

TOOLS OF THE TRADE

JOYCE OF ALL TRADES.

SERVICE GUIDE: WINTER 2026

A DESIGN STUDIO WITH SOUL & SUBSTANCE



HEY, I'M JOYCE



You're making the world a more beautiful place. I'm here to help you do that with clarity and confidence.

Long before I studied and trained as a designer, I grew up surrounded by art and it's something I've always enjoyed. My mother is an artist and my father a psychiatrist, so I've learned to balance beauty and meaning, looking closely at the nature of things and understanding what makes people tick. I've spent a decade learning what goes into good design and I know it takes time and dedication to get it right.

ABOUT THE STUDIO

If you have something special to offer the world, but you don't know how to present your craft and reach the right people, I'm here to help. I'll dive deep into your business, getting a real sense of who you are and what makes you unique and articulate it through visual design for the world to see.

CLIENTS HAVE BEEN FEATURED IN

Liberty London
Condé Nast Traveller
Whistles
The Independent
The Telegraph
Forbes Travel Guide
...and many more

SELECT CLIENTS

Rosewood Hotels
SALT Dating App
Studio Adorn Jewellery
Lucas Ruth Leathersgoods
Country House Flowers
Brenda Rosete Photography
Pete Naylor DOP

THE THINGS THAT GUIDE

Studio ethos

CRAFT

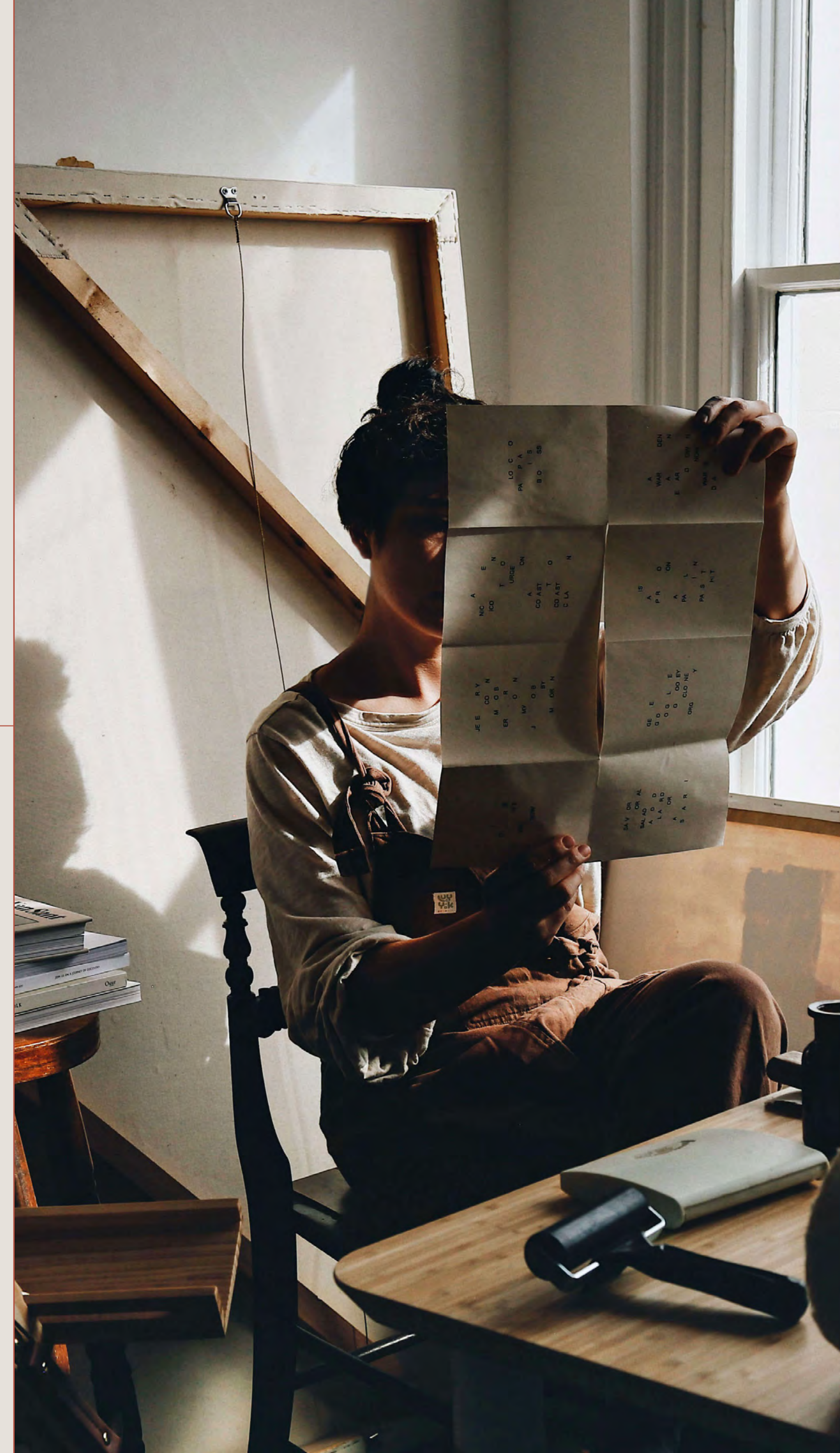
It's not just the work of our hands, but how our hands pour out what's in our souls. I keep my eye sharp for detail, and form elements of your brand together to create a consistent whole. I hope you see the same level of craftsmanship in my work, that I honour in yours.

