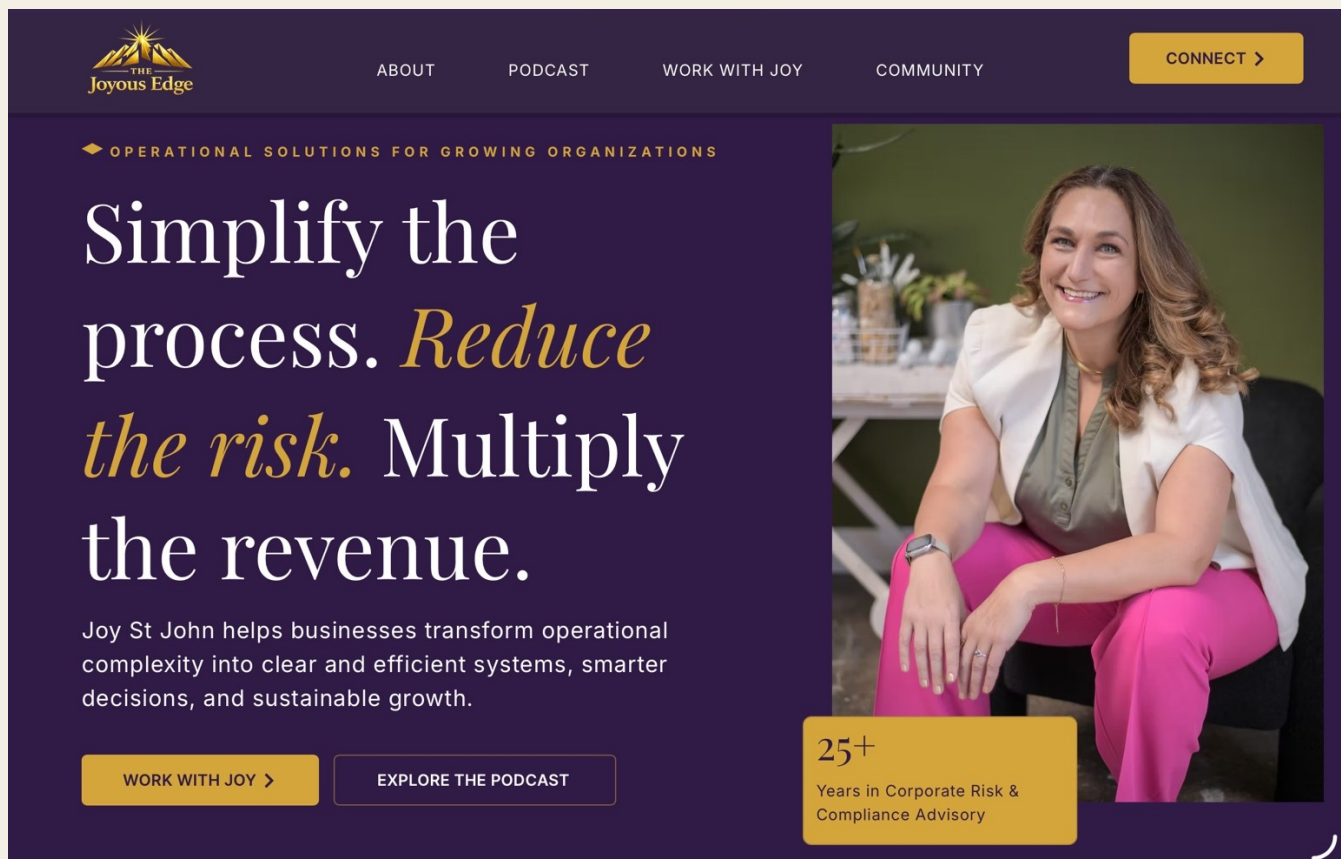


## SAINT JOHN · CASE STUDY

# The Joyous Edge

## From leadership philosophy to a usable brand system.

Creative direction, positioning, identity, standards, messaging and digital handoff.



The screenshot shows the homepage of 'The Joyous Edge' website. The header is dark purple with the logo on the left and navigation links (ABOUT, PODCAST, WORK WITH JOY, COMMUNITY) in the center. A yellow 'CONNECT >' button is on the right. Below the header, a purple banner contains the text '◆ OPERATIONAL SOLUTIONS FOR GROWING ORGANIZATIONS'. The main content area has a large headline: 'Simplify the process. *Reduce the risk.* Multiply the revenue.' Below this is a paragraph: 'Joy St John helps businesses transform operational complexity into clear and efficient systems, smarter decisions, and sustainable growth.' There are two buttons: 'WORK WITH JOY >' and 'EXPLORE THE PODCAST'. On the right, there is a photo of a woman, Joy St John, and a yellow box stating '25+ Years in Corporate Risk & Compliance Advisory'.

THE Joyous Edge

ABOUT PODCAST WORK WITH JOY COMMUNITY CONNECT >

◆ OPERATIONAL SOLUTIONS FOR GROWING ORGANIZATIONS

Simplify the process. *Reduce the risk.* Multiply the revenue.

