



**Company / Organization Information:**

The Bowl is a restaurant made to attract and serve mostly teens and young adults. At The Bowl, they serve a wide variety of soups, coffee drinks, and tea. The environment in this restaurant is very relaxed and home-like. The Bowl is a good place to eat for affordable, but very delicious, food.

**Concept Brief:**

I designed the logo for The Bowl pretty simple to make it look very clean and straight forward. I replaced to 'O' in the word bowl with an actual bowl in order to make the logo more eye catching. I chose these fonts to make the logo more clean cut since The Bowl is meant to attract young and sophisticated people.