

**Company / Organization Information:**

Chillz is a frozen yogurt shop with a fifteen different flavors. Five of those flavors rotate each month, whereas the rest stay the same. This is directed towards teenagers for a cool hangout spot. The shop is filled with bright colors and lights. Music will constantly be playing throughout the shop, which will generally be pop music.

Concept Brief:

The logo's simplicity is what sells it as a whole. The swirl above the 'i' indicates that it's a frozen yogurt shop without being too obvious or cheezy. Using this light, creamy orange color contrasts the blue, and the black outlines really make it pop. I tweaked the 'z' to make it more interesting to the eye as well, and angled the 'c' as well as the 'L'.