



Company / Organization Information:

Peak Italian Cuisine serves hot Italian food at a high altitude and low price. They are set on the summit lodge on a mountain with a ski resort. Peak Italian Cuisine serves pasta, pizza, and other Italian food from 10 A.M. to 4 P.M. (when the ski resort is open). They are the only restaurant on this mountain's summit.

Concept Brief:

I designed this logo to be appealing to all types of people. This restaurant is targeting anybody in any age that makes any amount of money, so I made it simple. The mountains in the spot where the "a" should be represent the fact that the restaurant is on top of a mountain with a ski resort. The colors of the mountain represent the Italian flag, because this is an Italian restaurant.