

Open Eyes. Open Minds.

ic! berlin brand

Strong yet calm.
Powerful yet
understated.
ic! berlin embodies
inner strength
and progress.
For independent-
minded people
who think forward
and move ahead.





**We're on an
authentic voyage
of discovery.
To push beyond
the comfortable
and the
conventional.
To see the world
with new eyes.**

Philosophy

We're ic! berlin.

We're a global group of designers, craftsmen, engineers, and thinkers. And most of all, we are naturally curious.

Together, from inside our intelligent industrial space in Berlin's Marzahn district, we produce eyewear art: with forms and shapes that stand the test of time; in a design language that deeply resonates with authentic living; for people who value the beauty of hand-made craftsmanship.

We're German engineered.
We're Berlin pioneered.

And true to our roots, we take a bold look at the world with our very own eyes. Just like the diverse, eclectic individuals who pursue their vision with our eyewear:

Artist. Cyclist.
Architect. String quartet.
Recreationist. Exhibitionist.
Engineer. Queer.
White collar. Blue collar. Leather collar.

Pick up an original, finely crafted piece of eyewear from any of our hand-designed collections. You'll experience what eyewear can truly be: robust, lightweight frames with no-screw hinges and clean lines.

Which is why ic! berlin is more than something you wear.
It's something you are.





**We create the
finest quality
hand-made
eyewear for those
who value
individuality
over conformity.**

Vision

**We strive for
a more essential
world. A world
that is not
dictated by fast
fashion, but
by lasting quality
and design.**

Mission





Berlin Understatement

Our brand was born and raised in Berlin — a truly diverse and inspiring city with an unyielding spirit. Where people enjoy an open, free, and authentic scene. From modern design and infamous night life to alternative neighborhoods and creative culture: Berlin is home to those who live for what's surreal.

Our understated, minimalist design language is at home in this environment. Our reduced focus on the essential details projects an individual sense of style. Instead of following trends, we create new ones. We focus on subtle design codes — like our signature, no-screw hinge, designs, and urban aesthetics.

Brand Design

ic! berlin expresses its personality with a unique brand design. By expressing the look and feel of our brand — the logo, the color palette, the typefaces — we reinforce and complement the authentic, clean design of our eye-wear collections.



ic! berlin

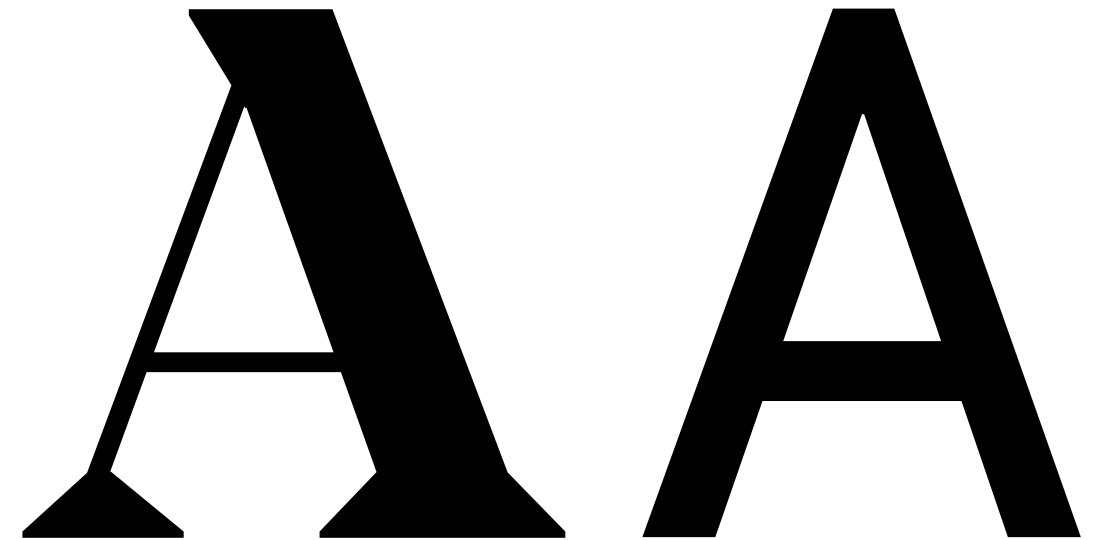


Logo

The ic! berlin logo is designed to ensure a confident and eye-catching appearance. It reflects our brand's precision and focus on the details. The clean, angular construction of the letters refers to Berlin's self-confident attitude and urban style. The round shapes create a strong contrast and convey a contemporary, open and bold attitude. Taken together: an unconventional and memorable appearance.

