



J. Goldin



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The Brand

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Manifesto

I



At J. Goldin Eyewear, we celebrate the intersection of artistry and luxury. We are more than sunglasses — we are a statement of timeless sophistication, individuality, and craftsmanship that speaks to those who dare to see the world differently.

Brand Manifesto

OVERVIEW

J. Goldin Eyewear is more than just eyewear—it's an experience. Rooted in the artistic culture that shaped our journey, we create luxury eyewear that embodies timeless sophistication, impeccable craftsmanship, and artistic expression. Our brand is a testament to exclusivity, subtlety, and style, empowering individuals to express themselves through designs that enhance their lifestyle and celebrate achievement.

OUR MISSION

To craft high-quality eyewear that delivers an unparalleled experience of luxury, artistry, and sophistication, while fostering a connection to the creative and artistic communities that inspire us.

OUR VISION

To become a globally recognized fashion house, celebrated for our artisanal, handcrafted designs. We aspire to be a cultural phenomenon that defines class and sophistication, leaving an enduring mark on the world of fashion and artistic expression.

Values

II

Brand Values

Our values define us — timeless design, impeccable quality, and the art of self-expression. They guide our actions, inspire creativity, and ensure every frame we create reflects our unwavering commitment to luxury and individuality.

QUALITY

Relentless commitment to impeccable craftsmanship and attention to detail in every design.

LUXURY

Creating timeless, sophisticated pieces that elevate personal style and provide an exclusive experience.

COMMUNITY

Building a movement that connects and supports artistic and creative communities around the world.

CREATIVITY

Celebrating innovative design and sourcing rare, premium materials to craft unique, unforgettable fragrances.

Personality

III

Our brand is where modern sophistication meets approachable elegance. We represent a thoughtful balance of refinement and playfulness—offering a luxury that feels inviting, not distant. Every interaction is crafted to inspire confidence, joy, and a sense of connection while leaving a lasting impression of understated excellence.

Brand Personality

J. Goldin Eyewear is the embodiment of sophisticated elegance and artistic expression. At its core, the brand reflects a refined sensibility, appealing to those with a discerning eye for timeless design and subtle luxury. Rooted in creativity and inspired by the artistic communities that shaped its vision, J. Goldin Eyewear celebrates individuality and self-expression. Every piece is a testament to craftsmanship, where modern innovation meets classic principles to create designs that transcend fleeting trends.

Exclusive yet approachable, the brand speaks to those who value understated confidence—individuals who recognize the quiet power of subtlety and the profound impact of details. More than just a luxury eyewear brand, J. Goldin fosters a sense of belonging, connecting a global community of visionaries who share a passion for style, artistry, and personal achievement. Aspirational yet grounded, J. Goldin Eyewear empowers its customers to wear their ambition and see the world through a lens of possibility.

This balance of sophistication, artistry, exclusivity, and empowerment defines J. Goldin Eyewear as a symbol of modern luxury that resonates deeply with those who seek to elevate their lifestyle while staying true to their creative spirit.

IV

Voice

PRIMARY MESSAGING

Sophisticated, elegant, and confident—speaking to a discerning audience with clarity and warmth.

SECONDARY MESSAGING

Artistic, inspiring, and inclusive—celebrating creativity, community, and the journey of self-expression.

Tone of Voice

SOPHISTICATED AND ELEGANT

The brand exudes a refined sophistication that appeals to those with discerning taste. J. Goldin Eyewear is designed for individuals who appreciate the finer things in life and value timeless elegance over fleeting trends.

Tone: Polished, articulate, and confident without being ostentatious.

ARTISTIC AND VISIONARY

Deeply rooted in artistic culture, J. Goldin Eyewear draws inspiration from creativity, self-expression, and the beauty of craftsmanship. The brand values individuality and supports those who see the world differently.

Tone: Imaginative, inspiring, and innovative, with a focus on storytelling and connection to the arts.

EXCLUSIVE AND SUBTLE

J. Goldin Eyewear values exclusivity, creating products that feel intimate and tailored. The designs don't shout for attention but instead make a statement through their understated elegance and meticulous detail.

Tone: Reserved but impactful; subtle yet memorable.

INNOVATIVE AND TIMELESS

Balancing innovation with timeless design, the brand embraces modern materials and techniques while staying true to classic principles. J. Goldin Eyewear values designs that transcend trends and remain relevant for years to come.

