

## Common Character Archetypes

### **The Hero**

The hero is always the protagonist (though the protagonist is not always a hero). Traditionally speaking, the hero has been male, though there are more female heroes appearing in contemporary literature (think Katniss Everdeen and Lisbeth Salander). The hero is after some ultimate objective and must encounter and overcome obstacles along the way to achieving this goal. He or she is usually morally good, though that goodness will likely be challenged throughout the story. Heroes' ability to stay true to themselves despite the trials they must face is what makes them heroic. That and the fact that they are often responsible for saving a bunch of people (or hobbits, or wizards, or what have you).

### **The Mentor**

The mentor is usually old, and this person often has some kind of magical abilities or a much greater breadth of knowledge than others possess. Mentors help heroes along their journeys, usually by teaching them how to help themselves (though mentors sometimes directly intervene in extreme situations). The mentor often ends up dying but is sometimes resurrected or revisited even after death.

### **The Everyman**

The everyman character archetype often acts as the stand-in for the audience. This character archetype is just a normal person, but for some reason, he or she must face extraordinary circumstances. The everyman can be the protagonist or a supporting figure. Unlike the hero, the everyman does not feel a moral obligation to his or her task; instead, these characters often find themselves in the middle of something they have barely any control over. Unlike the hero, the everyman archetype isn't trying to make a great change or work for the common good: these characters are just trying to get through a difficult situation.

### **The Innocent**

Characters representing the innocent archetype are often women or children. These character archetypes are pure in every way. Though often surrounded by dark circumstances, the innocent archetype somehow has not become jaded by the corruption and evil of others. These character archetypes aren't stupid: they're just so morally good that the badness of others cannot seem to mar them.

### **The Villain**

The villain wants to stop the hero archetype from achieving his or her goal. The villain is often evil, though there is often a reason—however warped that reason may be—why villains are so bad. Villains often want nothing more than to control and have power over everyone and everything around them, probably because most of them are secretly strongly motivated by fear. Villains are often the moral *foil* of the hero: that is, their main vice will parallel the hero's main virtue.

## Common Color Archetypes

### **Red - *dramatic, energetic, brave, dangerous, determined, passionate.***

Red is an extremely intense color. It symbolizes life – red is the color of blood, war and Mars. Simply looking at the color can enhance our metabolism, increase respiration rate and raise blood pressure. It makes us stop in our tracks. It is the color of a strong will and determination. It can awaken us – give us confidence and power. Red is also the color of sexuality and can stimulate hedonism. Being surrounded by too much of red can make us feel angry. Too little and we can become weak.

### **Green - *fresh, organic, loyal, gentle, aware, earthy, secure, restful.***

Green can span a variety of moods – it stands first for nature, but also renewal and rebirth, youth, jealousy, decay and money. We usually see it as a color for freshness; it is a restful color, it evokes stability and endurance. We use “green” to describe a novice and always for all-systems-go. It is a relatively friendly and positive color, the color of balance and harmony that gives us peace. Being a combination of yellow and blue, green encompasses the mental clarity and optimism of yellow with the emotional calm and insight of blue, inspiring hope and a generosity of spirit not available from other colors. The color represents good judgment and prosperity.

### **Black - *powerful, sophisticated, artistic, mysterious, guarded, serious.***

Black is the color of mourning, of death and sorrow and doom and gloom, but it can also represent time and resurrection. Black is the ultimate in sophistication, in elegance and formality. It’s mysterious, sleek and intriguing, sometimes fearful and intimidating, but also strong and authoritative, even prestigious (black tie, the black Amex). In color psychology this color gives protection, hiding vulnerabilities, insecurities and lack of self-confidence. The color can imply seriousness, self-control, and discipline, a somber attitude in religious garb, an air of seduction in lingerie.

### **White - *pure, innocent, good, clean, sterile, peaceful.***

The color white has often been associated with innocence, purity, goodness and light, as well as the transcendent, faith and peace. It is cleanliness, sterile and pristine conditions; for winter, the cold and snow. The color is calming and orderly. It can purify your thoughts and clear your energy, but also can be a color of isolation, detachment. It can also represent new directions and hope. The neutrality of white relaxes the eye, promotes calmness and balance.

