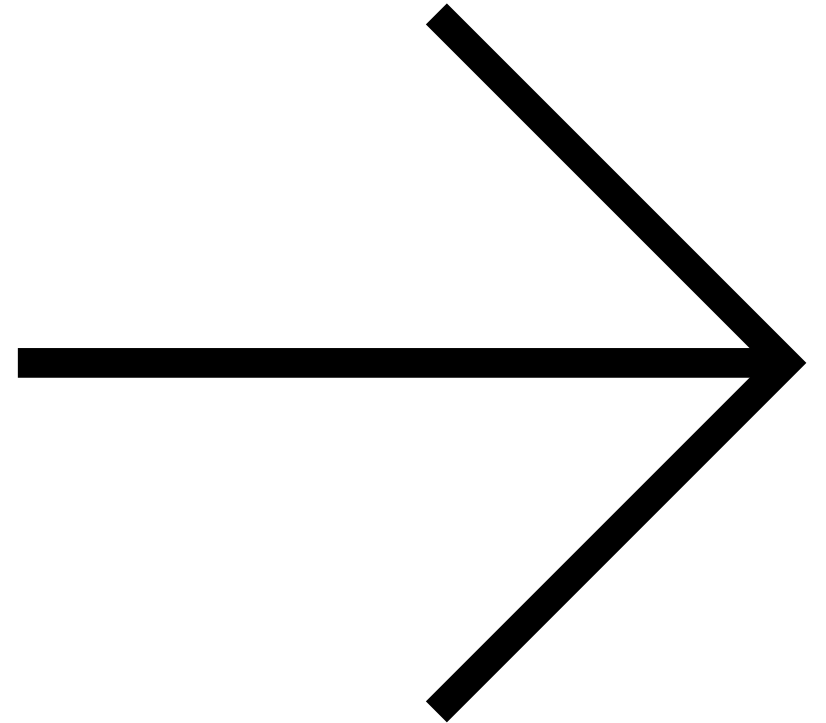


Toby Nelves / Portfolio

Entrepreneurial designer and creative director with in-depth experience of working on projects for the cultural, manufacturing and B2B sectors, from print to digital. Specialist in brand identity, photographic art direction, layout and typography. Self-motivated and comfortable working to tight deadlines, bringing creative flair to any project, from logo design, signage, print design, exhibition design, websites, UI design and book design.



Vesper: Exclusive travel and concierge service — Branding and collateral

Vesper (Latin for “star”) is an exclusive, members-only travel agency dedicated to curating unparalleled luxury experiences. Offering bespoke concierge and travel services, from private jet charters to personalised itineraries, and pure luxury.



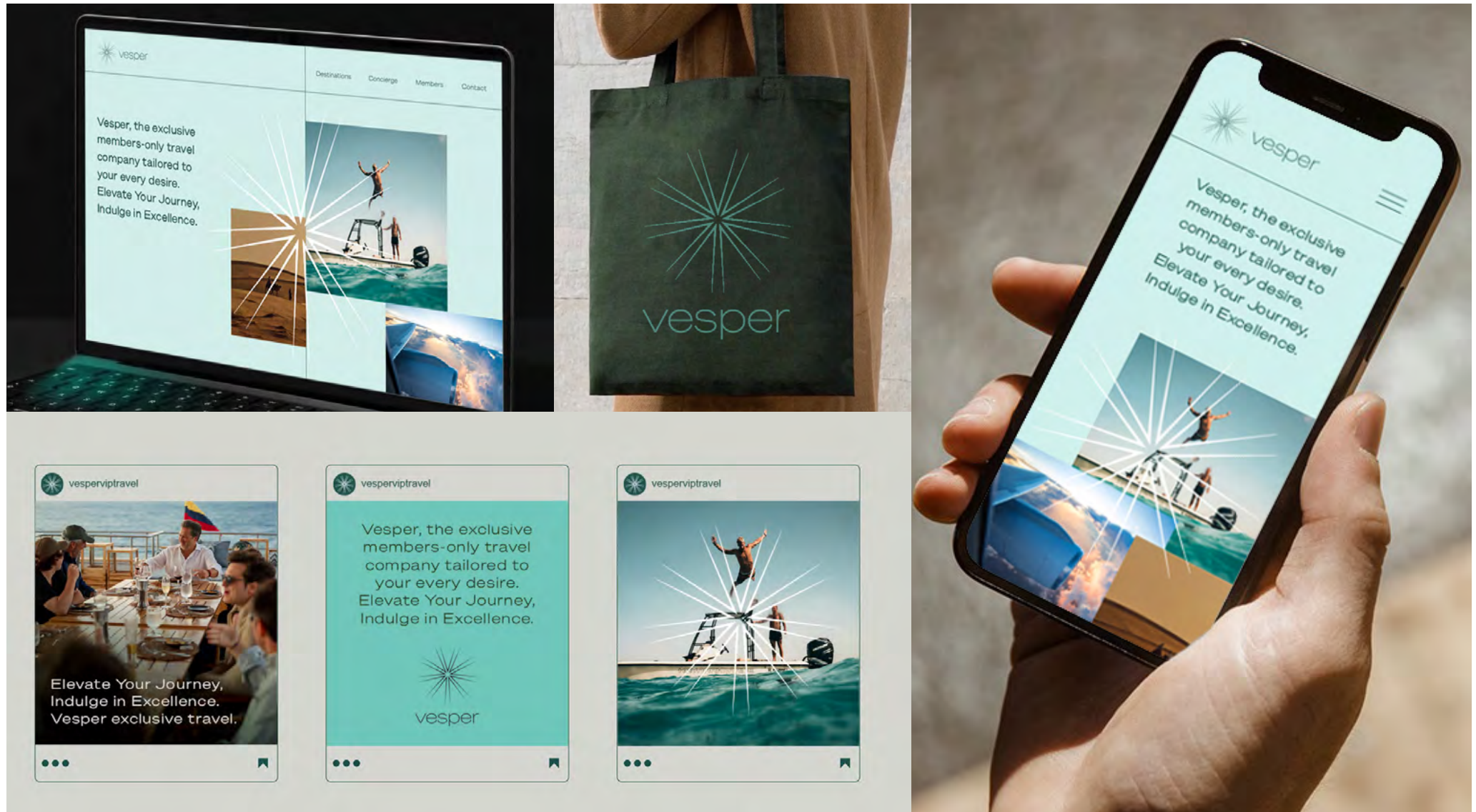


Vesper, the exclusive
members-only travel
company tailored to
your every desire.
Elevate Your Journey,
Indulge in Excellence.