Tone: Forward-thinking yet grounded; modern yet enduring.

EMPOWERING AND COMMUNITY-DRIVEN

The brand is more than just products—it's a lifestyle that brings together like-minded individuals who value creativity, achievement, and connection. J. Goldin Eyewear empowers customers to express their individuality while fostering a sense of belonging within a larger artistic and cultural movement.

Tone: Inclusive, uplifting, and culturally aware.

CONFIDENT AND ASPIRATIONAL

J. Goldin Eyewear is aspirational, designed for individuals who strive for excellence and appreciate luxury as a reflection of personal achievement. The brand encourages confidence and celebrates milestones, making every piece a symbol of success.

Tone: Bold, inspiring, and motivational.

V

Messaging

Our messaging is the voice of our values and the essence of our purpose. It conveys the distinctiveness of our brand and the unique value of our products and services. Every communication we deliver reflects our commitment to craftsmanship, excellence, and thoughtful innovation. By maintaining consistency and clarity across all touch points, we ensure our customers experience a seamless and elevated connection to the brand.

Brand Messaging

AUTHENTIC

Designed with passion, precision, and a genuine connection to artistic culture.

CLASSIC

Timeless designs that complement personal style without overpowering it.

CREATIVE

Celebrating individuality through designs that are as unique as their wearers.



Tagline

VI

Tagline

Your Vision | Our Lenses

Brandmarks

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THE LOGO - WORDMARK

This is our wordmark. It is our most important visual asset and should be the first choice when choosing a graphic element to represent our brand.

Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand. It is vital that they are always applied consistently. They should never be altered, modified, or redrawn.

The wordmark's fluid, handwritten style reflects the brand's luxury and artisanal craftsmanship. The script style also adds a sense of warmth and uniqueness, making the brand feel approachable yet exclusive.



BRANDMARK

Our brandmark is shorthand for the brand. The symbol is symmetrical and balanced in harmony. Often it is the first image to introduce the brand, in use cases such as our App Icon or our Social Media Avatars.

The flowing lines and the curves in this brandmark are echoed in the script wordmark, ensuring that the two feel like a cohesive unit. The sharp, structured diamond shapes introduce an element of modernity and precision, while the oval shape surrounding the central design conveys exclusivity and timeless elegance.



CLEARSPACE & SIZE

Whenever we use a logo anywhere, it needs to have a little space around it to protect the visual impact from other factors, and we call this clear space.

For easier execution, we're using the wordmark and an element from the brandmark as a measuring unit.



LOGO MISUSE

It is important that the appearance of the Logo remains consistent. The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions. To illustrate this point, some of the more likely mistakes are show on this page.



Do not rotate the logo



Do not place logo in holding shape



Do not stretch or distort the logo



Do not add graphic elements



Do not outline logo



Do not use colors not specified by the guidelines



All aforementioned rules also apply for the wordmark

Color

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COLORS

Our brand is underpinned with a color palette designed to be fresh, modern and distinctive. Different combinations of color can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our color palette is applied consistently. Our brand colors have been carefully selected to convey the perfect tone for us.

A vertical rectangular swatch with a gold foil texture.

Gold Foil

A solid dark brown color swatch.

Seal Brown

Pantone: 175C
CMYK: 37/78/80/44
RGB: 109/54/40
#6D3628

A solid light cream or off-white color swatch.

Pearl

Pantone: 7527 C 40% Tint
CMYK: 6/4/7/0
RGB: 238/236/231
#EEEECE7

A solid light beige or off-white color swatch.

Marble

Pantone: 7527 C 60% Tint
CMYK: 9/7/12/0
RGB: 230/227/219
#E6E3DB

A solid medium brown color swatch.

Dun

Pantone: 7534C
CMYK: 18/16/24/0
RGB: 209/204/189
#D1CCBD

SECONDARY COLORS

Here are the secondary colors for the brand. For the Golden Rod color this is to be used very minimally.

Golden Rod

Pantone: 110C
CMYK: 16/31/100/0
RGB: 218/169/0
#DAA900

SECONDARY COLORS

Here are the secondary colors for the brand. For the Golden Rod color this is to be used very minimally.