Joy St John helps businesses transform operational complexity into clear and efficient systems, smarter decisions, and sustainable growth.

WORK WITH JOY > EXPLORE THE PODCAST

25+ Years in Corporate Risk & Compliance Advisory

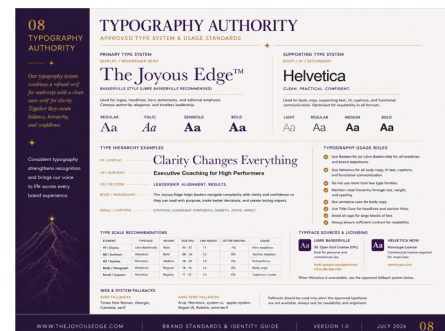
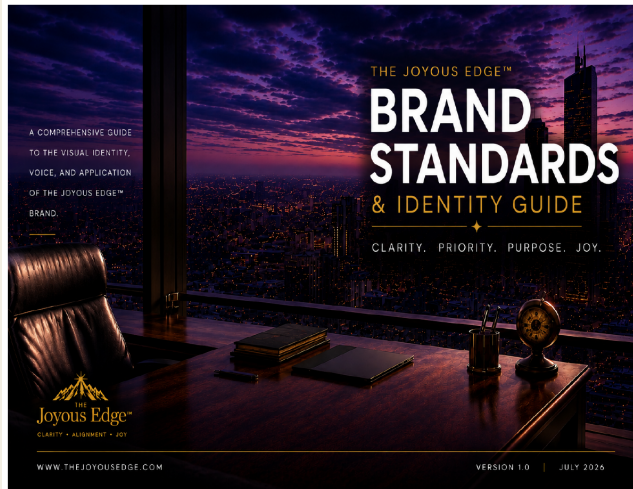
Visit the live Joyous Edge website ■

The live site opens independently from saintjohn.com so the Saint John case study remains available to the viewer.

01 · BRAND SYSTEM

# From identity to usable authority.

The Brand Standards & Identity Guide established the source of truth for the identity: purpose, logo authority, color, typography, photography and application. The client's plum-and-gold language belongs inside the Joyous Edge system; the surrounding Saint John case-study frame remains green, ivory and gold.



# A brand built to survive the handoff.

The documentation was designed so downstream designers, developers and production partners could work from a common authority instead of reinventing the brand at every touchpoint.

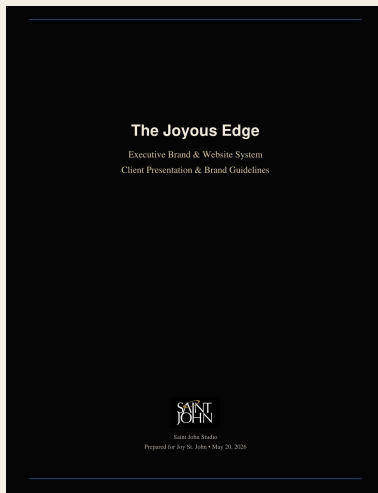


# The work before the answer.

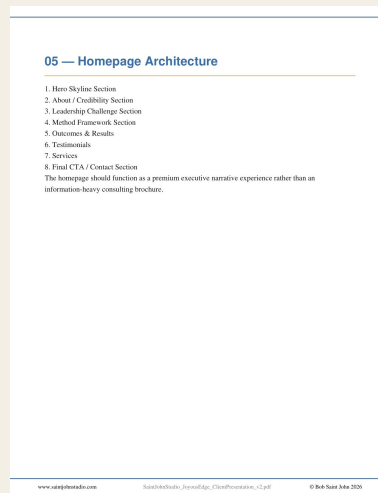
Early presentation and editorial explorations document the search for the final language. They are useful precisely because they are not presented as final authority: they show the decisions that had to be made before the system became coherent.

## CLIENT BRAND ENVIRONMENT

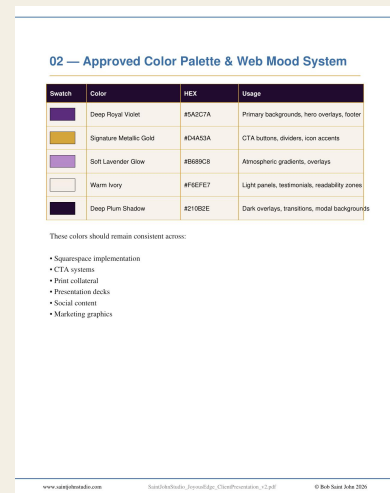
Joyous Edge purple and gold are shown here as project evidence. Saint John green, ivory and gold remain the case-study navigation and editorial frame, keeping authorship and client identity visually distinct.