www.vesper.com

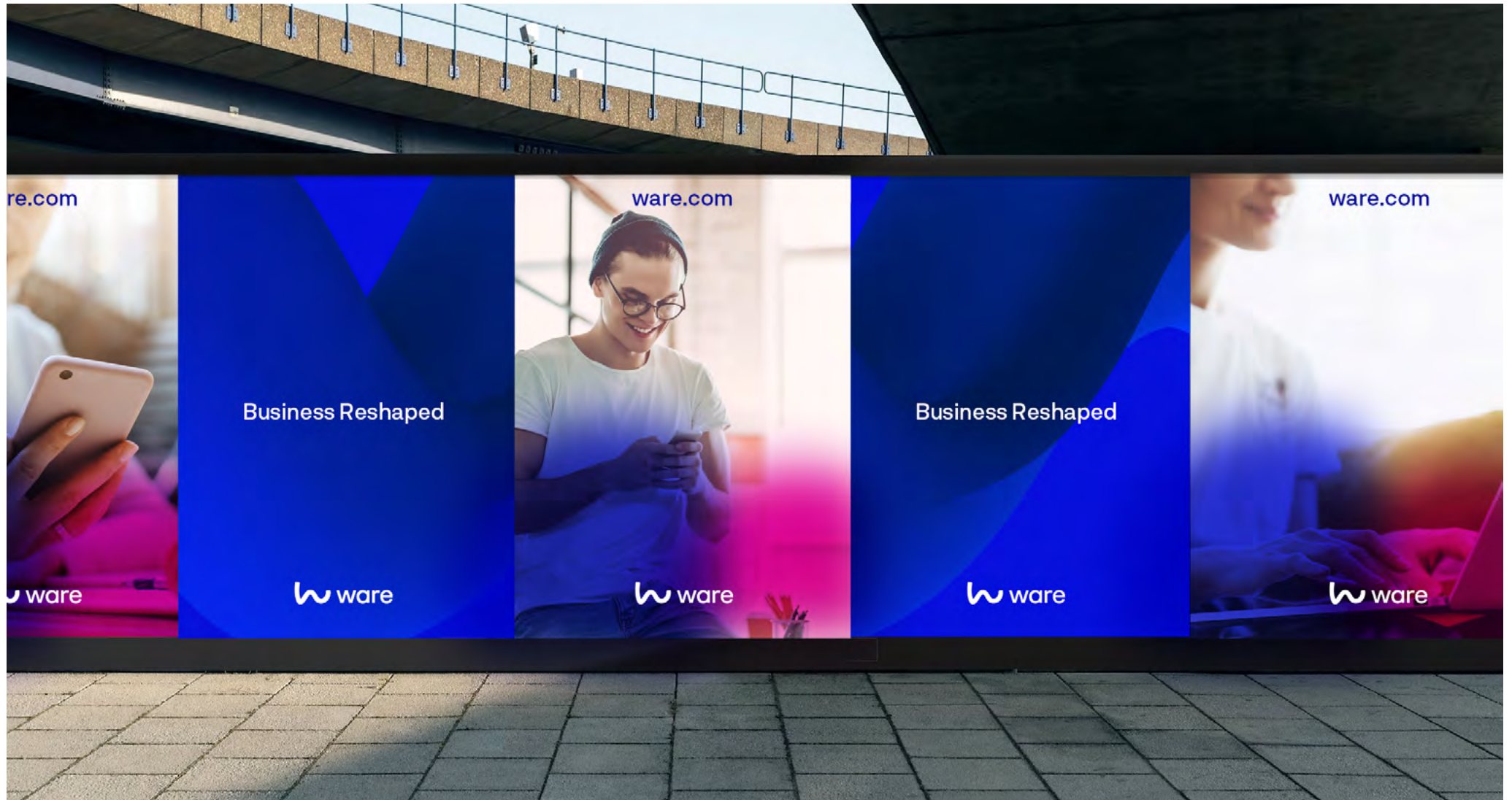


