

Plague Press Brand identity



A little street urchin for street photographer Matt Stuart.

The smallest of small projects – but the start of something big for the award winning and world renown street photographer Matt Stuart.

Our good friend and Magnum Photos nominee Matt Stuart came to us with the name Plague Press and wanted a new brand identity that reflected his anti-establishment positioning for his new publishing house – that is to focus on street culture and arts from around the world.

Matt's own award winning work as a street photographer (both black and white as well as colour) is honest, immediate and full of lateral thinking and observation. Our solution? A little lateral thinking of own, creating for Matt his very own little street urchin for Plague Press.

We just loved the idea of his little Agent Provocateur sitting on the poshest of bookshelves amongst the arts publishing establishment including the likes of Phaidon, Thames and Hudson and Magnum.

The new mark will feature on Plague Press' first publication "All that life can afford" by Matt Stuart featuring a thorough catalogue of Matt's work old and very new. The identity is to also roll out on further publications and the forth coming Plague Press website.

Kind words...

*"I f*cking love my rat!
Genius."*

Matt Stuart
Photographer

Plague Press
Brand identity