Seal

The screwless seal is a prominent element in our product design. It is testimony to our outside-the-box thinking and ingenuity, as well as the craftsmanship of our products. This is why we will give this symbol a new role in the future: The hinge will become a seal of quality representing our commitment to high-quality products and excellent design. The filled square surrounding the seal form will create a visual connection to the logo.



**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Type

Our messages are self-confident. This is why we use the bold Blacker Display Bold font for important top-level headlines. Providing rich contrasts with a fine, elegant look, this serif font also supports our commitment to high quality and premium standards. We add a neutral, clear font for all other texts. This doesn't compete with the headline font, but communicates information effectively.

Black	Rich Black	Red Orange
	Light Rosé	Dark Rosé
	Light Blue	Dark Blue
	Light Green	Dark Green
	Light Dust	Dark Dust

White

Colors

Black — complemented by the neutral color white — is the brand-shaping color of our design that underlines our “stealth premium” attitude. Secondary colors are used to complement or to high-light special content. They refer to the humble and bold aspects of our hometown Berlin.



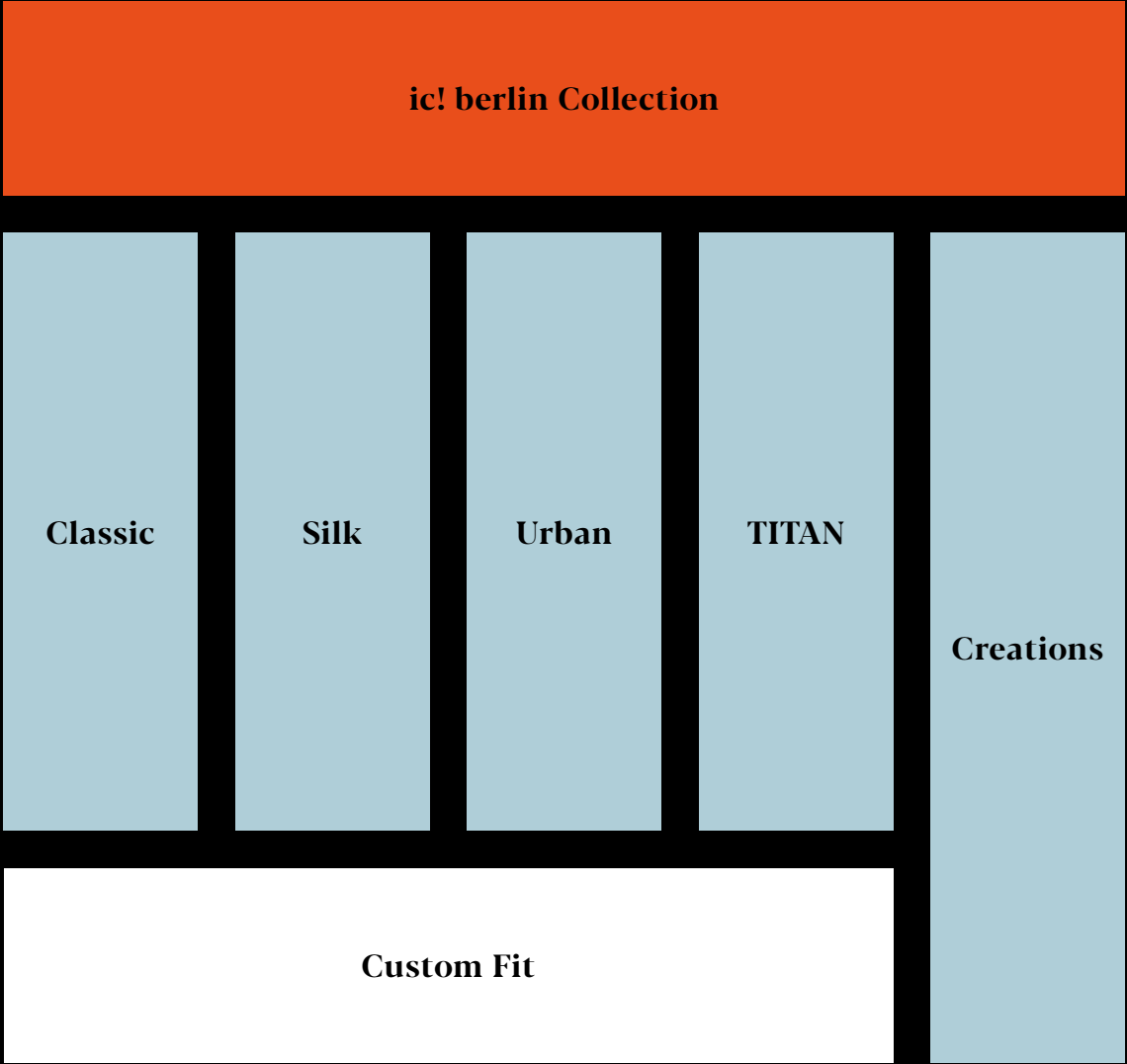


**Made in Germany.
Pioneered in Berlin.**



The Collections

ic! berlin has curated an intelligent, structured series of eyewear collections built on five pillars. Each self-contained collection expresses a different aspect of our design language. In doing so, they specifically address specific customer segments and their needs.



