Smitty’s Ice Cream.

Business is located on Block Island - off the Coast of Rhode Island. There is an opportunity to open an ice cream shop on the island. It will be a family operated business. The ambience around the shop is ocean oriented - located 20 yards from a harbor. Stand up Paddle boarding and kayaking operations are located on the same property. There is a porch and sitting area. Boat docks are also located along the shoreline. One of the “owners” is a surfer. One of the goals is to create a local presence as the place to go for ice cream.

One of the “owners” is a surfer. Some ideas that come to mind include a surfing image / surfer / ocean image / surfboard. Image/wordmark logo, pictorial combination would be used for merchandising.