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LOGO PACKAGE



PREPARED FOR NOVARIA DESIGNS

Three directions for a creative studio that turns
everyday products into gifts people keep.



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OPTION 1 — BUTTERFLY WORDMARK

The butterfly effect



WHY THIS MARK WORKS

Every blank mug, tee and tumbler that comes into Novaria leaves transformed — and this mark says exactly that. The butterfly is the transformation; the glossy, candy-coloured letters are the result, a parade of colour as varied as the orders themselves. A bold outline makes it pop on any product, light or dark, at any size. This is the logo customers photograph and share — free advertising on every gift that leaves the shop.



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CUSTOM SUBLIMATION & CREATIONS



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OPTION 2 — HAND-LETTERED

The handmade signature



WHY THIS MARK WORKS

Hand-lettered curves, a deep-teal backbone and bright drops of coral, orange and purple: the look of a boutique studio where every piece is made with care. Look closer and the V opens into a butterfly — a hidden detail customers love to discover. Refined enough for wedding favours and corporate gifts, warm enough for birthdays. This is the option that lets Novaria charge for craft, not just for printing.



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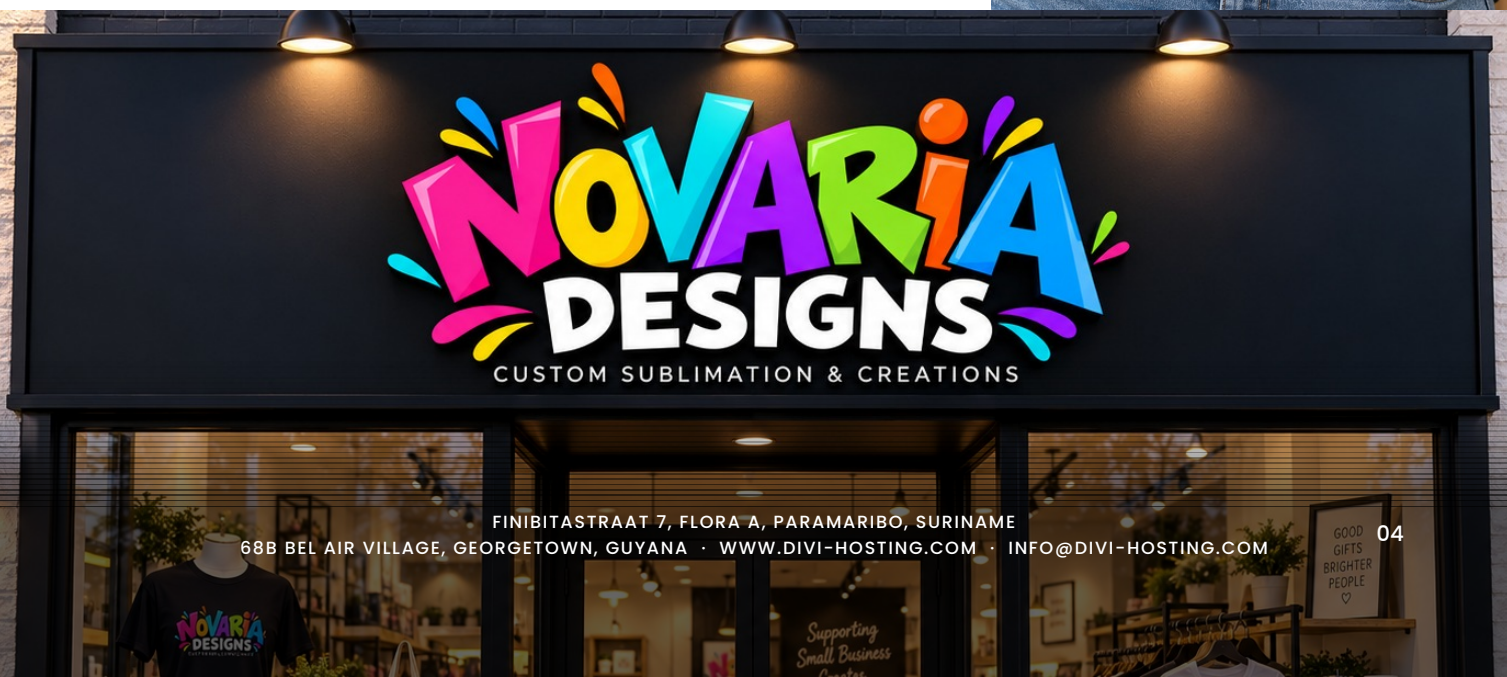
OPTION 3 — BOLD BLOCK LETTERS

The colour explosion



WHY THIS MARK WORKS

Big, loud and impossible to scroll past. Chunky block letters tilt and bounce in a rainbow of neon, with paint splashes that say 'creative studio' before a single word is read. Crisp white DESIGNS lettering keeps the name sharp on black — built for dark tees, night-time signage and social feeds where most logos disappear. This is the option for a brand that wants to be the brightest thing on the street.



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