



Company / Organization Information:

Waves Swimwear targets adults 18 to 25 years old of both genders. This company is mainly focused on surfers and beach-goers from Hawaii to the East coast. These young adults keep their hair long and bodies fit and tan. They are free spirited and show up to school with sand in their shoes. They like to have bonfires and surf day and night. If they are not in the water, they are on the nice warm sand. For all those dudes and dudets who desire quality swimming in the most comfortable and fashionable products, head over to Waves Swimwear!

Concept Brief:

The logo I created for Waves Swimwear is showing waves and swimsuit bottoms depending on gender. This company is for surfers, snorklers or any other water sport. Waves sells swimsuits, life jackets, shoes (water or sandals), and towels. These swimsuits are top quality and will be used by the best athletes in the nation.