

SHIRAZ CREATIVE

A NEW LOGO IS MORE THAN JUST A VISUAL SHIFT

It signals momentum, a reset, a refreshed take on who we are and where we're headed. It's not about starting from scratch, it's about showing how far we've come, and where our brand is going.



2000

2012

2016

2020



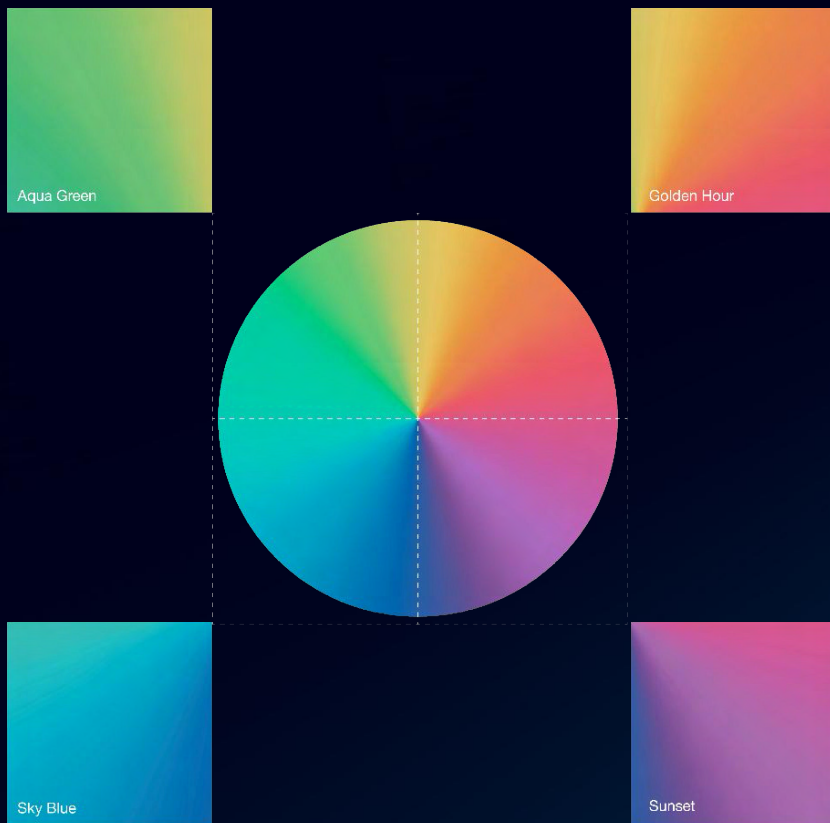
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TODAY

THE PRISM

Our new logo isn't about looking slick for the sake of it. It holds a prism, refracting one idea into infinite possibilities. Just like we do. One spark, endless expressions. Every brand, every project, every experience we touch reveals its own spectrum.





UNAPOLOGETICALLY ORIGINAL

Our color palette doesn't play it safe; it captures our drive to push boundaries, layer meaning, and express energy in unexpected ways. It's how we show up for our partners, our beliefs, and our purpose.

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DESIGNED TO ADAPT

With the flexibility to shift from solid colors to fluid gradients, we can adapt to the brands we work with, meeting them where they are and subtly weaving their world into ours.

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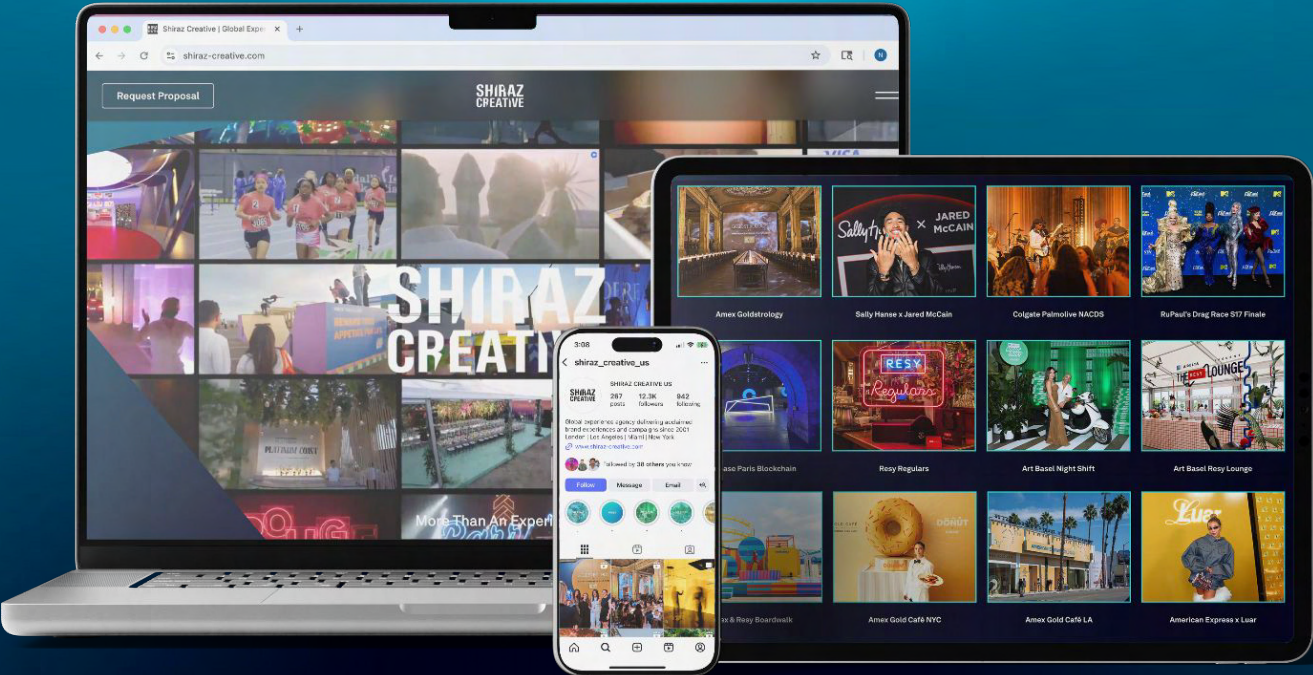
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