### **Yellow - *sunny, cheerful, joyous, happy, excited, inspired, creative.***

Yellow, in the western world, is the color of sunshine, youth, joy and happiness. It is a sacred national color in China, and to the Buddhist, yellow is the color of humility. The color is warming, encourages mental activity and generates muscle energy, stimulating intellect and vigor. Yellow grabs your attention but can be overstimulating to infants. In heraldry, yellow is used to indicate honor and loyalty. We now sometimes hear it used as a slang term meaning cowardice.

### **Violet - *rich, vibrant, powerful, artistic, eccentric, mysterious.***

By combining the power of the color red with the cool wisdom of blue, violet is a delightfully mystical color. In meditation, focusing on violet can raise consciousness to higher levels. Associated with royalty, this color symbolizes power, nobility, luxury, ambition, wealth and extravagance. It also denotes respect, wisdom and dignity. There is a fair amount of creativity, mystery and magic in a streak of purple – and is the color that appeals most to children. One of the rarer colors in nature, violet can be mistrusted and thought to be artificial.

### **Blue - *tranquility, peace, calm, order, harmony, reliable, serene.***

Blue is the color of intellect, peace and contemplation. It can represent water, the sky, and infinity. It is a cool, heavenly color, often associated with depth and stability; trust, loyalty and wisdom. The metabolism

is slowed with blue, it is a color of utmost calm. Blue is also used to symbolize piety and sincerity. While warm colors are emotional, blue is linked to consciousness and intellect. A strong blue is the preferred hue to indicate expertise and business, whereas light blue is associated with health, understanding and softness. Blue actually can suppress your appetite, and we frequently use the word “blue” to describe sadness or bouts of depression.

**Gold - *prestige, wisdom, wealth, knowledge, generosity, quality.***

Gold is the ultimate in illuminated color. It can represent the sun, royalty, wealth and the divine. For the Egyptians, it was linked with Ra, the Sun God, and corn, upon which life depended. To the Hindu it was the symbol of truth. The ancient Greeks saw gold as the symbol of reason and immortality.

Optimistic and positive, gold adds richness and warmth to everything around it. It is associated with higher ideals, understanding and enlightenment. It inspires knowledge and spirituality; gold is generous and giving, compassionate and loving, the color of a benefactor. It is also the symbol of a winner – first place. It is confident, passionate and eye-catching, but can lead you to become egotistical and opportunistic in your quest for influence.

**Silver - *careful, modern, focused, articulate, technological, futuristic.***

Silver is a very elegant, versatile color. It is both modern and hi-tech while also being alluring and sparkling. From a psychological perspective, silver is respectable and dignified, self-controlled and organized – unbiased with a sense of fairness and justice. Silver can remind us of aging gracefully; it is a light-hearted version of gray, it is an optimistically mature color. Silver illuminates and reflects the energy of those colors which surround it.

On the flipside, silver can also be aloof, indecisive and non-committal. It is a cold neutral that can read as insincere.

**Pink - *compassionate, empathetic, sensitive, friendly, caring, grateful, fun.***

**Pink signifies romance, love, and friendship. It is an affectionate, intuitive and insightful color,** symbolizing kindness and hope. It is a very positive color inspiring comfort and reassurance. Pink can alleviate feelings of anger and aggression; studies confirm pink has a calming effect and puts people in a nurturing mood. Pink is non-threatening and appreciation-seeking. It can signify good health and gratitude. It is, of course, a sweet color and can indicate naiveté, but also feels very sentimental and cherished.

**Orange - *enthusiasm, happiness, determination, attraction, success, encouragement.***

Orange is a warm, social color; it is innately cheerful and playful. Orange combines the energy of red and the happiness of yellow, and it shares many of the same associations: joy, sunshine, passion and fun. It is a very hot, spicy color, so it gives the sensation of heat. It doesn't read as aggressive, though, as it rather invigorates and stimulates mental activity. It is youthful; it can be representative of healthy food and appetite. Orange also is the color of fall and harvest. In heraldry, orange symbolizes strength, power and endurance.

**Brown - *stable, reliable, loyal, connected, earthy, organic, natural.***

Brown is a friendly color, despite its reputation for being “boring.” It suggests stability, trustworthiness and dependability; it is practical, known for being honest, genuine, frugal and sincere. It relates to the hardworking, the industrious and reliable; brown is wholesome, natural and outdoorsy. Brown is structure, although not perfect – it encourages orderliness and organization. Alternatively, brown can be sensual, sensitive and warm, engulfing one in a feeling of calmness and comfort. It values quality above all else, and everything in moderation. Brown suppresses the emotions, creating a safe haven from the stresses of the outside world within which problems can be contemplated and solved.