

# Purple Door Ice Cream

[purpledooricecream.com](http://purpledooricecream.com)



**It's not just the quality and flavor of Purple Door's handcrafted ice cream that enticed us.**

It's the way they built their thriving business on the foundations of environmental responsibility, community support and a deep love for what they're making.

## DESCRIPTION

By dedicating themselves to working with local vendors and creating opportunities for others to do the same, we genuinely believe they're

helping to make the world a better place.

## STRATEGY

Purple Door's website needed to show off the quality of their ice cream, while also expressing the fun & inviting voice of the company. Most importantly, their site's design needed to feel distinct and personal. As with any small, new company, the site needed to swing with whatever

new ideas came along, like when Purple Door opened a full scoop shop, started shipping across the country and then began to cater events. Making those big and small on-page changes was easy using our simple, yet deceptively powerful, content management system.

