

Evolution of the ITV Ice Makers Logo: **40 Years of Innovation, Identity, and Design**

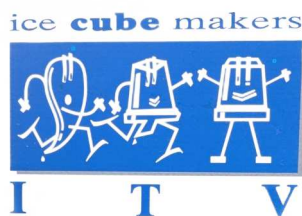
The visual identity of ITV Ice Makers has undergone more than four decades of transformation, growth, and international expansion. Each iteration of our logo has captured a specific phase in our journey—from the poetic inspiration of our early days to the technological, efficient, and global image that defines us today.

In its beginnings, the logo emerged alongside an aspirational slogan: *"The Ice of the Stars,"* positioning the brand as a symbol of quality. In the mid-90s, an iconic graphic element was introduced for the first time: a droplet turning into an ice cube—directly representing our product and process.

Over time, the design evolved into a more refined and artistic form, reflecting a strong commitment to aesthetics and innovation. Elements of the original typography were reintroduced, technical descriptors were added, and various color palettes were explored, enhancing the brand's technical and professional identity.

In 2010, the concept "Ice for Life" was born—a statement that marked a pivotal moment in our brand identity. More than just a slogan, it became a declaration of purpose: ice as an essential element of life. Finally, in 2015, our current logo was introduced—a dynamic droplet set against a revitalized corporate blue. Today, this image clearly conveys who we are: a brand driven by design, efficiency, and innovation.

ITV LOGO EVOLUTION



The Droplet Turning into an Ice Cube

This stage introduced the visual symbol of a droplet transforming into ice. This direct metaphor reinforced the idea of transformation and efficiency, giving the logo an iconic and functional graphic identity.



A Step Forward, with a Look to the Past

The original typography from the first logo was revived, alongside a new descriptive tagline aimed at strengthening the brand's technical clarity and positioning. The result was a more solid and explanatory image, designed for global market expansion.



The Birth of "Ice for Life"

"Ice for Life" was incorporated into the logo as a message that goes beyond visuals. It expresses commitment and highlights the essential role of ice in critical sectors like healthcare and food industries. This stage emphasized emotional connection with customers and continues to reflect ITV's core purpose.



Women on ice

Inspired by the shape of an iceberg, this emblem symbolizes the strength, presence, and potential of women in the ice industry. Like an iceberg, much of this strength is silent, deep, and constant. This symbol was created to highlight and celebrate the contributions of women at ITV Ice Makers and across the refrigeration sector.

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"The Ice of the Stars"

The first ITV logo was accompanied by this evocative, aspirational slogan. It conveyed the ambition to be a benchmark brand, with an image that suggested quality and strength. This period laid the foundation for the company's visual identity.



Modern Design with Artistic Flair

The logo evolved into a more contemporary and artistic aesthetic. This redesign was supported by a campaign in which each machine family was linked to a piece of art—reinforcing the notion that technology and design are inseparable components of our products.



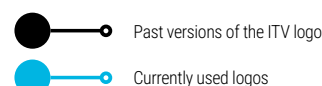
Transition to Navy Blue

At this point, a deep navy blue was adopted, evoking the solidity and stability of a brand undergoing international growth.



Current Logo: Design, Efficiency, and Innovation

The current design reintroduces the dynamic droplet as a central element symbolizing evolution, fluidity, and technology. The renewed corporate blue reinforces the visual identity of a modern, global company. It embodies over 40 years of evolution, with a future-oriented outlook.



Description of the Current ITV Ice Makers Logo



The ITV Ice Makers logo reflects a modern, technological, and functional identity that aligns with the company's leadership in ice manufacturing solutions:

Typography:

- **"ITV"** is presented in uppercase, projecting strength, solidity, and professionalism. The font used is a slightly modified version of DIN Black—a bold and robust typeface.
- On the bottom line, **"ICE"** is also rendered in the black weight of the same type family, in a light blue tone—symbolizing ice as the core of the business.
- The word **"makers"**, in lowercase and regular weight, appears in black, providing a more approachable and handcrafted tone that highlights the human value behind the engineering.

Logomark:

To the right, a surrounding sky-blue shape represents a dynamic droplet in motion. Its curved and stylized form conveys fluidity, transformation, and energy—reflecting continuous innovation and the capacity to turn water into ice through cutting-edge technology.

