



Teškoe exists to show people that taste and identity do not require permission, and that risk is freedom.

WHAT IS TEŠKOE?	1
BRAND ESSENCE	2
BRAND IDENTITY	3
BRAND VOICE	4
GUIDLINES	5
TARGET AUDIENCE	6
VISUAL SPIRIT	7



WHAT IS TEŠKOE?

A modern brand founded in 2024 by two young people who mainly sell T-shirts and hoodies with slogans.

Teškoe emerged from internal Telegram conversations and WhatsApp jokes, functioning as an inside reference and commentary on everyday life. “It’s hard to drink cocktails on the beach” - tears wiped away with Gucci scarves.

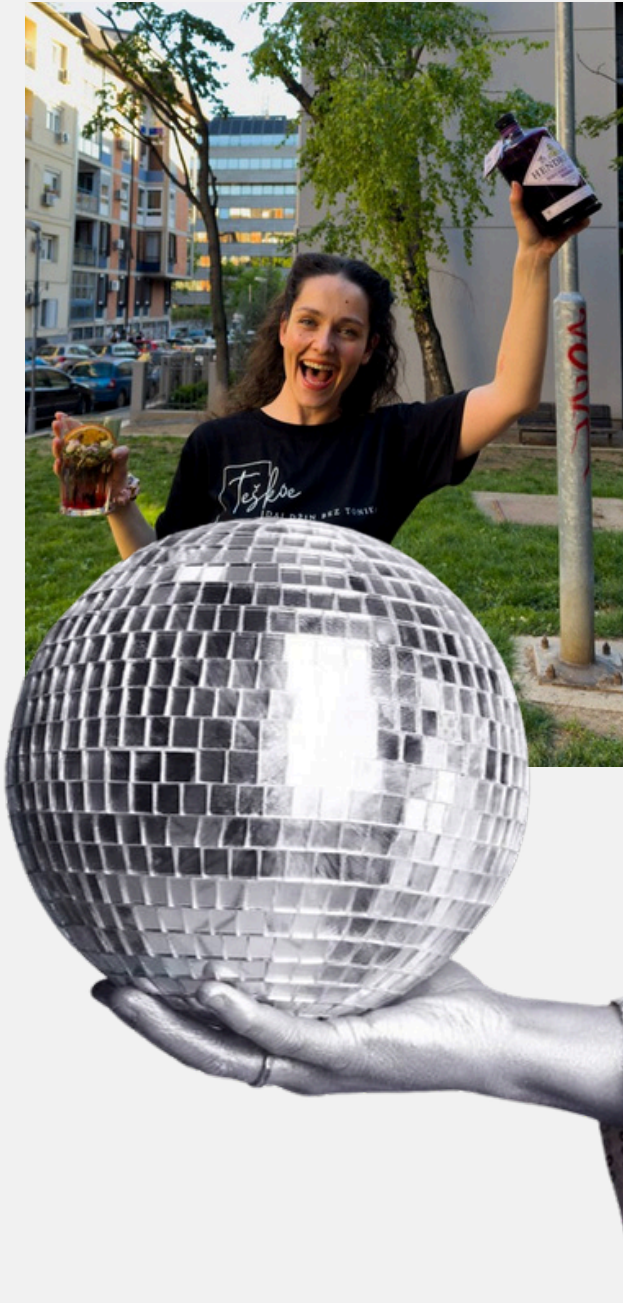
The brand was born from a spirit that refuses to take itself too seriously, while simultaneously mocking excessive seriousness. It became a recognizable contemporary digital language of resistance and self-awareness among Gen Z and younger millennials.

BRAND ESSENCE



This is a brand that does not apologize, is immune to trends, and emphasizes the importance of authenticity and personal stories. This brand mocks itself and its customers, is not ashamed, and does not hide. Teškoe is a brand that uses humor and Balkan stubbornness to ridicule modern trends and false sophistication.

The brand should feel like it has escaped from a better version of itself and entered public space. Every campaign should create the feeling that the message could have originated as a sticker or an inside joke from a friend – spontaneous, witty, and unserious. Nothing is sacred, but nothing is malicious either.



BRAND IDENTITY

LOUD

REBELLIOUS

IRONIC

BALKANIC

INTIMATE

MESSY

PROVOCATIVE

HONEST

BRAND VOICE

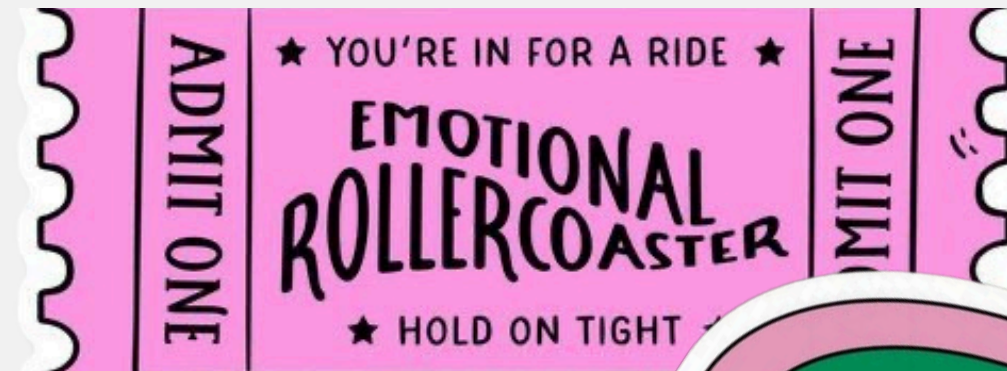
Short sentences
No explaining the joke
Local references
Allowed unpleasantness



GUIDELINES

Is it Teškoe?

- If it is slightly uncomfortable – YES
- If it's not immediately understandable – YES
- If it is too intimate – YES
- If it involves risk – YES



Enemies of the brand identity

- Clean girl aesthetic - erases identity
- Influencer minimalism - sells fog instead of reality
- Trends (unless used ironically)
- Fitness/wellness - disciplines the body, while we celebrate it

*These are not prohibitions - they are guidelines.

TARGET AUDIENCE



Nada, 27

Interior Architect

- Drinks coffee on Dorćol and goes to Gastro fairs
- Hates nature and fitness influencers and loves Belgrade
- Eats sweets only if they come from Valentina i Karanfil or Mandarina
- Lives life to the fullest, complains constantly

Marko, 30

Marketing Assistant

- Listens to Ceca ironically and loves zebra print
- Frequently inserts English words into sentences
- Flies to Mykonos, dislikes political correctness
- Queer

Milica, 24

Student

- Witty introvert, afraid to be too loud
- Wants to be seen, feminist
- Lives in a dorm and listens to indie pop
- Loves to cook, doesn't want to lose weight



Lightning:

- harsh lighting / unforgiving flash / mistakes are allowed

Styling:

- intentionally messy / exaggerated luxury that is not taken seriously

Framing:

- cropped / as if the photo happened by accident / close-up

VISUAL SPIRIT

