Time passes.
Meaning remains.

A contemporary rebrand built around memory, permanence, and the symbolism of time.

IXIA DESIGN
FINE JEWELRY

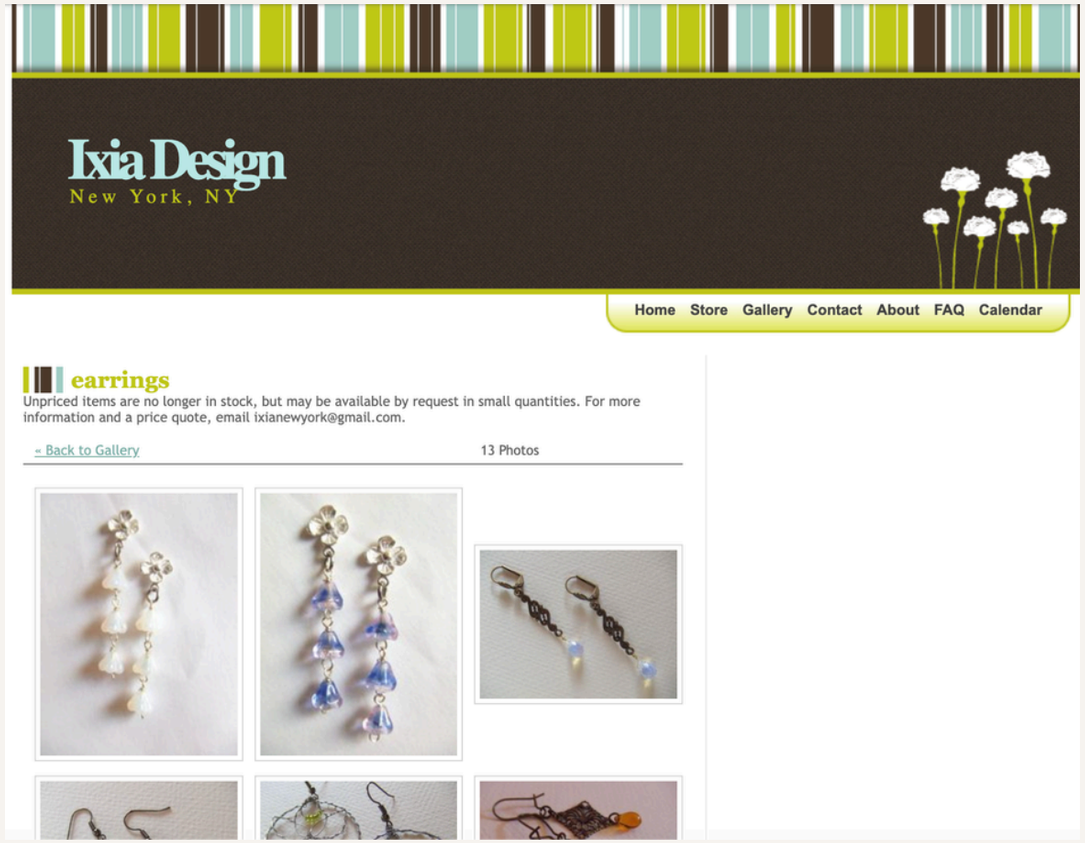


01 / THE CHALLENGE

An identity left behind.

As IXIA Design continued to evolve, an opportunity emerged to bring its brand and digital presence in line with the sophistication and artistry of its jewelry.

The challenge was to create a contemporary brand experience that celebrated its craftsmanship, reflected its emotional significance, and established a timeless visual identity.



THE DESIGN QUESTION

How can a jewelry brand feel current without sacrificing timelessness?

02 / THE IDEA

What remains.

A brand narrative built on the relationship between jewelry and time.

A piece of jewelry can mark
a fleeting moment, yet
remain for generations.

Memory. Connection. Permanence.
These became the foundations
of the new visual identity.



03 / THE LOGO

Four letters. One symbol.



IXIA + HOURGLASS

The original monogram combines I, X, I, and A into a single architectural mark.

Its hourglass silhouette expresses the passage of time. Jewelry represents what endures: meaningful moments and memories.

A SIGNATURE WITH TWO MEANINGS

04 / THE IDENTITY

Restraint with emotion.



BLACK

#000000
Structure



WHITE

#FFFFFF
Clarity



IXIA BLOOM

#FF325A
Emotion



OXBLOOD

#56151C
Heritage

EDITORIAL SERIF

DejaVu Serif

SPACED SANS-SERIF

DejaVu Sans

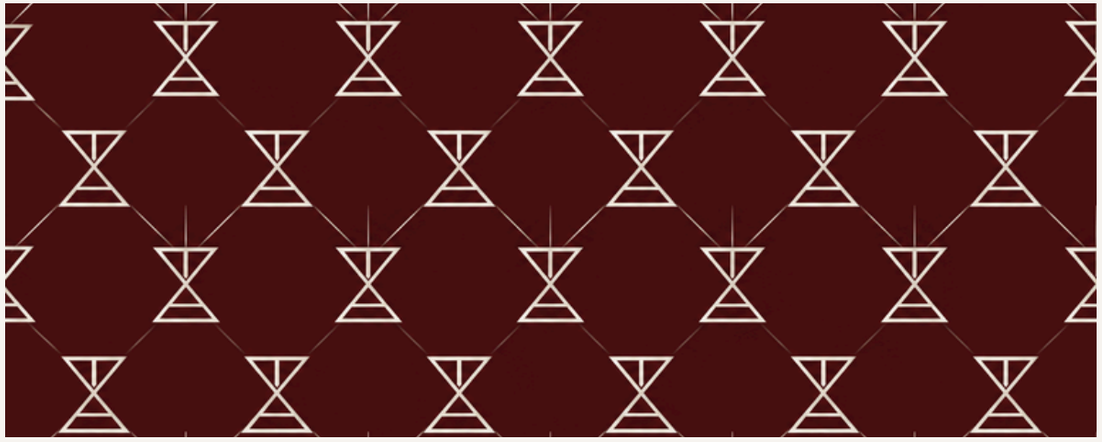
05 / APPLICATIONS

A complete visual world.









PACKAGING / MATERIAL / PHOTOGRAPHY

06 / DIGITAL EXPERIENCE

A brand brought forward.

The refreshed digital direction unites expressive typography, immersive product imagery, and a consistent visual signature.

What began as a website redesign became a complete brand renewal: modern in expression, timeless in meaning.

TIME PASSES. MEANING REMAINS.