Presentation cover



Presentation architecture

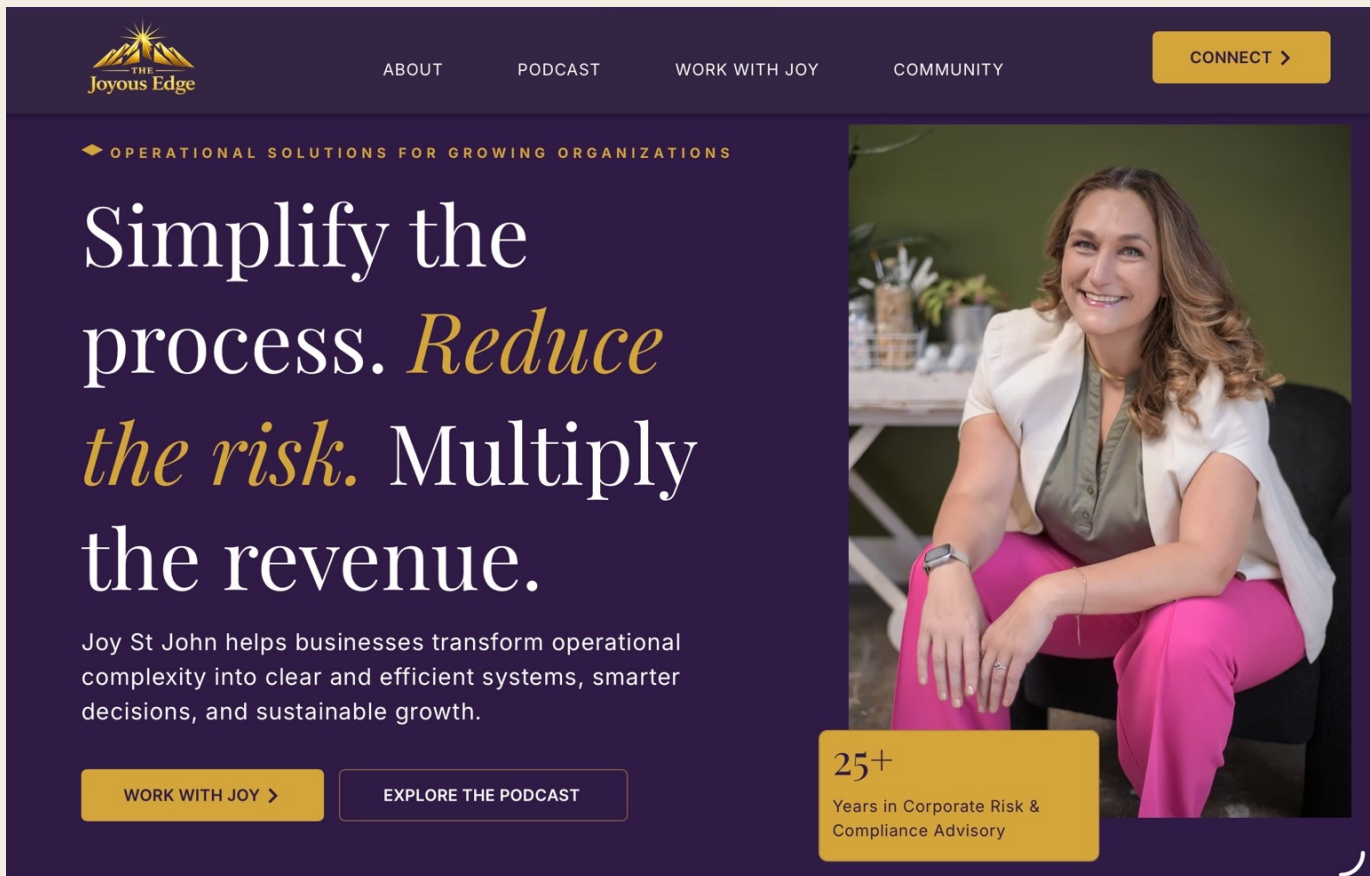


Color development



# The website is one expression of the system.

The current website carries the brand into a working digital environment. The standards were designed not to freeze the identity, but to make future expressions recognizable, usable and easier to extend.



The screenshot shows the homepage of 'The Joyous Edge' website. The header is dark purple with the company logo on the left and navigation links (ABOUT, PODCAST, WORK WITH JOY, COMMUNITY) in the center. A yellow 'CONNECT >' button is on the right. Below the header, a purple banner features the tagline 'OPERATIONAL SOLUTIONS FOR GROWING ORGANIZATIONS' in small yellow text. The main content area has a large white headline: 'Simplify the process. *Reduce the risk.* Multiply the revenue.' To the right of the text is a photo of a smiling woman with long brown hair, wearing a white blazer over a green top and bright pink pants. Below the photo is a yellow box with the text '25+ Years in Corporate Risk & Compliance Advisory'. At the bottom of the banner are two yellow buttons: 'WORK WITH JOY >' and 'EXPLORE THE PODCAST'.

Open the live Joyous Edge website ■

## OUTCOME

A coordinated brand system another designer or developer could build from: positioning, identity, standards, messaging, applications and a live digital expression.

## 05 • SAINT JOHN CASE STUDY

# The finished work matters. So does the thinking that made it possible.

The Joyous Edge demonstrates a recurring Saint John approach: clarify the idea first, build a visual system around the idea, document the decisions, and leave behind something that can continue to work after the initial engagement.



[Explore more Saint John case studies](#)

[Visit The Joyous Edge](#) ■