Seal Brown**30%**

Pantone: 175C
CMYK: 35/85/99/47
RGB: 107/39/13
#6B270D

Pearl**20%**

Pantone: 7527 C 40% Tint
CMYK: 6/5/7/0
RGB: 237/235/230
#EDEBE6

Marble**20%**

Pantone: 7527 C 60% Tint
CMYK: 10/9/13/0
RGB: 227/223/215
#E3DFD7

Dun**20%**

Pantone: 7534C
CMYK: 18/18/26/0
RGB: 210/200/184
#D2C8B8

Golden Rod**10%**

Pantone: 110C
CMYK: 13/26/100/0
RGB: 216/182/0
#E2B600

Typography

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I W

PRIMARY TYPEFACE

Typography is a key element in our brand. It works to maintain consistency, create clarity and provide equity to our brand.

Our primary typeface is Ivy Ora. It is as unique and elegant as we are. It makes an unmistakable statement, and works as functional typography across digital platforms and print materials.

It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

We use this typeface for Headlines.

⁰¹ ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!*()ÆÇÈÉÊËÌÍÎÏ

Ivy Ora

SECONDARY TYPEFACE

Our secondary typeface is Aviano Sans. This typeface creates a nice balance with our primary, Ivy Ora. It makes an unmistakable statement, and works as functional typography across digital platforms and print materials.

We use this typeface for Subheadings and the Eyebrow Headline.

01 **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!*()ÆÇÈØÅÆÇ

AVIANO SANS

BODY TYPEFACE

This is our typeface we use for the body text.

- 01 RALEWAY REGULAR
- 02 RALEWAY ITALIC

Raleway

⁰¹ ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!*()ÆÇÈØßàæç

⁰² *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
1234567890!()ÆÇÈØßàæç*

TYPE HIERARCHY

Attention should be given to the written copy. Ensuring legibility as well as visual attraction. To create a clear hierarchy it is important that we ensure size differences between different kinds of information. Using less sizes creates a more distinct impression.

Headline Large
Ivy Ora Light

TIMELESS VISION

75pt

Subheading
Avino Sans

CRAFTED WITH PRECISION AND ARTISTRY

18pt

Body Copy
Raleway Regular

Every pair of J. Goldin Eyewear is designed to elevate your style with a blend of elegance and modern innovation. Discover eyewear that reflects your refined taste and enduring appreciation for craftsmanship.

15pt

Pull Quotes
Raleway Italic

"I want to find like-minded artists who have stories to tell and need a place to amplify their vision."

24pt

Captions
Raleway Regular

(1) With no formal training in the field, Piere, 32 years old, sought out the services of world renowned perfumers Olivia Giacobetti and Jerome Epinette, explaining his olfactory desires and letting them create the compositions. As an outsider in the beauty industry, Piere is somewhat of an anomaly and has been recognized for his personal style and connection to fashion and art in several international magazines such as French Vogue, Vanity Fair.

(2) With no formal training in the field, Piere, 32 years old, sought out the services of world renowned perfumers Olivia Giacobetti and Jerome Epinette, explaining his olfactory desires and letting them create the compositions. As an outsider in the beauty industry, Piere is somewhat of an anomaly and has been recognized for his personal style and connection to fashion and art in several international magazines such as French Vogue, Vanity Fair, Elle and V Magazine.

8pt

TYPE SPECIMEN

This is an example of the typography in use. A unique typographic combination has been developed, creating an 'traditional luxury' aesthetic for our target audience.

This page demonstrates how we use our fonts for shortform copy. For ads, banners with messaging and other applications where shortform copy is being used, follow the guidelines here to create a hierarchy for how information is displayed.

Headline
Ivy Ora Light
Sentence Case

Subheading
Aviano Sans Bold

Intro Paragraph
Raleway Regular

Headline
Ivy Ora Light
All Caps

Subheading
Aviano Sans Bold

Intro Paragraph
Raleway Regular

Eyebrow Headline
Aviano Sans Bold

Headline
Ivy Ora Light
All Caps

Timeless Vision

75pt

CRAFTED WITH PRECISION AND ARTISTRY.

18pt

Every pair of J. Goldin Eyewear is designed to elevate your style with a blend of elegance and modern innovation. Discover eyewear that reflects your refined taste and enduring appreciation for craftsmanship.