CONNECTION

Not just to my work, but to the people I serve. I aim to build warmth and connection into every partnership and design. This connectedness serves as fuel and inspiration for the whole process, keeping us aligned and passionate about our work together. For me design is about every detail finding its place.

LONGEVITY

Things that are made well stand the test of time. When it comes to design, I'm a strong believer in keeping the future in mind — for your brand's longevity as trends come and go, and to ensure everything we create is kind to the planet, considerate of others, and will be flexible enough to grow with you over years to come.





ARTICULATING YOUR ARTISTRY

MY SIGNATURE SERVICES

IDENTITY

UNFOLDING IDENTITY

A refined visual identity system for growing brands, built for recognition, clarity, and connection. Includes logo suite, typography, colour, visual language, brand guide, and 2–3 brand assets.

from £6,500

SIGNATURE IDENTITY

For established or complex brands: a strategic, high-touch identity process from foundation to full expression. Includes full logo system, in-depth brand guide, and 3–5 custom applications.

from £10,500



EXPANSION

WORLD BUILDING

Bringing your brand to life across key touchpoints. For brands with an existing identity, or as a natural next phase after identity work.

Available services include:

- Packaging
- Print & editorial layout
- Book/publication design
- Campaigns & rollouts
- Menus, signage & wayfinding
- Marketing assets & digital templates

WEB DESIGN

Squarespace (from £3,500) or custom Webflow (from £5,500) websites designed for beauty, clarity, and ease of use. Includes layout planning, build, and handover.

NURTURE

MONTHLY RETAINER

Ongoing design support for brands who value consistency and trusted creative partnership.

Starting from £800/month. Limited availability.

AD HOC DESIGN SUPPORT

Ongoing design support for brands who value consistency and trusted creative partnership.

£60 per hour, for existing clients only

UNEARTH - BRAND CONSULTATION

A 60-120min brand brand session to dive into your brand's story, goals, and challenges - uncovering the deeper truths and distinctive qualities that make your brand resonate. Ideal for early-stage brands or businesses looking for clarity before committing to a full identity project. Can also be tailored to your unique questions and challenges.

£450 per session

LET'S SHAPE YOUR BRAND TOGETHER



I'm always delighted to hear from like-minded artisans and owners of beautiful businesses. If you want a brand that is honest, engaging and carefully crafted, I'd love to hear from you and prepare a tailored quote for you.

Joyce Vana

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[ENQUIRY FORM](#)