

The
GIF

The logo consists of the word "The" in a black, elegant script font, positioned above the word "GIF" in a large, bold, black serif font. The letter "I" in "GIF" is replaced by three vertical silhouettes of dining utensils: a spoon on the left, a fork in the center, and a knife on the right. The handles of these utensils extend downwards to form the stem of the letter "I".