Guerilla Creates Rusty Quill Rebrand

Tuesday 11 May, 2021

Guerilla are delighted to announce that the team have been working with London-based entertainment production company and podcast network, Rusty Quill on an ambitious rebrand.

Rusty Quill is internationally recognised for their popular, multi-award-winning fiction podcasts. They specialise in creating original, free-to-consume content whilst providing a platform for new and interesting voices and talent. And their show's like The Magnus Archives, Stellar Firma and Outliers have huge international audiences of devoted fans.

Hannah Brankin, COO Rusty Quill commented *"Geoff, James and the Guerilla team have been instrumental in helping us all at Rusty Quill achieve our vision for a new and exciting brand story that keeps true to who we are and where we came from. Guerilla have been such a pleasure to work with through this process and I look forward to working with them again in the future. We've been recommending them left and right!"*

You can't have much more of an exciting opportunity than rebranding one of the UK's most established, independent, and fast-growing entertainment production companies. So the Guerilla creative team has been collaborating with animator and model maker Chloe Rodham to develop a dynamic brand that engages its audience across all touchpoints off and on-screen.

Creative Director, Geoff Foots said; *"It's fantastic to be working with the team at Rusty Quill on this rebrand, it's such an exciting challenge, they're world leaders in their field, so all eyes will be on us and we need to get it just right.*

We're very conscious of how important Rusty Quill is to their audience, so we want to bring the die-hard fans with us while delivering a brand identity that will help to drive the organisation forward and realise their vision for the future. We want this rebrand to mark the beginning of an exciting new chapter in the Rusty Quill story."

The team are now looking forward to working closely with Hannah and the Rusty Quill team to help to roll out their new brand over the next few months.

For further information Please contact James Allen james@guerilla.co.uk

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Attached: "Rusty Quill PR Assets" Folder: https://we.tl/t-BbopluBHor

#ENDS#

Notes to Editors

About Guerilla Communications:

Guerilla is a national, award-winning, fully integrated communications agency with offices in Newcastle upon Tyne serving National and International

clients. Guerilla is independently accredited as a Top 100 ranked UK agency and member of the Incorporated Practitioners in Advertising.

Guerilla specialises in marketing, digital, branding, and creative design as well as social media development across a variety of sectors. Guerilla offers the entire spectrum of communications services, combining powerful creative and strategic solutions to generate real results.

Relevant Links

Rusty Quill Website

https://rustyquill.com/

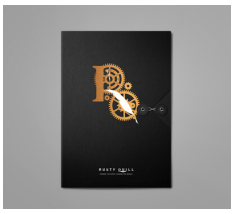
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