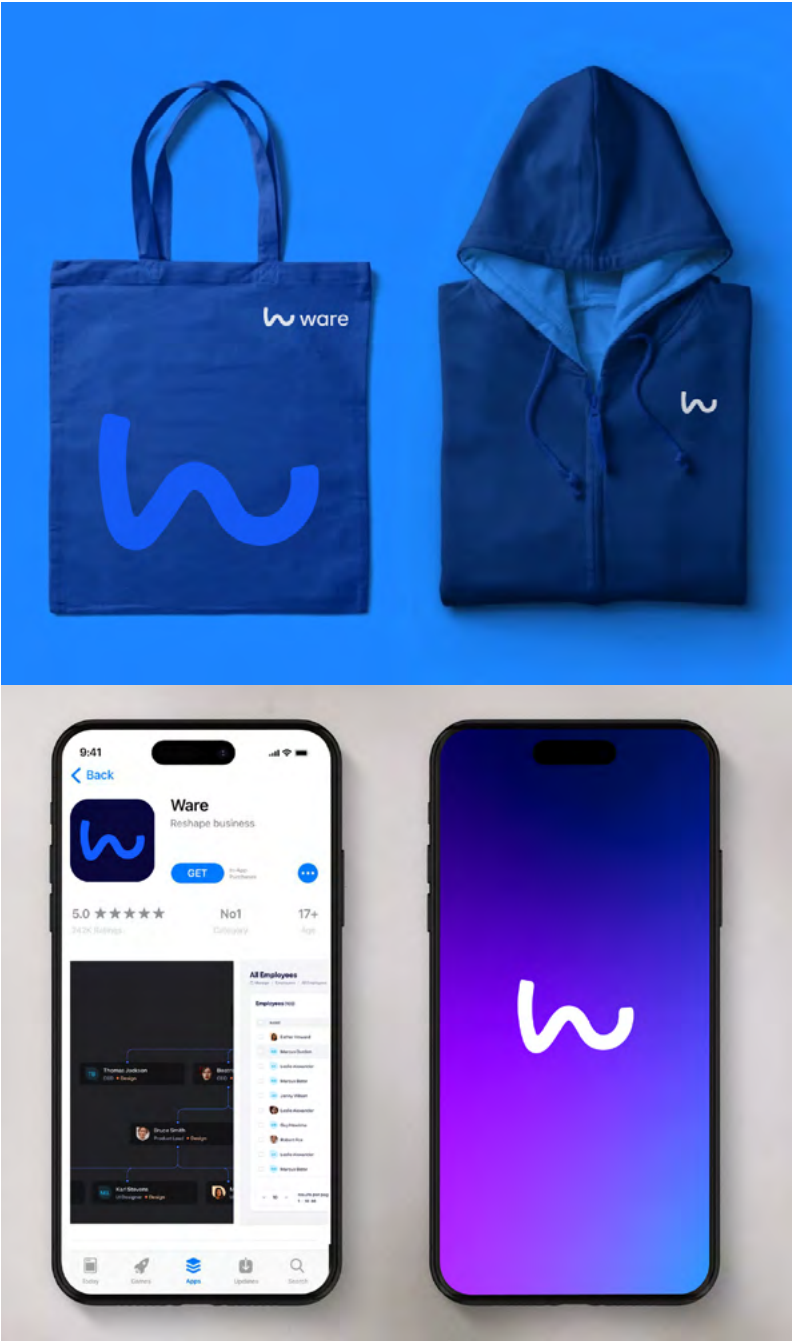
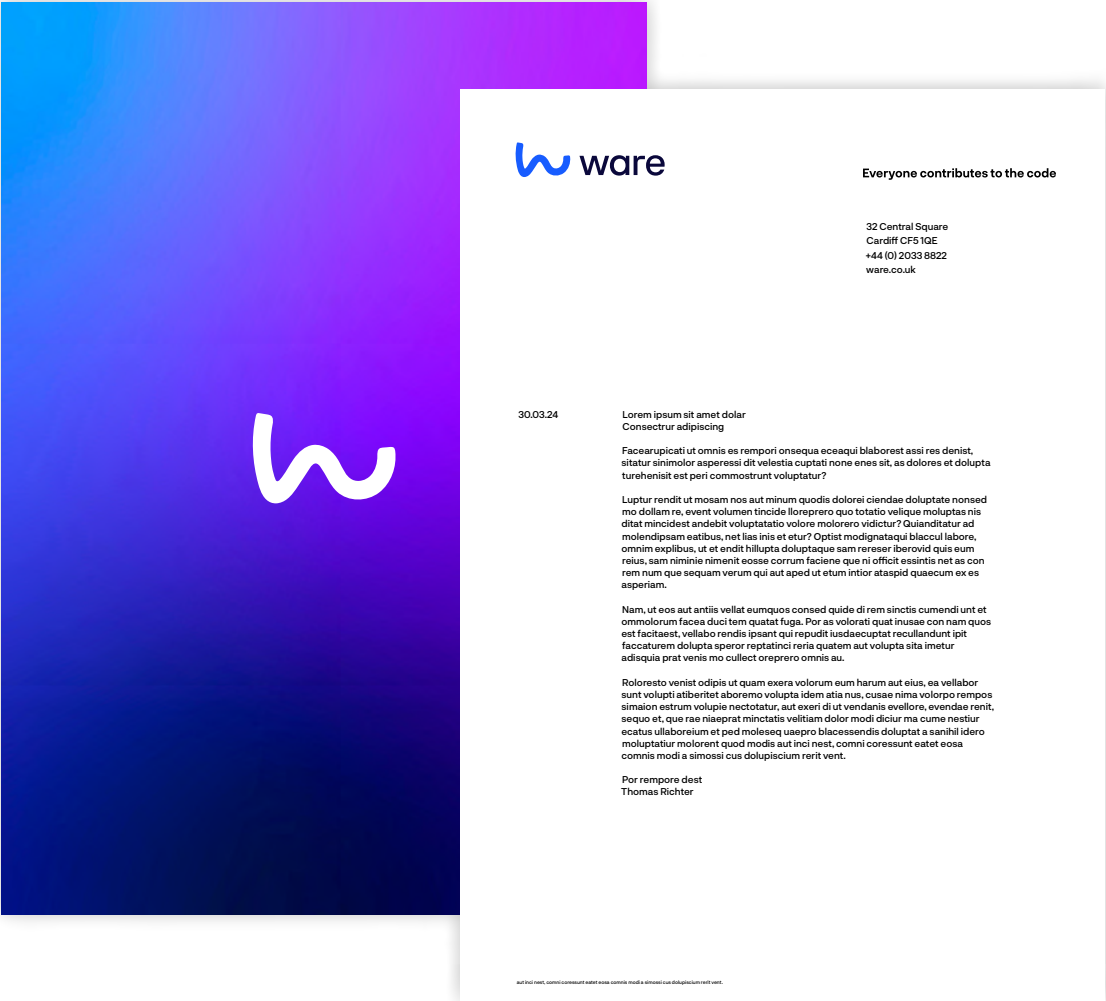


