptcy Law	professional_services	Sage + Ruler	advocate	PASS
Pat's Trail Rides	attractions	Explorer + Rebel	explore	PASS
Vacation Homes by Liz	hospitality	Caregiver + Lover	nurture	PASS
Lori's Art Studio	fine_arts	Creator + Sage	create	PASS
Joe's Music Lessons	coaching_instruction	Rebel + Creator	guide	PASS
Monument Oncology	health_care	Caregiver + Hero	crisis †	PASS
A Heart for the Parks	nonprofit	Hero + Magician	advocate	PASS
The Inkk Spot (design studio)	creative_design	Creator + Rebel	create	PASS

† Crisis register: mission variant questions applied to Q2, Q4, Q6, Q7, Q8, Q9, Q10, Q11, Q12

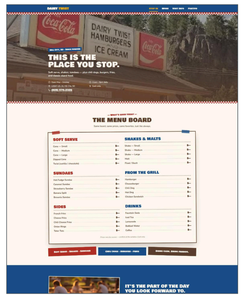
Accuracy progression — exact match on primary + secondary archetype

Initial evaluation: 8 PASS · 3 CLOSE · 5 FAIL · 47%
fix register variant system >
After fix register: 13 PASS · 3 CLOSE · 1 FAIL · 76%
mission variant system >
Current — 17/17 PASS: 100% accuracy · 923 tests

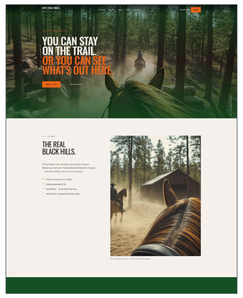
Fig 5. Validation across 17 businesses and 14 business types. Owner-assessed brand alignment improved from 47% to 100% after reviewing BrandForge output. No business required manual design intervention to achieve alignment.

The failure pattern specified the fix. Adapted questions created honest paths for both registers. After adaptation: 17/17. This is, in itself, a contribution.

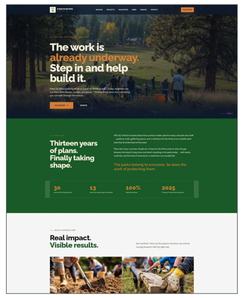
The result is a system that moves from twelve answers to a complete brand identity, and finally to a production-ready website concept. Each one is structurally different because the rules behind it are different.



DAIRY TWIST



PAT'S TRAIL RIDES



HEART FOR THE PARKS