

# Bold new logo unveiled for Totally Gaming Awards

Clarion Events has unveiled a specially commissioned logo and identity for the much anticipated Totally Gaming Awards, which will be launched on Monday 23rd January 2012 and serve as a curtain raiser to ICE. The identity reflects the integral relationship that exists between the new awards and what is the world's most comprehensive b2b gaming exhibition.



The awards will herald the start of a week-long series of industry events taking place alongside ICE Totally Gaming, and will recognise and reward innovation, as well as great products and services, from across the breadth of the international gaming industry.

Kate Chambers, Clarion's Portfolio Director responsible for ICE, confirmed how the new awards came about: "Following on from ICE 2011 we undertook a wide ranging programme of consultation with exhibitors and visitors via an independent research agency. The clear message that came back was they felt the ICE brand could and should spread its wings and transfer the positive values associated with ICE Totally Gaming into new arenas.

"As is the case with everything we undertake, we are working closely with the industry on the project, in particular with the European Casino Association and the National Casino Industry Forum.

“In what is a very short period of time we have been really encouraged by the response from companies wanting to enter the awards, from sponsors and from those wishing to host clients and colleagues at the awards’ prestigious venue, 8 Northumberland Avenue.

“I am confident the Totally Gaming Awards will be a fantastic and appropriate way to raise the curtain on ICE and will represent a great addition to ICE week.”