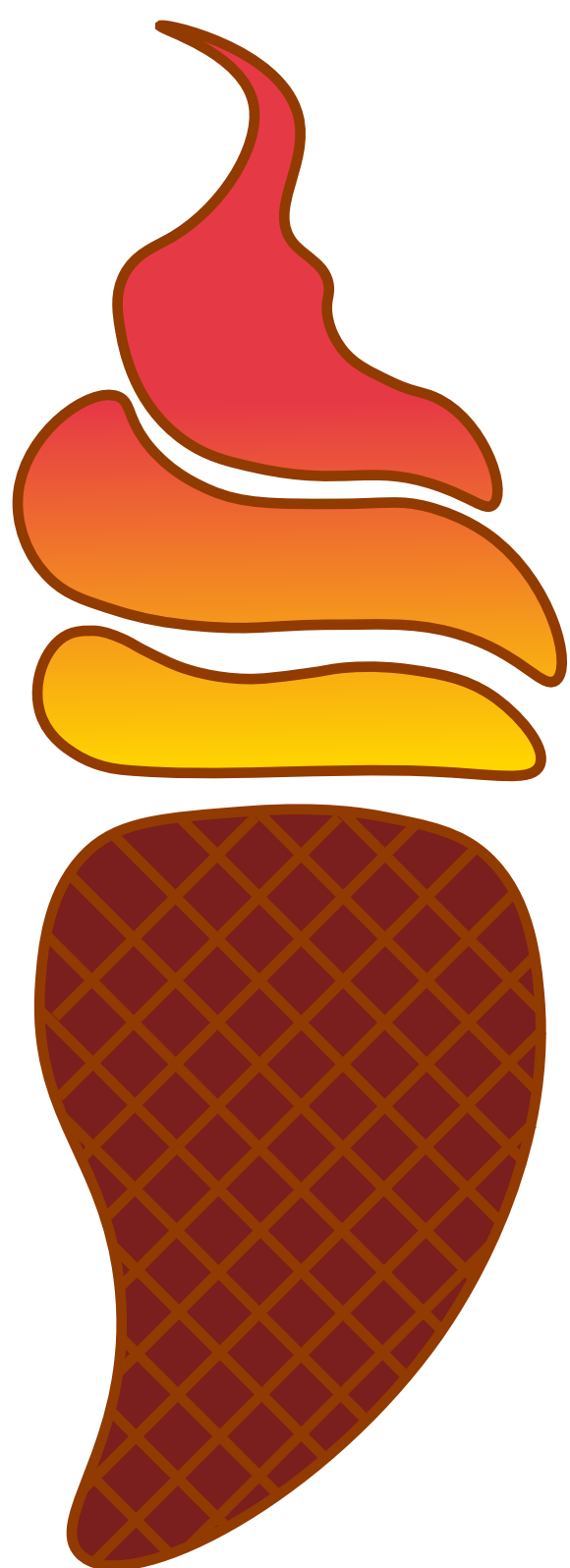
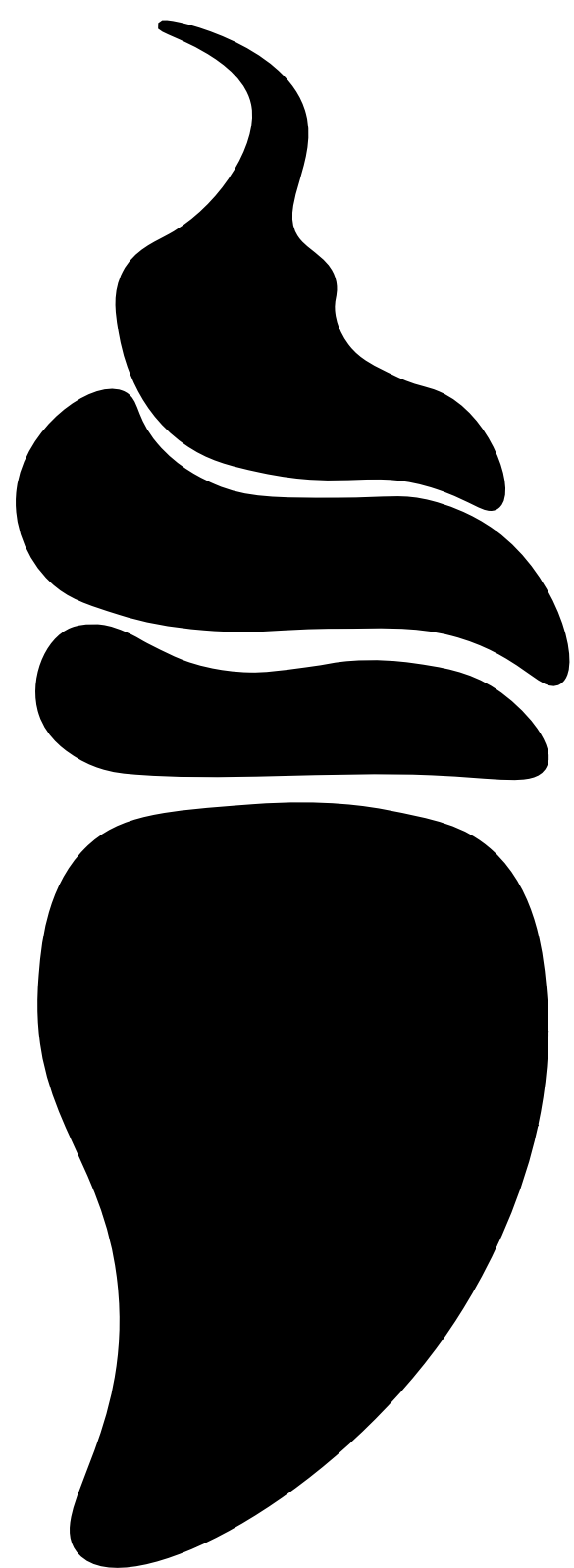


I convey the idea of spicy ice cream through my logo shape, Typography choice, and my double-complementary color scheme (or tetradic). For my logo, I decided to work with the imagery of ice cream and jalapeños because I felt it effectively conveyed the vibe of spicy ice cream. My vision was to create a logo that resembled the shape of a jalapeño while still being recognizable as ice cream. This led me to shape the ice cream cone as a jalapeño with the top swirl doubling as a stem of the overall jalapeño shape or a smaller jalapeño on top. I chose the soft serve ice cream iconography specifically because it allowed me to break up the ice cream into multiple shapes. Making this choice cleared up the silhouette for black and white. I decided to remove the ice cream cone for