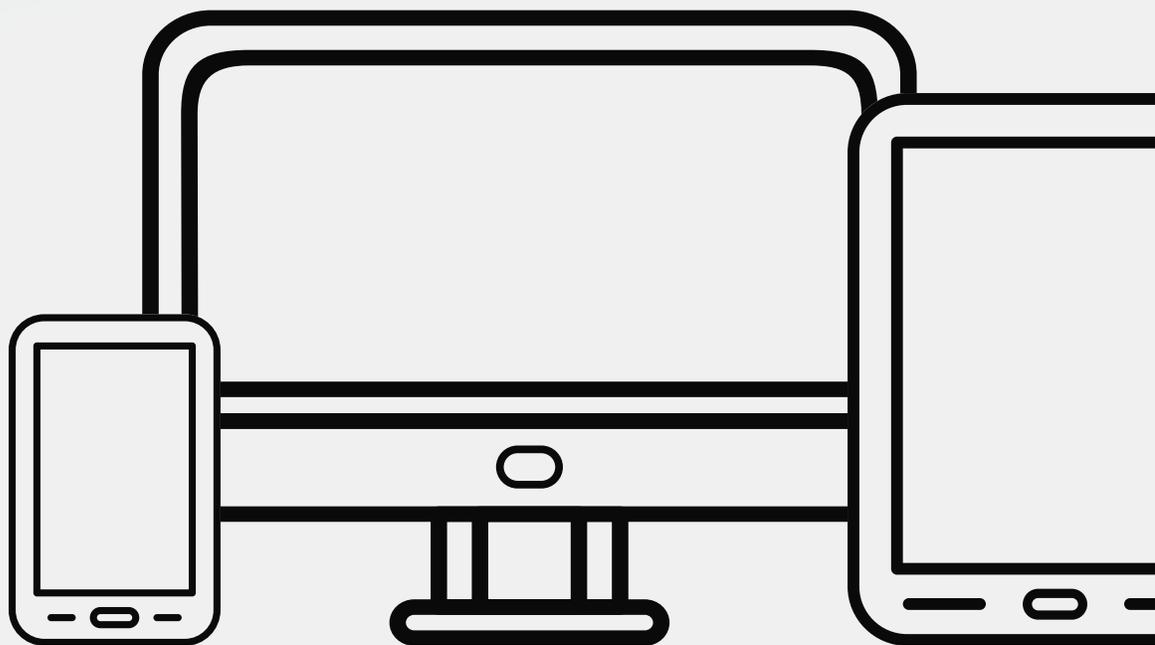


BRAND STRATEGY CASE STUDY

JANUARY 2025

РУБАШКА®



BRAND STRATEGY CASE STUDY

Rubashka US

By Wes Gutting

Wes Gutting is the head designer at
Wes Gutting Digital.

This case study was created to
present his expertise in an easily-
digestible manner.

He can be reached by sending an
email to: wes@wesgutting.com



RUBASHKA US

I came across Rubashka US on Instagram, they are a clothing brand that focuses on cold war aesthetics.



Their following consists of 85k followers with high engagement, and a strong, consistent brand image.

I decided to create a brand kit for them as a passion project to help them better understand the brand image they are going for and to assist them when keeping different content styles aligned with their core brand identity.

CLIENT PROBLEMS

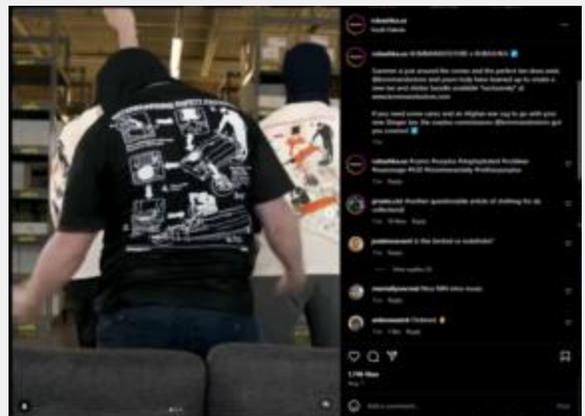


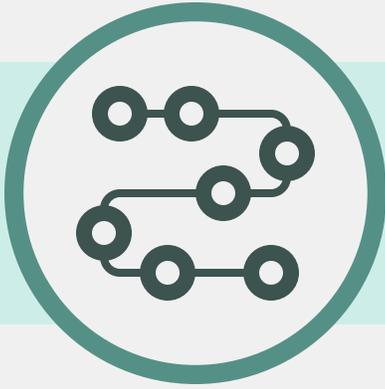
Rubashka US is an early-stage brand, without and cohesive standards.

This can lead to low engagement, brand image dissonance, and wasted resources.

The brand has a strong social foundation, yet is struggling to raise engagement rates.

Primed for growth, the brand needs an extra push.



