

Joia

ROLE

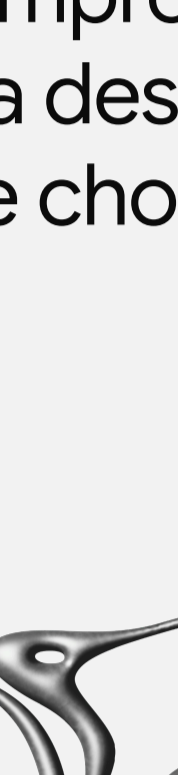
- Brand Identity Design
- Concept Development
- Art Direction
- Visual System Design
- Illustration
- Brand Applications
- Motion

DELIVERABLES

- Brandbook
- Logo & Isologo
- Colour System
- Illustration Style
- Photography Direction
- Brand Applications
- Social Media Assets
- Video

DATE

October — December 2024



How can discarded materials be transformed into objects of value while engaging a new generation with sustainable consumption?

Joia is a contemporary jewelry brand built around the idea of giving discarded metals a second life.

By transforming recycled materials into accessible jewelry pieces, the brand proposes a more conscious approach to fashion while remaining expressive, playful and accessible to younger audiences.

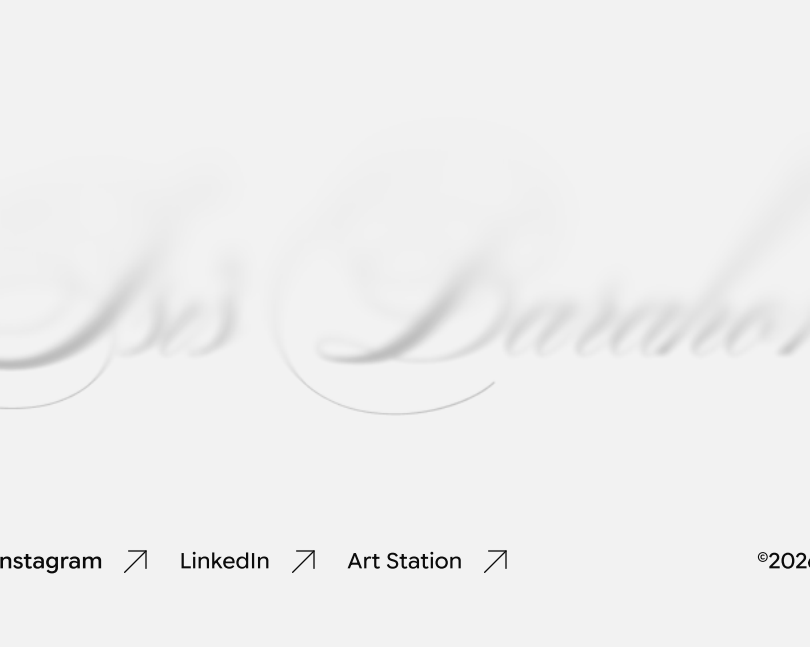
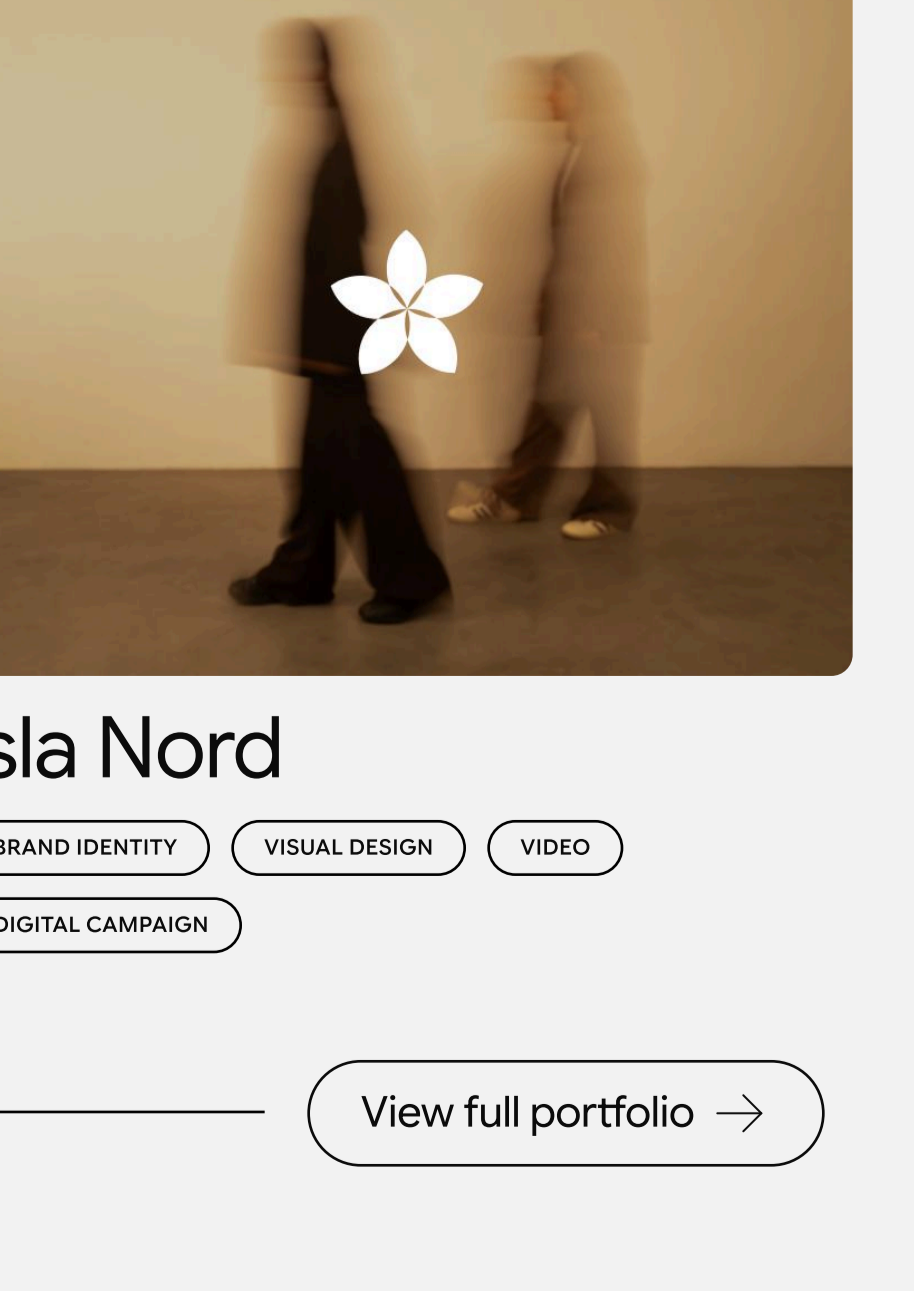
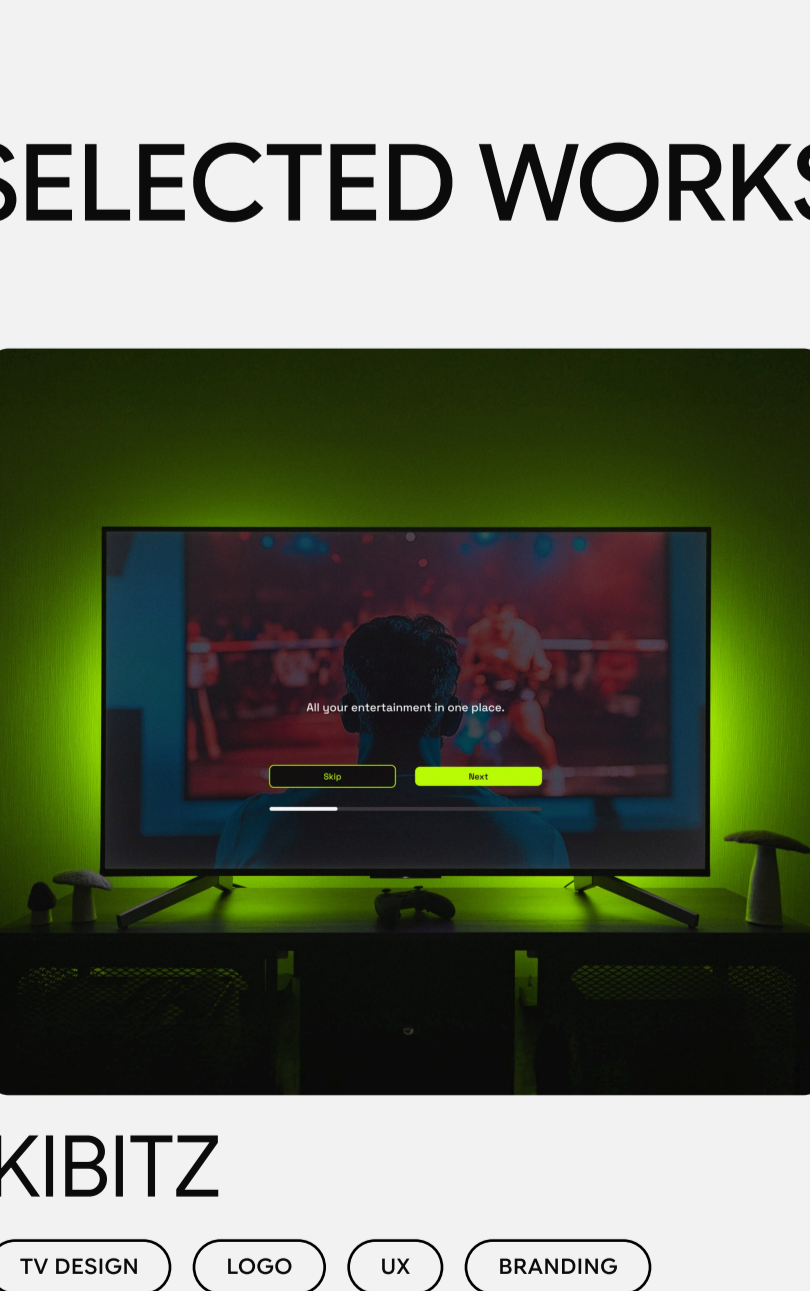
The project explores how sustainability can coexist with a bold visual identity and a youthful attitude, positioning recycled jewelry not as a compromise but as a desirable lifestyle choice.