Ware: SaaS platform — Branding and collateral

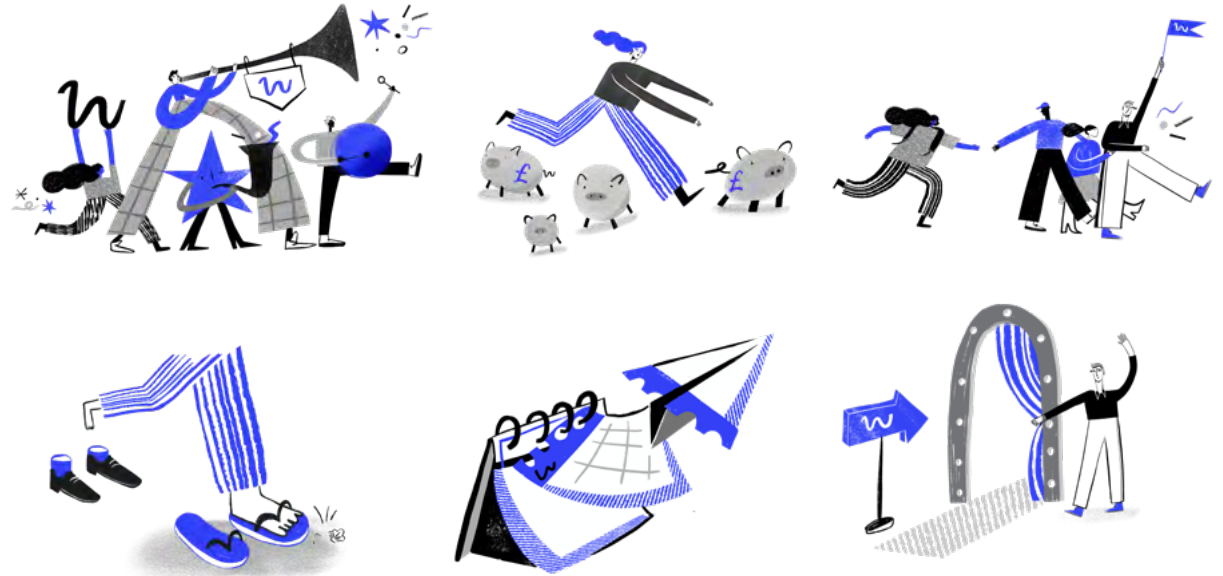
Ware is a community-driven SaaS platform, built to empower workplaces and people. I designed a new brand identity and all collateral, as well as working closely with the UI/UX team on the style of the platform itself.







Collaborated with Pickle Illustration to develop a distinctive series of illustrations that highlight key platform features. Designed for use across the website, modals, and pull-outs, the illustrations bring a fresh, human touch to communicating the platform's functionality and benefits.



Are you sure?

Hey, heads up!
Once you delete this, there's no going back.
So, think twice before hitting that delete button!



Cancel

Yes, delete it

Are you sure?

Hey there, Just to double check!
Are you absolutely sure you want to reject this request?
Once you do it, there's no going back!



Cancel

Yes, cancel it

ware

Time to demolish your recruitment stack.

We get it - you've got an app for this and a tool for that, but none of them hit the mark, right? And let's not even talk about the headache of squeezing useful insights from your systems. But what if you could have it all in one platform? All the tools you need, plus analytics at your fingertips? Drop us your email below and we will share the answer!