15pt

TIMELESS VISION

75pt

CRAFTED WITH PRECISION AND ARTISTRY.

18pt

Every pair of J. Goldin Eyewear is designed to elevate your style with a blend of elegance and modern innovation. Discover eyewear that reflects your refined taste and enduring appreciation for craftsmanship.

15pt

CRAFTED WITH PRECISION AND ARTISTRY.

18pt

TIMELESS VISION

75pt

PRINT LONGFORM HIERARCHY

This page demonstrates how we use our fonts for print longform copy. In cases where there may be branded print material that includes longform copy, use the following combinations of Ivy Ora and Raleway to create a hierarchy of information.

It's essential to give a visual separation between headings and body text to indicate the hierarchy of the text blocks and give a logical visual guide for the reader. The headline is set in the largest point size to display importance. The supporting sub headline has a smaller point size, but still larger than the body text. The body text is set in a size that is comfortable for reading. Captions are set in the smallest point size. It is recommended to use the same font for both headings and body text to maintain consistency.

Display Headline
Ivy Ora Light

Subheadline
Aviano Sans Bold

Body Copy
Raleway Regular

Pull Quotes
Raleway Italic

J. Goldin Eyewear: A VISIONARY STYLE

70pt / 75pt

WHERE CREATIVITY MEETS CRAFTSMANSHIP—EYEWEAR REDEFINED.

18pt / 21.6pt

It all started with a shared creative spark. Carson J. Goldin and Tristan Hackman, designers and lifelong enthusiasts of timeless eyewear, joined forces to channel their artistry into a brand that celebrates individuality and sophistication. For Carson and Tristan, eyewear isn't just an accessory—it's a bold statement, a reflection of personal style, and a piece of wearable art.

For Carson and Tristan, designing eyewear is more than just a creative process; it's a labor of love. Every frame undergoes countless revisions to ensure each detail is perfected, from the contours of the frame to the way it feels in your hand. By balancing timeless elegance with modern design elements, J. Goldin Eyewear delivers pieces that seamlessly transition from casual outings to elevated occasions.

14pt / 18pt

*"Eyewear isn't just an accessory—
it's a bold statement, a reflection
of personal style, and a piece of
wearable art."*

But it doesn't stop there. J. Goldin Eyewear's commitment extends beyond design to creating meaningful connections with their customers. Each pair tells a story—of individuality, self-expression, and confidence. Carson and Tristan believe that eyewear should empower wearers not only to see the world with clarity but also to present their truest selves to it.

20pt / 24pt

Their journey began with a passion for reimagining what sunglasses could be. From their first sketches to the finished product, every pair of J. Goldin Eyewear is designed to merge tradition with innovation. Drawing inspiration from the intricate craftsmanship of luxury design and the timeless appeal of classic silhouettes, they've created a collection that embodies refinement, creativity, and precision.

J. Goldin Eyewear is more than a brand—it's a philosophy. Carson and Tristan are passionate about creating pieces that inspire confidence and individuality. With every pair, they seek to bring their vision to life: eyewear that harmonizes artistic design with functionality, empowering you to see and be seen in a way that feels authentic to you.

In a sunlit studio filled with design prototypes, polished frames, and scattered sketches, the duo has carved out a creative haven. Each piece of J. Goldin Eyewear is meticulously customized to accentuate the wearer's personality—celebrating unique expressions of style. Whether it's a bold, angular silhouette or a soft, elegant curve, their frames are thoughtfully crafted to elevate the everyday.

It's this commitment to craftsmanship, elegance, and self-expression that sets J. Goldin Eyewear apart. With lenses that reflect your vision and frames that embody your style, Carson and Tristan invite you to step into a world where creativity and sophistication are always in focus.

Your vision | Our lenses.

TYPE MISUSE

Good typography is extremely important in both internal and external communications. It adds clarity to messaging and instills confidence in audiences. Outlined over the page are some common practices that weaken the powerful effects of typography. When using our typefaces, avoid the following.

- 01 Do not use outlined type
- 02 Do not add too much line spacing
- 03 Do not kern too tightly
- 04 Do not apply effects
- 05 Do not use tight line spacing
- 06 Do not distort or warp type
- 07 Do not use all small caps
- 08 Do not rotate type
- 09 Do not use other typefaces

01

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03

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09

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