Classic Collection

Experience the original that paved the way for a new generation of eyewear. Reinterpreted classics. Modern designs. Classic is for purists seeking unique, understated eyewear — named after authentic Berlin faces and places.





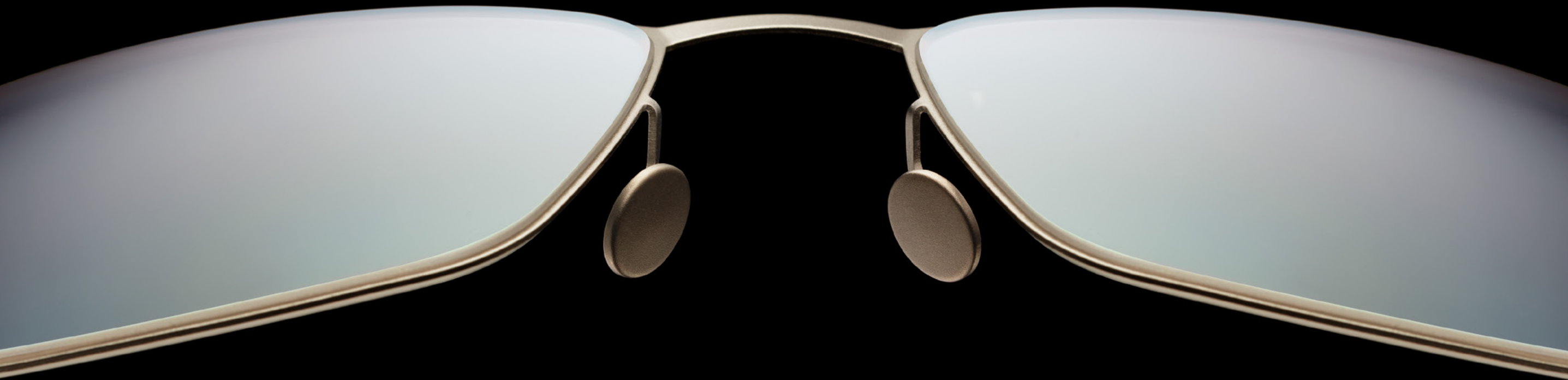
Silk Collection

Silk is our lightest, thinnest collection at ic! berlin. Inspired by minimalist Scandinavian design, Silk features a second-generation, patented no-screw hinge system. Each frame is designed to be feather-light yet remarkably strong — just like the winds they're named after.



Urban Collection

The Urban Collection's casual, sporty look makes it ideal for people on the go. Its stainless-steel core is enhanced with colorful rubber accents. It's the perfect choice for everyday work, sports, and active city living.



TITAN Collection

The ic! berlin TITAN Collection combines bold, classic good looks with the strength of titanium. Whether you wear a business suit or a tracksuit, TITAN's timeless design and robust construction match every occasion.

Creations Collection

When we experiment, we experiment boldly. The Creations Collection showcases our next-generation design explorations. Defy convention. Break new ground. And capture the imagination — with capsule collaborations, show pieces, and buffalo horn editions.





Custom Fit

ic! berlin Custom Fit frames create an optimal wearing experience. They're specially designed for people with smaller facial features, thanks to specially designed nose pads.

Craftsmanship

True to our roots, we make each pair of eyeglasses as unique as the city itself. And we craft every piece of eyewear for people who refuse to compromise on aesthetics and reliability.





Manufacturing

ic! berlin leverages the most modern design, manufacturing, and milling techniques. Our engineers and craftsmen do everything in house by hand. They use the very latest machinery. And they employ techniques that have been refined and perfected over decades. From expert metal bending and color treatments to lacquer and laser engraving: we embrace a customized approach and mindset to create high-quality eyewear.