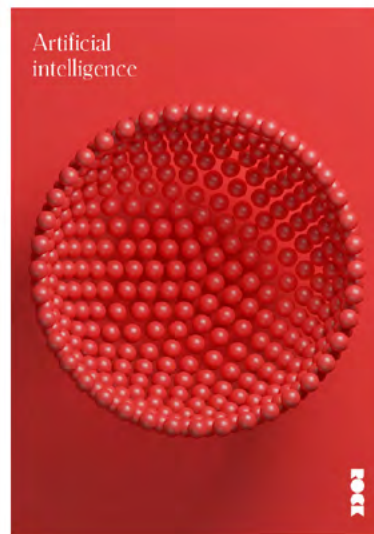
Your Email

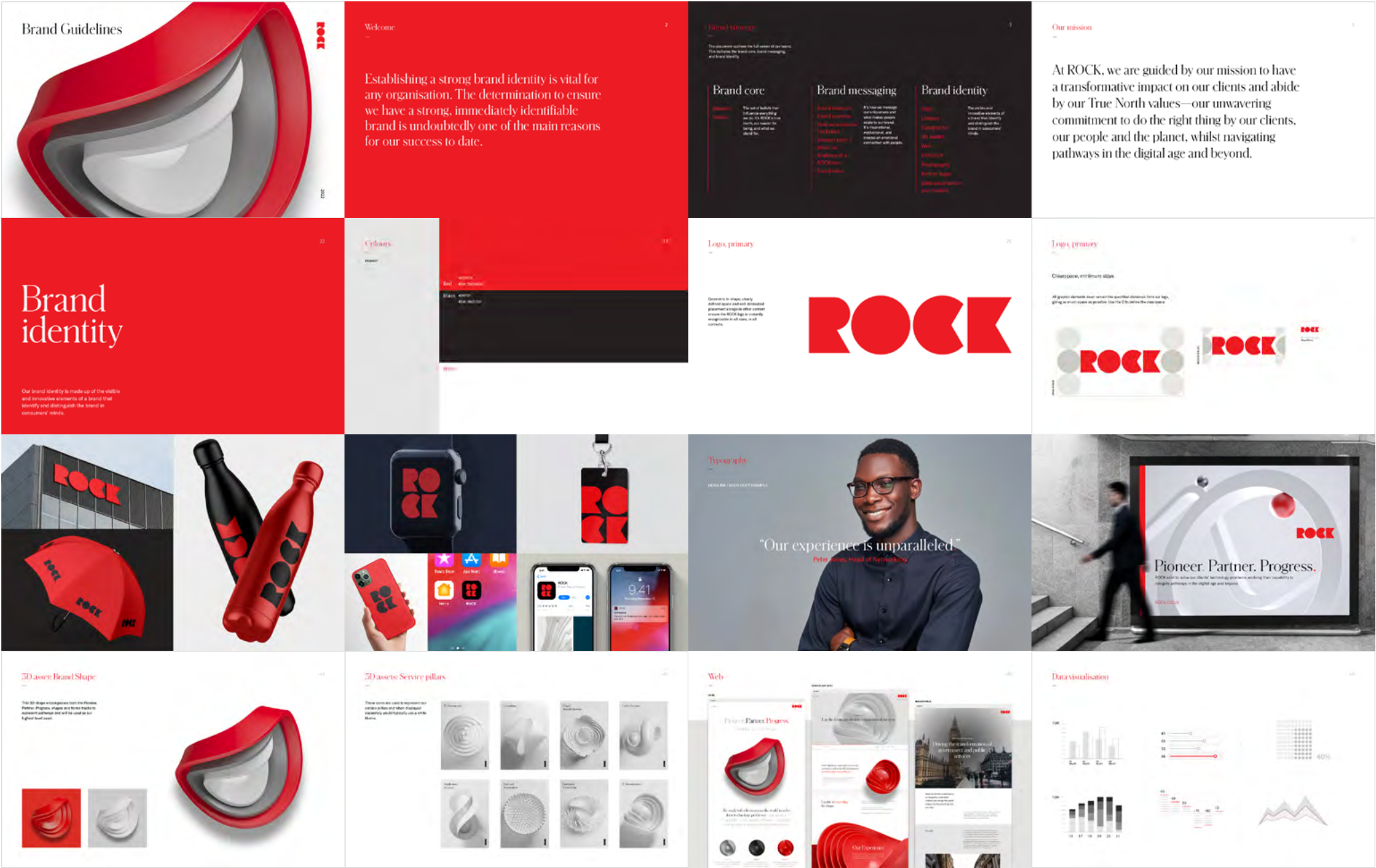
JOIN

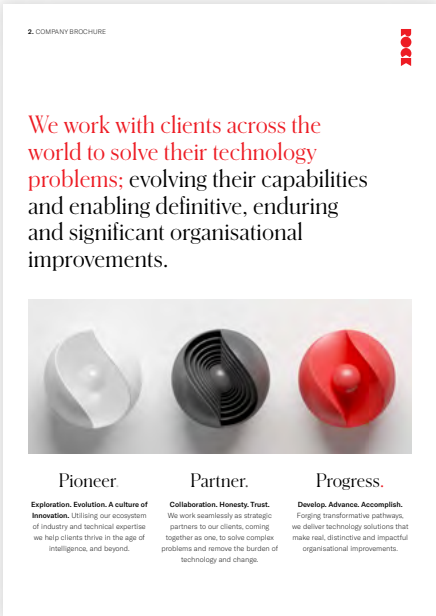
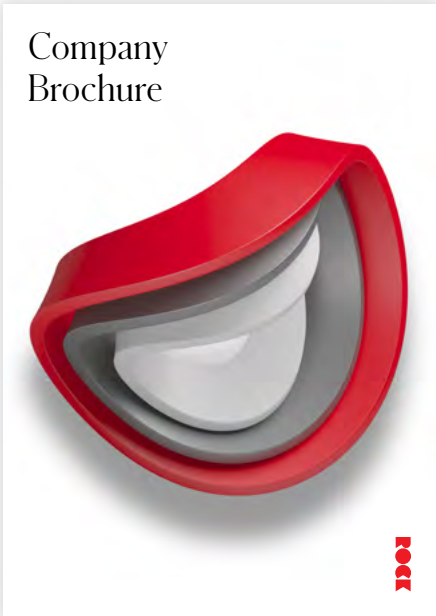


ROCK — Brand refresh, guidelines and collateral

Rock is an IT company that provides technology guidance to leading companies and organisations across the UK. I refreshed the brand and all collateral. Collaborating with 3d artist Nertil Muhaxhiri from deepyellow.net to create 3d shapes for each service offering.

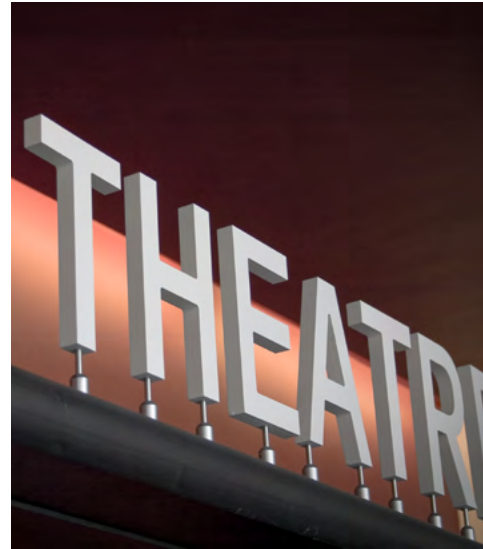






Chapter Arts Centre — Branding / Signage

Creative direction and design for Chapter, Cardiff's vibrant arts centre, spanning signage, brand refinement, and printed communications. Work included wayfinding, exhibition collateral, and seasonal campaigns – celebrating Chapter's bold, cultural voice through clear visual identity and engaging, audience-focused design.





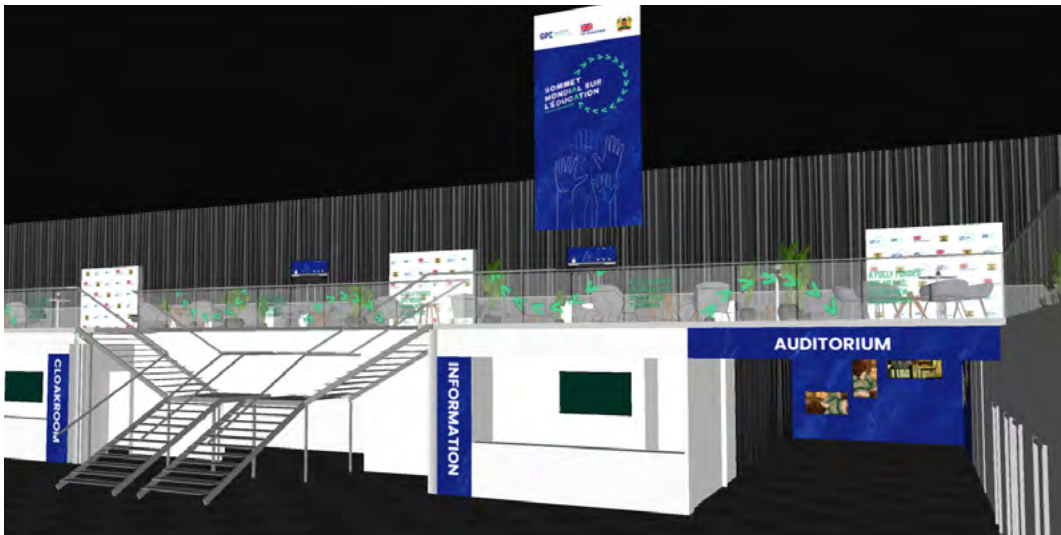
Insole Court — Branding / Print / Digital / Environmental design / Illustration

Brand design and creative direction for Insole Court, developed from the ground up to reflect its rich heritage and vibrant community role. Work included full visual identity, signage, print materials, and marketing – uniting past and present through clear, accessible design.