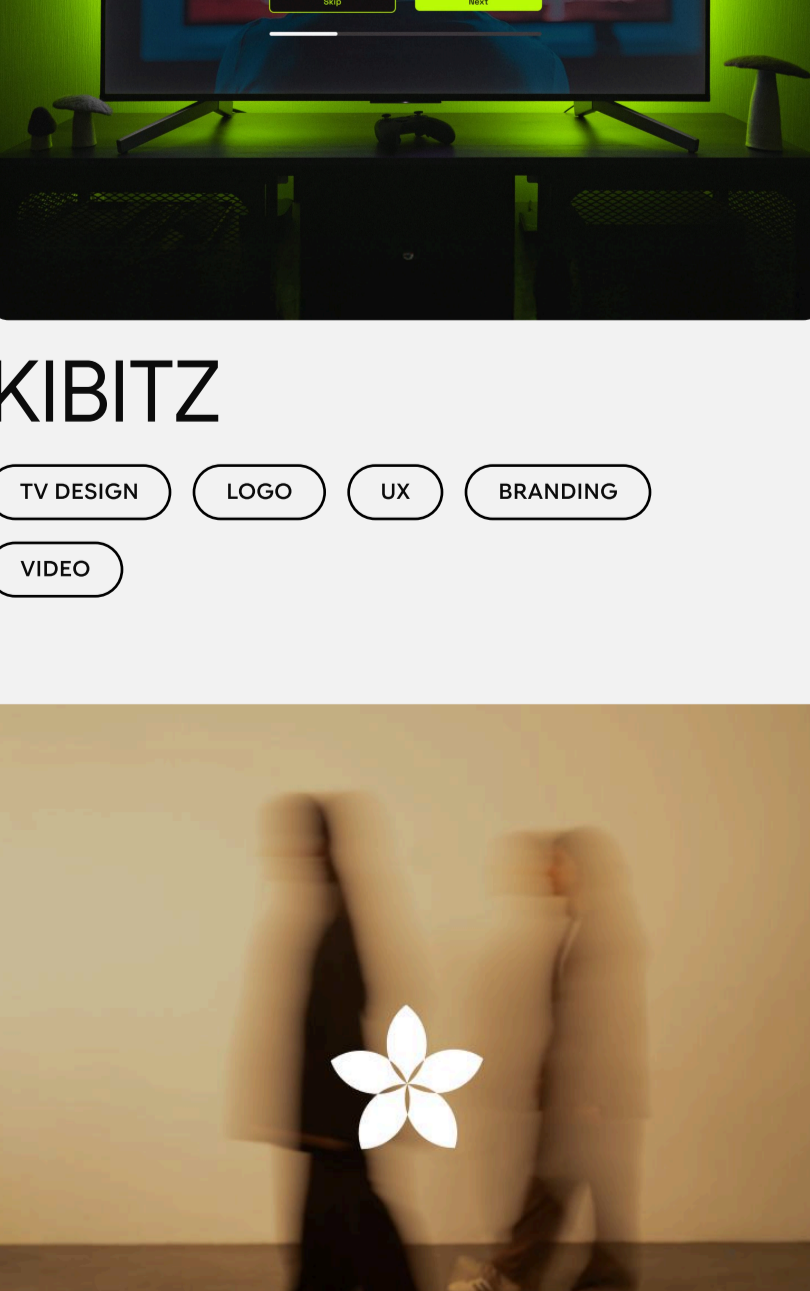
CONCEPT

Joia is a contemporary jewelry brand built around the idea that value can emerge from what society discards. By collecting and reusing metals that would otherwise become waste, the brand transforms them into accessible jewelry pieces designed for a younger audience.

The identity balances organic values with a vibrant and expressive tone, combining bold colours, illustration and dynamic graphic compositions to reflect experimentation and individuality. Rather than presenting sustainability as a limitation, Joia celebrates transformation, creativity and self-expression, positioning recycled jewelry as a lively lifestyle choice connected to youth culture and conscious consumption.



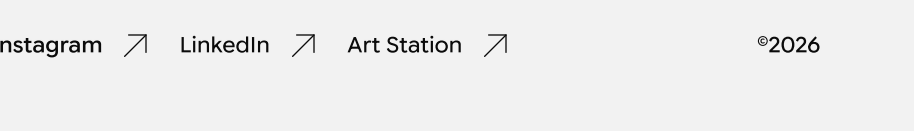
SELECTED WORKS



KIBITZ

- TV DESIGN
- LOGO
- UX
- BRANDING

- VIDEO



Isla Nord

- BRAND IDENTITY
- VISUAL DESIGN
- VIDEO

- DIGITAL CAMPAIGN

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