



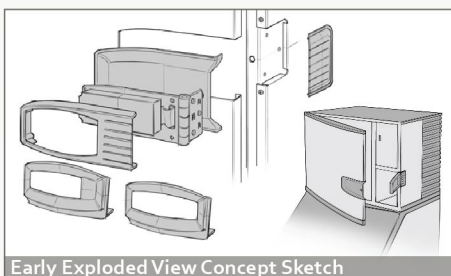
Indigo Ice Machine



Badge and Interface Refinement Renderings



Exploring Proportion and Interface Accessibility



Early Exploded View Concept Sketch

In an industry where being cool is mandatory, Manitowoc Ice has focused on intelligence to take their commercial ice machines to the next level. The new line of energy efficient Indigo Ice Machines features an evolutionary visual brand language developed by Brooks Stevens, Inc. that builds upon their legacy of quality and communicates new improvements in programming, maintenance and diagnostic interfacing.

The Indigo removes the guesswork from the ice making process. State-of-the-art diagnostics provide constant and reliable monitoring of internal refrigeration systems. That information is used to improve energy management, set proper ice production levels, improve sanitation, maintain ice quality, and quickly display up-to-date service information. The prominent interface bezel serves as a focal point for the design, emphasizing the touch screen and leading the eye to the side grip for opening the front access door. The on-board management system is able to direct users to get their ice machine up and running if there is an operating issue and communicate with service techs about the status of the machine for both efficiency and safety.



Close-Up of Production Interface

The energy-efficient series comprises several configurations and capacities which BSI accounted for throughout the design process. BSI adjusted proportions and other elements of the industrial and graphic design to ensure consistent representation of the new brand language across these widely varying applications.

Launched at international trade shows including NAFEM and the Gulf Food Show, Manitowoc Ice's booths were beyond capacity with buyers and excitement. Initial sales reported a high volume of incoming customer calls for the product to which we say "Cool!" ■