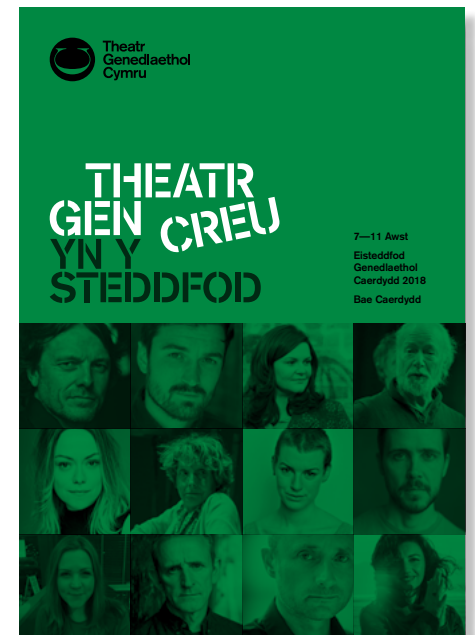
Environmental design for the Global Partnership for Education, creating impactful spaces through bespoke signage, exhibition panels, and wayfinding. The work translated complex global education goals into clear, engaging visuals – enhancing visitor experience and aligning physical environments with GPE's mission and identity.





Theatr Genedlaethol Cymru (Welsh language Theatre Company) — Production branding / Print design

Theatr Genedlaethol Cymru is the Welsh-language national theatre company of Wales, producing innovative stage productions across the country. I designed promotional collateral for their performances, including posters, programmes, and digital assets – bringing each production to life through bold, bilingual visual storytelling.

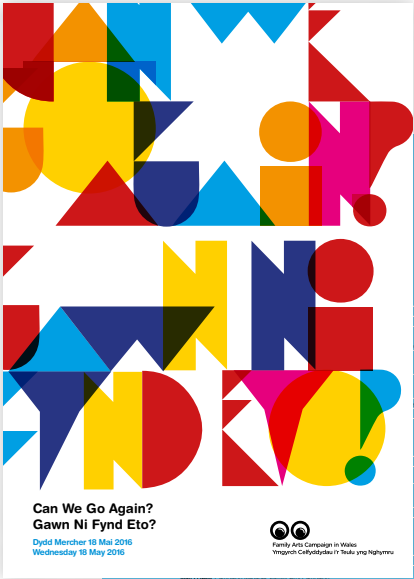


The Education Achievement Service (EAS) supports school improvement across South East Wales. I developed a full suite of design materials including branding, reports, infographics, and event collateral – translating complex educational goals into clear, engaging visuals that support communication with schools, educators, and stakeholders.

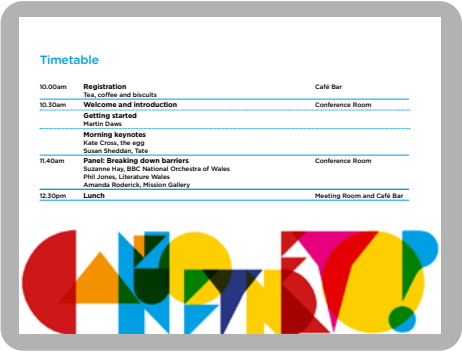


Can We Go Again? Seminar — Branding / Print / Digital / Environmental design

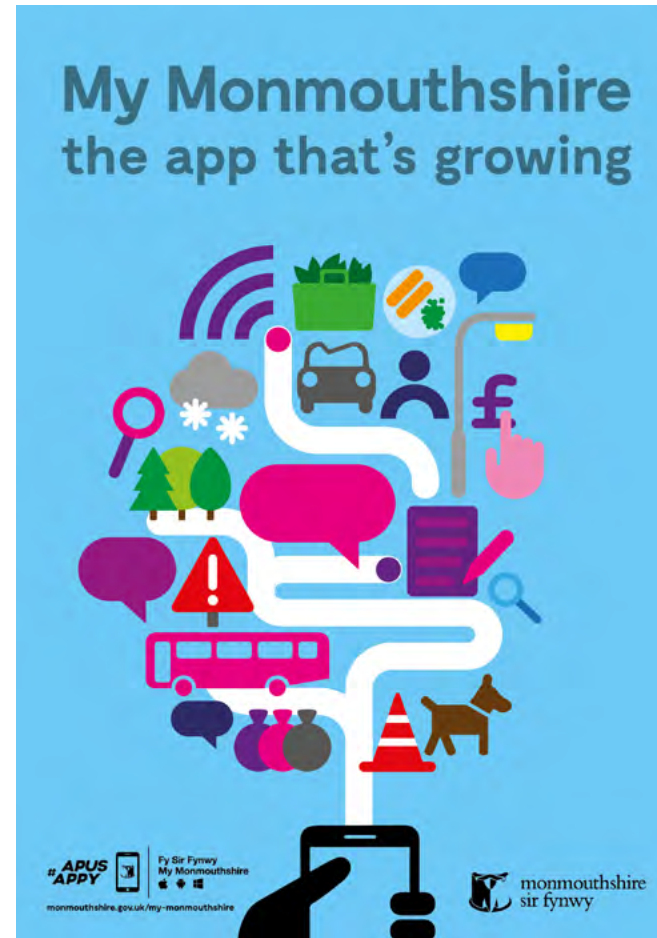
Designed visual identity and supporting materials for Can We Go Again?, a seminar hosted by Family Arts Campaign exploring audience re-engagement post-pandemic. The work included branding, presentation assets, and promotional materials, capturing the event's optimistic, forward-looking tone for the arts sector.



