



## Blackcurrent

STHUTHI RAMESH's dynamic forms, bold type, and color deliver momentum and impact for the independent creative agency Blackcurrent.

Blackcurrent is an east London-based independent agency, delivering both strategy and creative. It works with clients to clarify purpose, build lasting connections, and start conversations and helps them to stay relevant in a rapidly changing world. At the heart of the studio is diversity, which enables them to create work that helps shape their clients' brands and the culture they live in. Their visual identity has the immediacy and impact of an urban lifestyle magazine, including the masthead-like application of a bold, capitalized logotype across the website and letterhead, and a dramatic color palette of red and black. This is furthered by the editorial quality of its art direction. A bold and dynamic double half-circle motif introduces a sense of motion, interaction, and connection across business cards and booklet covers.