the horizontal renditions to make the name and logo flow better together. I felt that the idea of spicy ice cream does not get lost when removing the cone, because the soft serve swirl and the jalapeño iconography within it are strong enough to convey the theme still. With the Typography, I decided to lean towards a typeface that had a spicy vibe to it. While scouring the internet, I found a calligraphic font that reminded me of the Flamin' Hot Cheeto typeface, making it easy to incorporate into my theme. Finally, for my color scheme, I chose a predominantly double-complementary color scheme. I used red, orange, yellow, and blue because I wanted colors that aligned with the themes of fire and ice. This allows the logo also to resemble a torch when in full color.



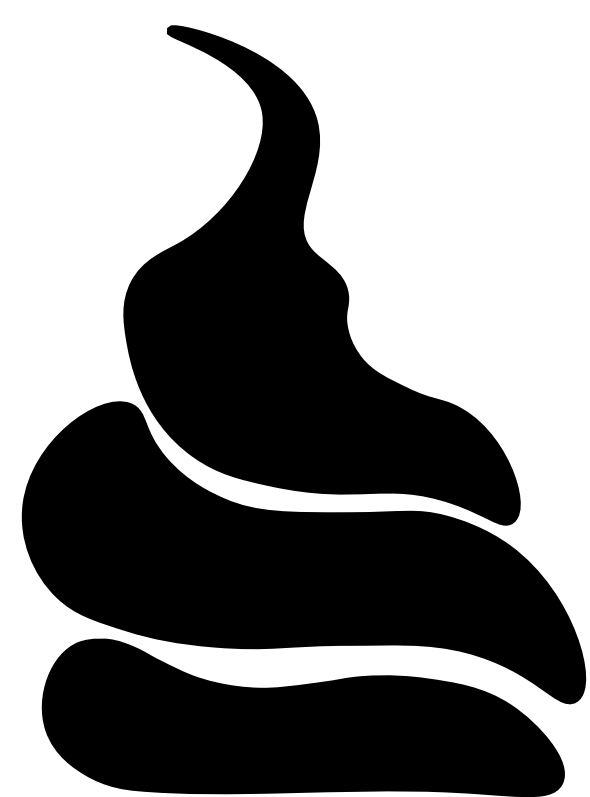
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