Amserlen	
Dydd Mercher 8 Hydref 2014, Canolfan y Dechnoleg Amgen	
10.00am	Cofrestru a Rhuniant
10.30am	Cofrestru a chyllwyniad
	Tsaliu
	Martin Daves
	Arddorfael Rhys Jones a Lysagorrell yn Ymgyrch Celfyddydau i'r Teulu yng Nghymru
10.45am	Pwll Sianelwr #1
	Rhys Jones
	Ymgyrch Celfyddydau i'r Teulu
	Pwll Sianelwr #2
	Delorach Kermode
	Ymgyrch Celfyddydau i'r Teulu
	Hall ac Aled gydag Rhys a Delorach yn dan gestyryddiaeth David Rowlands, Cylwynydd
	Ymgyrch Celfyddydau i'r Teulu
11.35am	Egwydd
11.50pm	Panel
	Gŵyl gŵyl gydag ymgyrch Jeremy Turner , Cylwynydd Arddorfael Rhys Jones a Delorach
	Wib Bennett , Rhys Jones, Delorach, Rhys Jones a Delorach
	Alice Briggs , Cylwynydd Arddorfael Rhys Jones a Delorach
	Sarah Norton , Cylwynydd Arddorfael Rhys Jones a Delorach
1.00pm	Cwll
2.00pm	Ymgyrch
	Jam Tregan Cylwynydd
	Pwll Sianelwr #3
	Barney Hare Duke
	Ymgyrch Celfyddydau i'r Teulu
	Hall ac Aled gydag Rhys a Delorach yn dan gestyryddiaeth Rhys Jones, Rhys Jones
3.00pm	Sedynau gŵyl
	Gŵyl gŵyl gydag ymgyrch Ymgyrch Celfyddydau i'r Teulu , Cylwynydd Arddorfael Rhys Jones a Delorach
	David Jones , Cylwynydd Arddorfael Rhys Jones a Delorach
	Ray Clark , Cylwynydd Arddorfael Rhys Jones a Delorach
	Christine Hile , Arddorfael Rhys Jones a Delorach
5.45pm	Tu, coffi a ddiwedd o ddiwedd
4.05pm	Ymgyrch Celfyddydau i'r Teulu - i ble haw?
	Rhys Jones, Rhys Jones a Delorach
4.15pm	Symud yr agenda bodd yn ei blaen
	Both yr ymgyrch a'r ymgyrch gydag ymgyrch Celfyddydau i'r Teulu
4.45pm	Hys Martin yn ddiwedd
	Ymgyrch Celfyddydau i'r Teulu
4.45pm	Cwll
4.50pm	Arddorfael Rhys Jones a Delorach
5.00pm	Arddorfael Rhys Jones a Delorach



Designed the visual identity, collateral and user interface elements for Monmouthshire Council's app, focusing on intuitive navigation and clear communication. The design enhances user engagement by providing accessible, streamlined access to council services and local information for residents.



My Monmouthshire the app that's growing

Quick: My Monmouthshire is a fast way to access services or contact Monmouthshire County Council – you can simply find information or get in touch with us from your smart phone or computer

Easy: a simple way to find information, pay for a service (e.g. council tax, green garden waste collection or school meals etc.) or tell us about something by taking a photo or sharing a video via the app

Your opinion matters: My Monmouthshire is a brilliant way to give us feedback about what's great or not so great about Monmouthshire County Council

Keep updated: we'll send you updates on various things in Monmouthshire. Simply click to receive updates

Download My Monmouthshire from the app store today or visit monmouthshire.gov.uk/my-monmouthshire – you'll be 'appy



The Hardwick Restaurant — Branding / Print / Web design

Created branding and visual materials for The Hardwick Restaurant, capturing its warm, contemporary dining experience. The work included logo design, menus, signage, and promotional collateral, reflecting the restaurant's inviting atmosphere and commitment to quality.



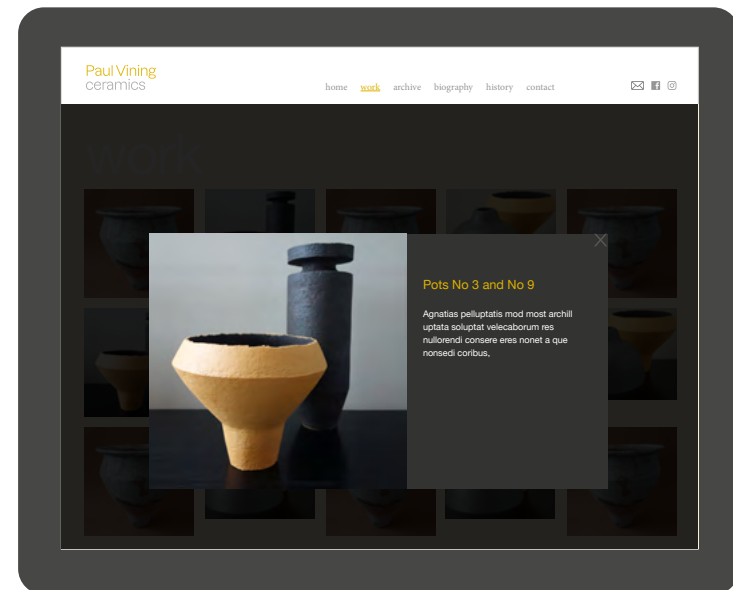
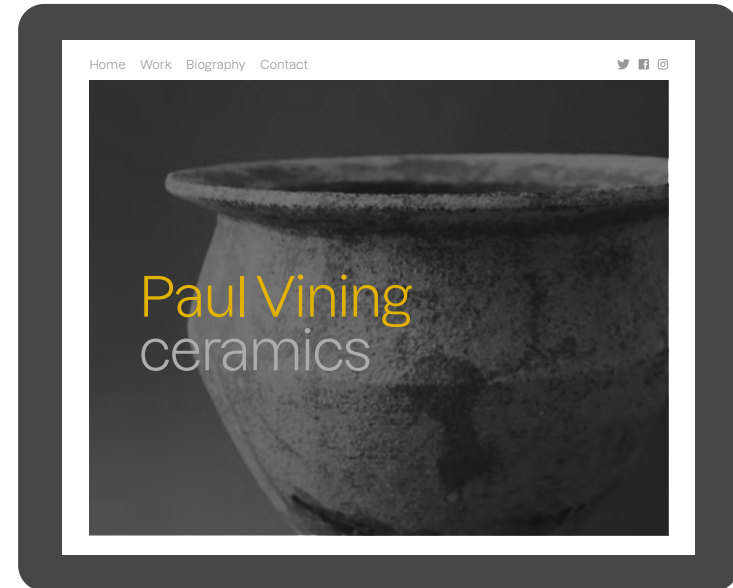
Designed the complete brand identity and website for Paul Vining Ceramics, showcasing the artist's unique handcrafted pottery. The work combines clean, elegant typography with user-friendly digital design to highlight the craftsmanship and artistry behind each piece.

