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Inside Ice: Logos



The Venado logo shows the contrast created by a **snow filled engraving**.

The Express Jets logo combines a **reverse color fill** and a **snow fill** adding depth to the display.



The Ice Breaker: How did you do that?

A great way to recognize a company logo or product is to recreate it in ice, but how is it done? People always ask me how I get the wording or drawing into the ice. "Do you use a laser?" they wonder. "How do you get that inside the ice?" Well, I am going to shed some light on a few techniques that are used through out the industry.

the surface of the ice creating a channel in the shape of letters or images. These channels are then packed with clean, white snow, creating the contrast from the clear ice.

Sometimes, this technique is used from the back of the block while the reverse of the image is created. This is called a **reverse color fill**. Creating different layers of the logo allows for multiple colors to be used. The colors can be made out of a variety of things from sand or paint to gelatin. This process allows for great recreations that also add depth to the sculpture.

-Sean Leahy, Owner/ Sculptor

The most common way lettering or logos are created in ice is called a **snow filled engraving**. This is a process that uses a thin bit on a router or die grinder (both tools spin drill like bits at high speeds). These spinning bits are plunged into

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In addition to the two types of engravings, sometimes logos can be frozen into the ice as is shown in the base of the sculpture above. This allows for fine lettering and intricate color variations.

Frozen Feature

With **SXSW** right around the corner, there are sure to be a lot of corporate parties looking to impress their current and potential clients. With all of the new product releases, information sharing, and celebrating that will be taking place, there will be plenty of

branding options for these companies to explore. There is no better way to add that unique and memorable impact than an ice sculpture. *Please enjoy 10% off of any corporate logo/ SXSW party sculpture through Sunday March 18th.*

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