Alex & Carnival
JEWELRY

Alex & Carnival is a quality house where timeless elegance meets playful sophistication. Our pieces are crafted to perfection with unmatched design and attention to detail, and are made to last for many years to come.

Even delicate silhouettes by bold details, every design carries a sense of curiosity, confidence, and charm.

Welcome to the show.

Brand Values

INTENTIONAL DESIGN

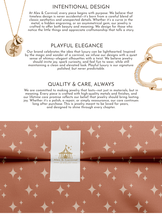
At Alex & Carnival, we design with purpose and precision. We believe that timeless design is never accidental and every feature should serve both form and function. Whether it's the balance of a ring, the weight of a metal, a hidden engraving, or an asymmetrical gem, our creative is guided by intent, craftsmanship, and a deep respect for the people who wear the little things and appreciate craftsmanship that tells a story.

PLAYFUL ELEGANCE

Our brand celebrates the allure that layers over the lighthearted inspired by the playfulness of a carnival and the boldness of a show. We blend a sense of whimsy alongside silhouettes with a clean, timeless aesthetic. Our pieces are designed to be worn every day, to stand out without overwhelming a classic and elevated look. Playful beauty in our signature collection but never predictable.

QUALITY & CARE, ALWAYS

We are committed to quality in every detail. Our jewelry is designed to last, using 14-karat gold-plated or rhodium-plated brass, high-quality metals and finishes, and durable stones. We believe in a quality product, and we want our customers to feel confident, cherish, and enjoy their pieces for years to come. Our jewelry is made to be worn, gifted, and remembered, and designed to shine through every chapter.



#C6A76D	#801A15	#E6C0B4
#A27C36	#5E2D45	#C17458

Typography

Josephine Sans
(Primary Typeface)

Heading 130pt

SUBHEADING 60pt

Body Text - Large square dots at never consecutive intervals, and a slightly irregular baseline, regular baseline at every nine. Its regular and distinguishing characteristic is a tail on the lowercase "t" that ends in a dot. Pretium tellus dolo consulla tempus ius ea ramus. 40pt

Crash Bang
(Accent Typeface)

Quatro & Tagline 109pt

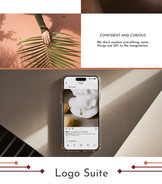
The brand is...

CURATED
REGAL
STORY-DRIVEN

PLAYFUL
LUXE
ENCHANTING

Brand Voice

Alex & Carnival speaks with elegance, warmth, and a glint of wonder. Our tone is refined yet approachable, playful yet confident, and always rich with care and discovering something beautifully unexpected.



ELEGANT NEVER COLD
We speak with polish and charm, but always with heart.

PLAYFULLY POETIC
Language can be lyrical, with metaphors, rhythm, or warmth.

INCLUSIVE AND WARM
Welcoming guests of all kinds. Like a refined artisanal show.

CONFIDENT AND CURIOUS
We don't explain everything, some things are left to the imagination.

Logo Suite

The Alex & Carnival logo suite captures the whimsy, elegance, and boldness at the heart of our brand. Each mark is designed to stand alone and the flexible system allows for clear, consistent use across all media.

Alex & Carnival
JEWELRY

PRIMARY LOGO

Our vertical logo features the circus tent with gazebo and the brand name. This is the primary version for most applications, especially on white backgrounds.

SECONDARY LOGO

The simplified tent with gazebo, without text, can stand alone in place of the full logo when space allows the full version is already established.

Alex & Carnival

STACKED LOGO

These alternative lockups are optimized for use in tight spaces, such as social profile avatars, app icons, or small packaging elements.

+ Alex & Carnival

WORDMARK & ICON PAIR

For secondary applications, the brand mark with a separate star cluster. Used for website headers, labels, and stationery.

BRAND MOTIF: THE STAR CLUSTER

The signature sparkle motif is a supporting design element pulled from our core logo. It underlines headlines, frames product photography, and is essential for Alex & Carnival specs.

Welcome to the show.

Decorative Elements

The world of Alex & Carnival is made up of little details, small surprises, and moments that feel like a show just for you. These decorative elements bring more character to our packaging, social posts, and customer experience.

DIVIDER MOTIF (REPEATING WITH DIAMOND)

USE FOR: Section dividers, heading underlinements, packaging inserts

STYLE: Thin lines lines with diamonds at either end

COLORS: Dark burgundy, brush cream or aluminum

ALIGNMENT: Centered or horizontal or full-width, symmetrical pattern

VARIATIONS: Can be scaled or extended as needed

DIAMOND PATTERN

USE FOR: Interior packaging, print backgrounds, decorative fills

FEEL: Vivacious, whimsical, festive

COLORS: Velvet Carmine (burgundy), soft gold, or tone-on-tone

SCALE: Adjust size depending on use and file format. Keep the relationship

SPARKLE PATTERN

USE FOR: Packaging liners, website backgrounds, product mockups

FEEL: Whimsical, airy, refined

COLORS: Dark blush, or cream

OPACITY: Works well on a subtle background, or on a bold fusion or gold

Lovely pieces. Colorful power.

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