Paul Vining ceramics



Paul Vining
ceramics

www.paulviningceramics.co.uk
paul@paulviningceramics.co.uk
+44 (0) 7899 928401



Ballet Cymru is Wales’ national ballet company, renowned for blending classical ballet with contemporary storytelling. I designed posters and programmes for multiple productions, capturing the elegance and dynamism of each performance while reflecting the company's innovative spirit and commitment to Welsh culture.



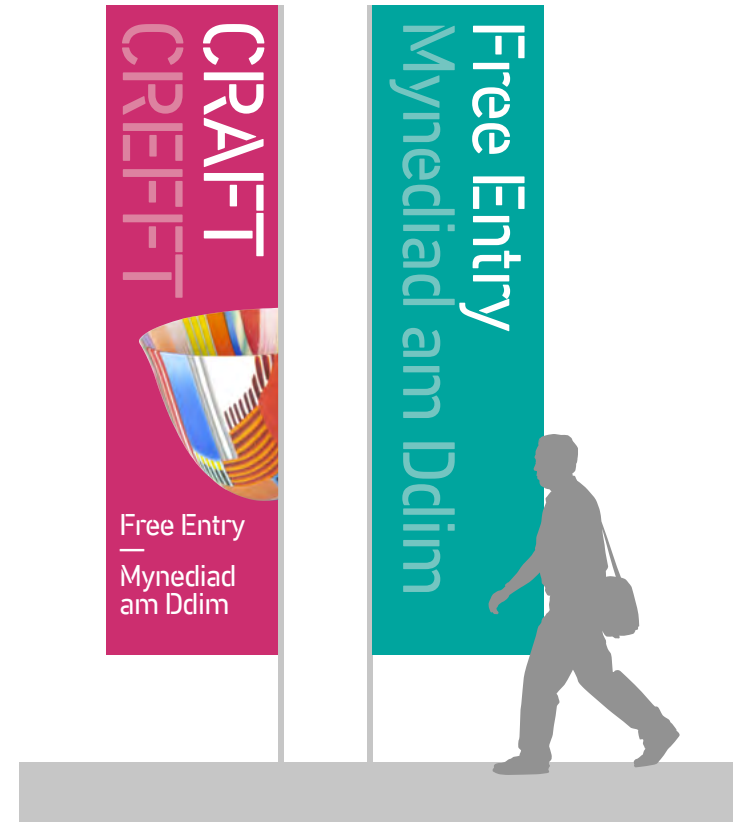
UKTV — Print design

Designed brochures and books for UKTV, featuring programmes across their Dave, UKTV Food, and Blighty channels – combining engaging layouts and visuals to showcase the diverse content and appeal to target audiences.



Craft in the Bay — Environmental design

Designed exterior graphics for Craft in the Bay, Cardiff – a vibrant gallery and retail space operated by The Makers Guild in Wales. The work created a welcoming, creative atmosphere that reflects the centre's focus on contemporary craft and community engagement.



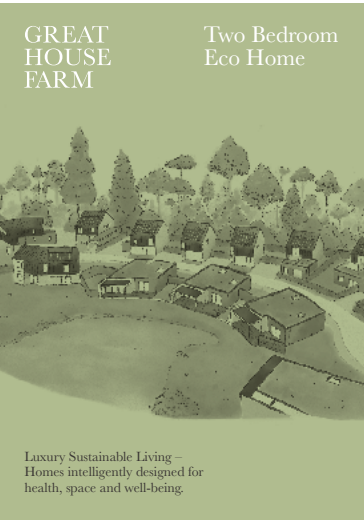
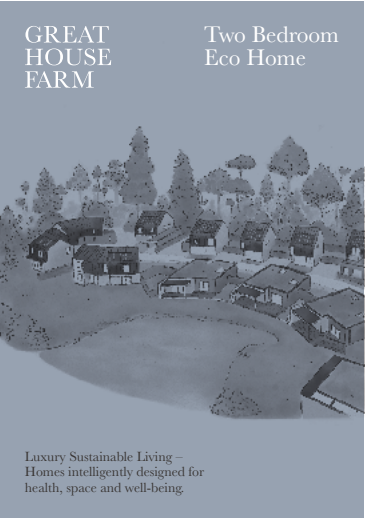
Wales in Venice — Print design / Exhibition Graphics

Designed the visual identity and promotional materials for Wales' entry into the Venice Biennale, capturing the innovative spirit and cultural significance of the exhibition. The work showcased the three artists involved, with a catalogue for each one.



Great House Farm — Branding / Photography / Print design / Illustration

Developed brand identity and print collateral for Great House Farm, St Fagan's eco-house development. The design reflects sustainable living principles and modern eco-friendly architecture, supporting the project's commitment to environmental responsibility and community engagement.

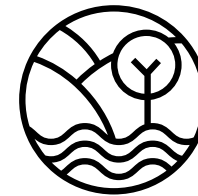


Developed a speculative winter campaign pitch for Joules Fashion, blending the brand's signature British heritage with fresh, seasonal visuals and messaging aimed at boosting engagement and sales during the colder months.



Miscellaneous Logos

Logo designs for various organisations, businesses and individuals.



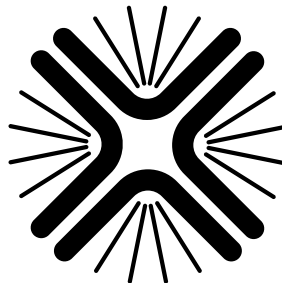
Bridgend
Green Network
—
Rhwydwaith
Gwyrdd Pen-y-bont



Adam Harris RIBA
Architecture Consultancy



Studio Response
Art People Place



Brilliant
Books
—
Llyfrau
Llachar

