



Product Facts Sheet

Fast-reference product facts for reviews, emails, posts and promotions.

Product identity

- Product name: LogoVary
- Descriptor: Logo Variation & Delivery Studio
- Vendor: HelpfulByte
- Current Windows release: v0.8.0.8
- Platform: Windows desktop
- Application type: Standalone installed desktop application
- Purchase model: One-time purchase
- Interface: Multilingual
- Appearance: Light, Dark and System

Pricing and affiliate terms

- Launch price: US\$67
- Regular price: US\$97
- Affiliate commission: 50% through JVZoo
- Money-back guarantee: 14 days

Core workflow

- Protect the imported Original Master as the trusted source reference.
- Work with reusable logo components.
- Create Original, Full Colour, Black, White, Grayscale, Reverse and Custom variants.
- Use the Variant Matrix as a visual production board.
- Generate six coordinated Colour Concepts and save chosen concepts as Colourway Masters.
- Refine colours with RGB, CMYK and Spot workflows.
- Maintain multiple Colourway Masters in one project.
- Save and reopen LogoVary projects.
- Export structured client-ready logo packages with validation, manifest information, SHA-256 checksums and an offline START-HERE HTML reference.

Supported artwork and output formats

- Import: SVG, PNG, JPG and WebP.
- Raster artwork can be converted locally to editable vector paths before entering the main workflow.
- Export: SVG, PNG, JPG, WebP, PDF and EPS.

- RGB, CMYK and Spot production outputs are available where the required colour information is present.

Primary target customers

- Freelance logo designers
- Graphic designers
- Branding studios
- Small creative agencies
- In-house brand teams

Positioning statement

Recommended positioning

LogoVary does not replace a designer's creative software. It focuses on the production work that follows logo approval: variants, colourways, refinement, organisation, export and professional client delivery.