



TJAM KITCHEN

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A NEW BRAND FOR A NEW NEIGHBORHOOD RESTAURANT

Blu Sky Creative was tasked with creating a new name, look and feel for an up and coming restaurant in a affluent neighborhood on the Northwest Side of Chicago. Using bold and impactful colors, combined with a dynamic and expressive name and logo design, Blu Sky helped to communicate the exhuberant and energtic personality of the restaurant owners and the food experience awaiting every customer. At the same time, Blu Sky created a sense of comfort and accessibility in their easy-to-navigate website design and restaurant menu design. Tasteful and flavorful design was the order for the day.

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