People Power

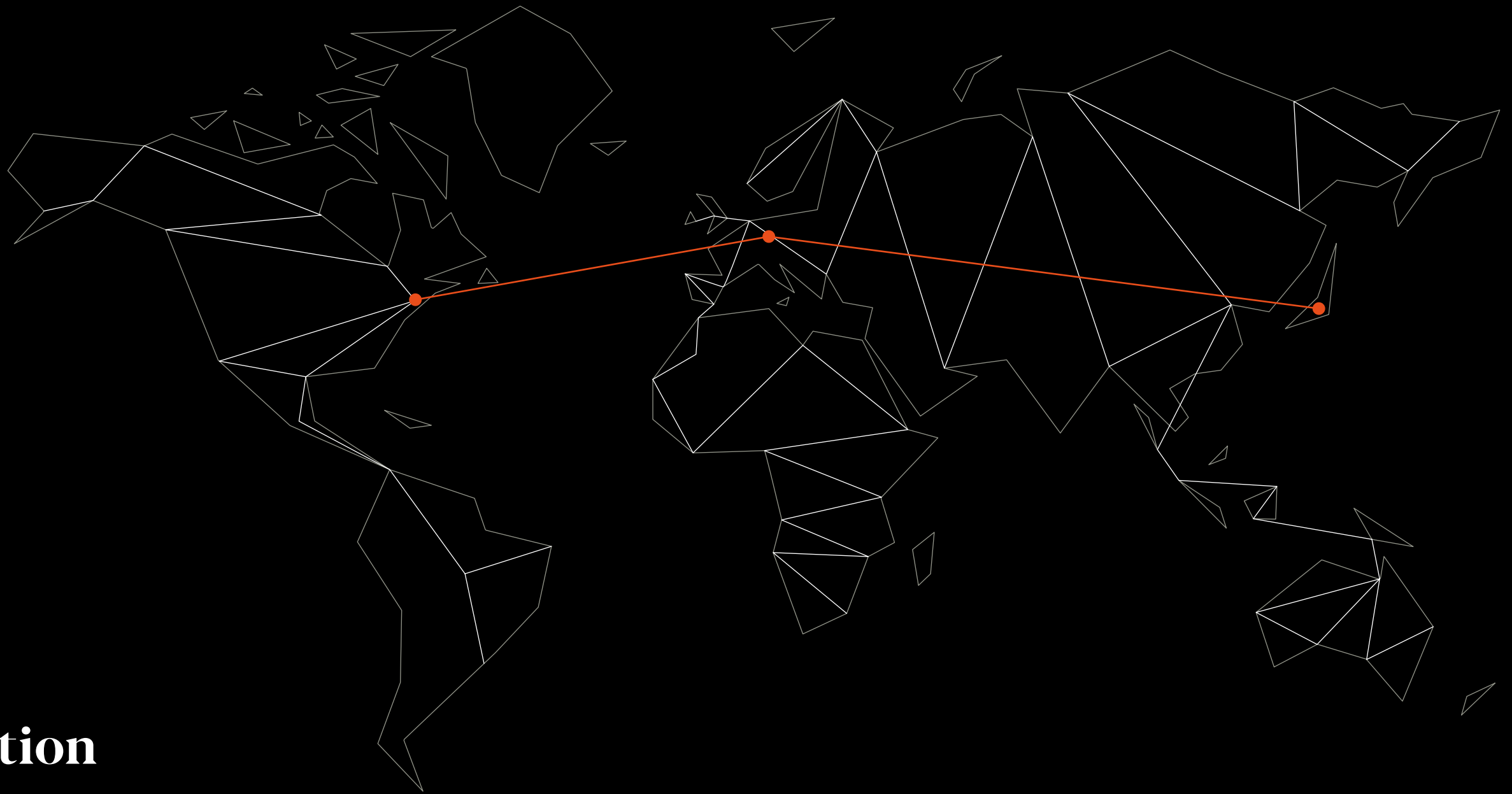
Our people come from around the world. A diverse group of individuals, they share a passion for pushing boundaries to create high-quality, precision eyewear. They are experts in their craft. And they are always discovering new ways to refine, improve, and achieve even more.





**Enduring quality.
Timeless design.
For true individuals.**





Distribution

Headquartered in Berlin, Germany, with a signature flagship store in Berlin, our more than 180 craftsmen, engineers, and technicians design, build, and market our original eyewear designs across 60 countries worldwide.



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Customer Care Europe

Monday to Friday

09:00 am to 06:00 pm CET

Tel.: +49 30 220 666 022

Email: service@ic-berlin.de

ic! berlin Flagship Store

Münzstr. 5

10178 Berlin

Germany

Monday to Saturday

10:00 am to 08:00 pm

Tel.: +49 30 220 666 055

Email: shop@ic-berlin.de

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We're design
focused and
human centered.
And we believe
that when
beautiful form
and perfect
function collide,
amazing things
happen.