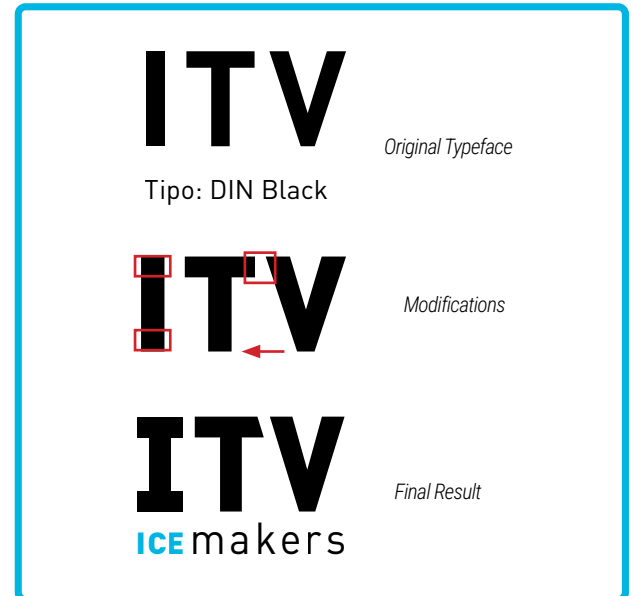
History and Symbolism Behind the Logo:

From its inception, ITV Ice Makers has aimed to represent not only its product—ice—but also the precision and technological development involved in its manufacturing.

The moving droplet symbolizes the brand's core principle: transforming the essential into excellence. With its clean and tech-inspired form, it connects nature and machinery, simplicity and sophistication.

Rebranding Towards Modernity:

The current version of the logo was created as part of a strategic brand repositioning to emphasize ITV's international, industrial, and sustainable character. The new symbol embraces the following principles:



- **Blue color:** Evokes ice, water, and cold—while also signifying reliability and technical innovation.
- **Geometric simplicity:** Avoids unnecessary details, making it suitable for digital and global use.
- **Dynamism:** The curved shape of the droplet conveys movement and continuity, reinforcing the image of an active, efficient, and ever-evolving brand.

The ITV Ice Makers logo represents more than a brand—it tells a story of transformation: from water to ice, from droplet to system, from idea to machine. The moving droplet is a symbol of our commitment to continuous innovation, smart design, and sustainable efficiency.

Ice: An Essential Element of Life

Since its creation, the concept of “Ice for Life” has transcended mere visuals to become a cornerstone of the ITV Ice Makers philosophy. This slogan, introduced in 2010, clearly articulates our vision: ICE AS A VITAL RESOURCE.

More than a decade later, the message remains relevant and is fully aligned with ITV's mission. It continues to appear alongside our brand in communications related to the role of ice in strategic sectors—as a symbol of commitment, protection, and social value.

Our ice machines serve vital areas that contribute to collective well-being:

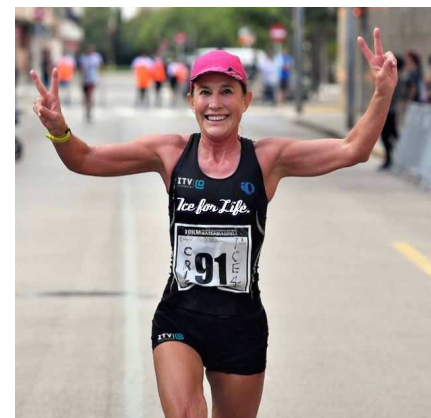
- **Healthcare:** Where ice is essential in hospitals, clinics, labs, and pharmacies—ensuring preservation, safe transport, and proper medical care.
- **Food and fishing industries:** As a key element in the production, storage, distribution, and commercialization of food products.

Ice for Life.

- **Sports:** Where ice plays a crucial role in physical recovery, injury treatment, and maintaining optimal conditions in training centers and sports events.

At ITV, we have also created the **Ice For Life Club**, promoting sports and healthy living among our own team, while supporting women's sports, Paralympic sports, and local initiatives. We believe sports instill values that reflect our culture: effort, commitment, and well-being.

“Ice for Life” is, ultimately, a way of understanding our work: producing ice with the reliability, design, and technology required by the sectors essential to life—contributing, in one way or another, to improving lives everywhere.



The Power of Women in the Ice Industry



At ITV, we believe in more than just making ice machines. We believe in the women of our industry.

We believe in the strength of our Women on Ice.

For years, ITV has championed equal opportunity not as a trend but as a conviction. **Long before equality policies became mainstream, they were already part of our culture.** We've built a coherent professional project where respect, equity, and genuine inclusion are fundamental to how we operate.

The **WOMEN ON ICE** logo—shaped like an iceberg—represents the visible strength of our women, present across all areas and levels of the company, as well as

the less visible but equally essential strength that sustains our entire structure.

Just like manufacturing and selling ice machines, equality is part of our business strategy and the spirit of Ice For Life—a philosophy we've shared with our team, clients, suppliers, and partners for years.

That's why **WOMEN ON ICE** is more than just a logo. It's a tangible expression of our respect and support for all women at ITV Ice Makers—and for all women across the refrigeration industry.

