



Fritz & Hawley

GUILD OPTICIANS



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Fritz & Hawley Guild Opticians do more than help you see — they help others see you. With a focus on self-expression in the optical space, Fritz & Hawley has helped people find their voice and vision for over a century.

Passed down through the generations, Fritz & Hawley Guild Opticians has become a staple within the New Haven County community, and needed a cohesive visual identity wrapping their years of history together. We honored this rich past in every choice we made, whether that be including a small “and” banner in a monogram that references a Fritz & Hawley monogram from 1900, or building a historical narrative into a takeaway journal for preferred clients.

The primary wordmark was hand-lettered with care, nodding to various Fritz & Hawley wordmarks of the past. A strong and blocky secondary mark carries itself with confidence, while having just the right amount of personality in its diagonally stacked letterforms.

To add a new-school shop feel to the refined brand, a set of illustrations inspired by New Yorker cartoons were developed around every city’s meeting place: the bus stop. Frames on every figure function similar to Fritz & Hawley’s curated inventory, bringing every person (and dog)’s personality to the forefront.

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FRITZ ^A_N_D HAWLEY

1900

2025



2025

Fritz & Hawley



**FRITZ AND
HAWLEY**

ABOUT

EYEWEAR

EXAMS & CARE

LOCATIONS

CONTACT

203-248-8224

GUILD
OPTICIANS

EST.  1900

BESPOKE
CARE

BOOK AN APPOINTMENT

NEW ARRIVALS



ABOUT FRITZ AND HAWLEY

An optical shop with history

Fritz & Hawley has been serving the New Haven, CT area for over 100 years. What was once the first optical shop in Connecticut was purchased by Gustave Fritz and George Hawley in 1900, becoming The Fritz & Hawley Company. From there, history was made.

Roessler & Co., * No. 816 Chapel Street.
Telephone Call, 252-3.

ESTABLISHED 1855.

Spectacles

Paul Roessler

Optician

Member of the Conn.
Acad. of Arts & Sciences.

Optician

NEW HAVEN

First Optical and
Mathematical
Shop in Conn.

Optician

NEW HAVEN

First Optical and
Mathematical
Shop in Conn.

Optical, Mathematical, Surveyors', Photographic
and Telegraphic Instruments and Supplies.

1855

Paul Roessler, an optician, opens what's believed to be the first optical shop in Connecticut, as well as the first between NYC & Boston, located at 816 Chapel Street in New Haven (The Phoenix Building).

1900

Gustave G. Fritz and George S. Hawley purchase the optical shop from Roessler and establish The Fritz & Hawley Company.

1920

The Phoenix Building catches fire

1934

A remodel due to the fire causes Fritz & Hawley to become the first air conditioned retail store in the state.

1935

Gustave G. Fritz and George S. Hawley purchase the optical shop from Roessler and establish The Fritz & Hawley Company.



*Fritz &
Hawley*
SINCE 1900

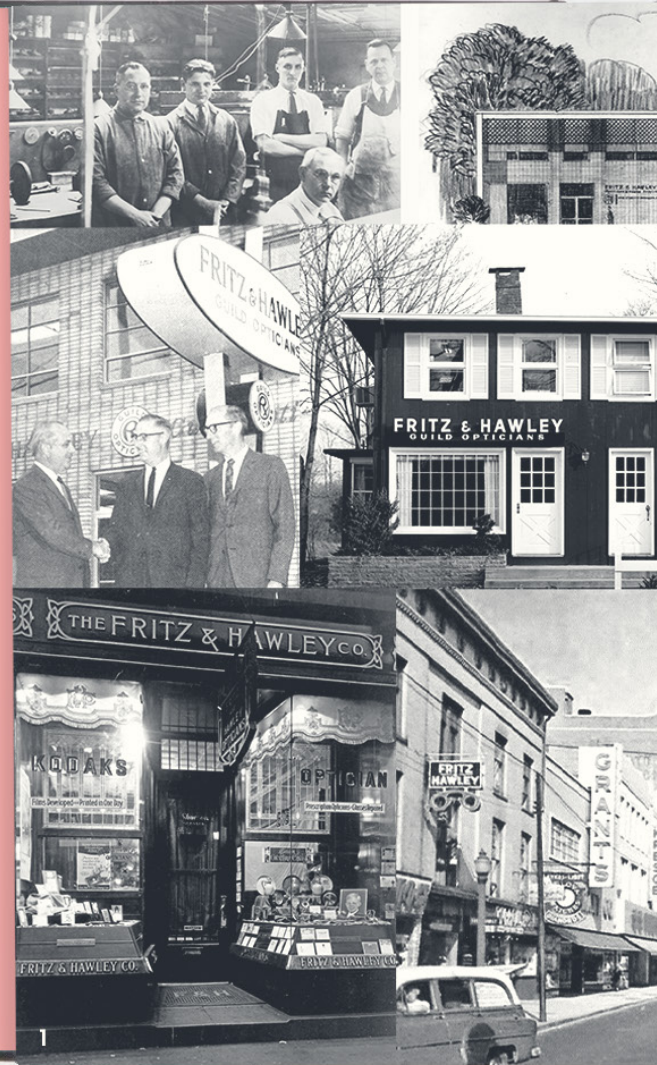
Fritz & Hawley
GUILD OPTICIANS



1900



2025



OUR STORY

Our history runs deep.

Fritz & Hawley has been serving the New Haven, CT area for over 100 years. What was once the first optical shop in Connecticut was purchased by Gustave Fritz and George Hawley in 1900, becoming The Fritz & Hawley Company. From there, history was made.

A remodel resulting from a 1920s fire made Fritz & Hawley the first air conditioned retail store in the state of Connecticut in 1934. When Gustave Fritz passed away just a year later in 1935, George Hawley took the reigns and kept their business going for nearly 10 years, when Russell B. Fritz Sr. re-joined the business.

Over the next 30 years, the company went on to open four additional locations across the southern portion of the state. With stores in New Haven, Hamden, Milford, Branford and Stratford, business was booming!

From 1985 until 2018, the legacy of the Fritz & Hawley Company continued through the working hands of Russell B. Fritz Jr. at their last remaining store in Hamden, CT. Today, Emmanuel "Manny" Colón is the proud owner of the optical shop and has been carrying out the legacy of Fritz & Hawley, providing quality care and services to the Hamden, CT and greater New Haven area.