



Company / Organization Information:

Surf's Up is a clothing company for people who like surfing. We have surfing equipment and clothing for all ages. We are different from other local surf stores because we are more successful, we have better business, and better prices. We will price match anything in our store, so you always get the cheapest price. We care about our customers and we want to make sure you have a safe and fun time surfing the waves.

Concept Brief:

I decided to keep my logo simple but added something to make it stand out. I decided to include the arrow to draw people's attention. The logo itself is compact and unique. I decided to melt the P into the arrow and tighten up the words. The logo is clean and easily readable to people of all ages. I also decided to melt the letters and the arrow to make it stand out.