The aim of this thesis is the visual identity of the brand Staropramen analysis based on the
theory of archetypes applied in marketing science. The theoretical part is focused on the
archetypal theories of Jung. He marked twelve archetypes in his work, which include four main
categories based on the desire they want to satisfy. The yearning for paradise: The Innocent,
The Explorer and The Sage, archetypes that want to leave a thumbprint on the world: The Hero,
The Outlaw and The Magician, a group that knows no man or no women is an island: The
Regular Guy / Gal also known as The Everyman, The Lover and The Jester, group desiring to
provide structure to the world: The Caregiver, The Creator and The Ruler. I focused on the
differences between the various archetypes on one desire too, but also the on the theoretical
basis of storytelling. I also wrote theoretical basiscs of semiotic analysis and summary of a
research realized for my second thesis, focused on marketing communication of Staropramen.
In the practical part I analyse the visual identity of the brand Staropramen, that I take apart to
single symbols. Their importance I found in sources in the field of heraldry, mythology, botany,
psychology and etymology. On the basis of identified associations I do a comparative analysis
of the theoretical basis for describing the use of archetypes in marketing, describing points of
sameness and points of difference. In conclusion, I describe results of the analysis. That
showed a non-uniform visual identity of the brand Staropramen. I also give recommendation for
the future, which is to emphasize the elements of the Creator archetype in the visual identity
and future communication campaigns.