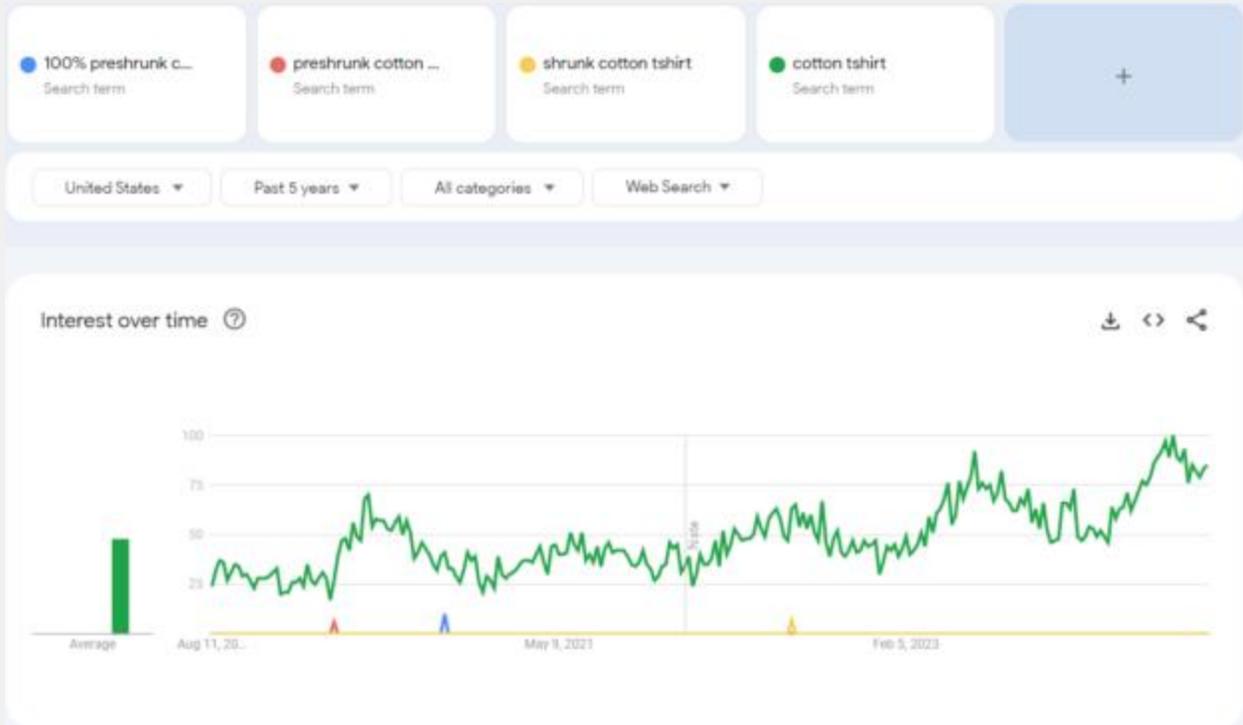
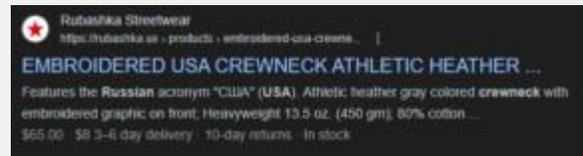


PROJECT GOALS

The main goal of this project is to distill down the brand’s image to a few key pieces that will allow for increased growth.

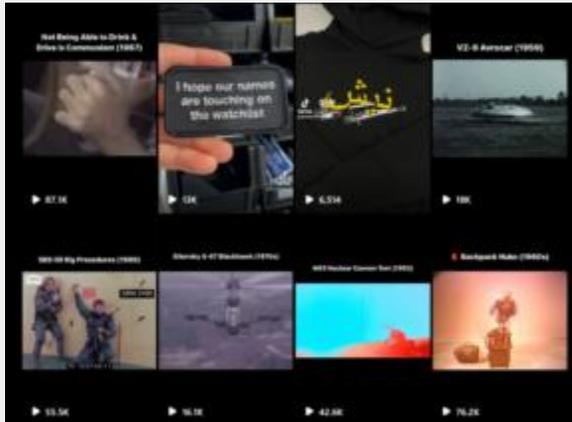
Boosting site traffic is integral to keeping the brand alive and growing.

A brand kit is the main deliverable that is needed to keep this brand identity optimized.





OUR SOLUTION



First, I analyzed the makeup of the brand’s social media presence, from picture to reel, across multiple platforms.

They are centered around cold war history, and they post daily history updates.

They provide raw critiques of the current state of the world in their eyes, and make merchandise that reflects that.

Second, I researched key forms of art from the time period, and compiled them into a collage of sorts.

This mood-board helped shape the direction of the overall brand kit.

I selected colors, fonts, textures, and images from the era that reflect the time period in the most succinct way.



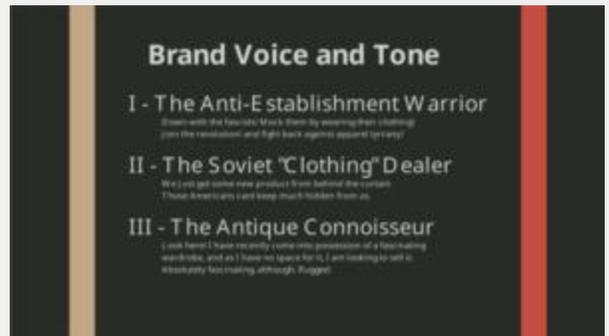


RESULTS

This information was compiled into a presentation deck to be used as a brand kit to align all future business efforts around.

This project was a great success, I have honed down the brand's values, mission and vision statements to the main talking points.

I have taken inspiration from the source material to incorporate it all into a cohesive unit.





Wes Gutting Digital is a full-service brand strategy outfit that crafts your online identity to drive traffic, generate leads, and convert customers. We are based in Richmond, Virginia.

Web

Your online presence starts with an appealing website. If you are looking to get your site refreshed, or just need an entirely new design, our team of specialists are here to help you shine.

Brand

Every business needs a strong visual identity, and an even stronger personality. Our experts carefully design your brand's look, feel, and overall appearance. Let's make your brand stand out, and stay remembered.

Copy

Everything starts with powerful, effective words: be it a landing page, video script, or ad placement. Every WGD client receives a complimentary copy analysis, complete with paths for improvement.

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