



### Boardwalk Waffles & Ice Cream

The owner of Boardwalk Waffles & Ice Cream hired me to design the logo for his newest venture — a niche food shop selling waffles topped with ice cream and a sprinkle of powdered sugar. This was a favorite snack option of the owner growing up in New Jersey and he wanted to bring a bit of the Jersey shore to St. Louis, with his own special recipe for the waffle batter (made daily) and using a local favorite gourmet ice cream (exclusively).

The description of what he was looking for in a logo was something reminiscent of the lighted signs seen along boardwalks. In fact, he explained he eventually planned to add a lighted sign to the storefront once the shop became well-known and viable.

With that in mind, I developed this semi-retro logo which has all the potential to translate into a lighted sign when the time comes. The colors were specifically selected to reflect the boardwalk/seashore theme.

Since the shop opened in February of 2017 it has developed a loyal following. The shop owner opened additional locations in the St. Louis region. He found the logo so much to his liking, and he is so proud of the success of his venture, he tattooed the logo on his upper arm.

