



On 13 January 2016, TIM presents its new logo. A simple, modern symbol that unites the solidity and size of Telecom Italia with the innovative personality that characterises TIM. The brand features a red icon representing a T and the white wordmark on a blue background. An iconic logo that adapts well to suit all uses (on-line, off-line). The design of the new logo is the result of a collaboration with Interbrand.

History of the TIM logo



The first real impact of mobile telephony on the Italian market dates to 1990 with the launch of the TACS network by the Telecom Italia Mobile Radio Services division.



The need for a dedicated image arose some years later, when Telecom Italia decided to position itself on the mobile market with a new identity. Thus, 1995 saw the birth of TIM (Telecom Italia Mobile) and its logo marked the move from the old image, connected with the tradition of telecommunications in the country, to an all-new one, connected with the innovation and dynamism of mobile telephony.

In visual terms, the link with the Telecom Italia brand is very clear: we find the red tetragram as a symbol of continuity in terms of guarantee and reliability. The grey font used makes way for blue.



In 1998, the “biscuit” took shape: the oval enclosing the pictogram and text, increasing the visual impact of the communication highlighted by the first slogan that accompanies it “La vita migliora” (Life gets better).



Just one year later, however (1999), a new claim was used “Vivere senza confini” (Living without borders) and communication firmly leverages the idea of the “freedom to communicate” anywhere, a freedom made possible by the innovations and rapidly-evolving services.

Telecom Italia S.p.A.

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These were years of exponential market growth and in this context, TIM leads the way with its coverage and firsts: from the first prepaid card to the first call on the GPRS network and the introduction of MMS into Italy.

In this period, new competitors also joined the market, gaining market shares with competitive offers and leveraging their originality. The TIM brand therefore also needed to bring in new features and launched a process of change that was set to make it more popular, extrovert and younger, including in the literal sense. A renewed strong advertising presence supported this evolution.

In 2004 the logo evolved: the font changed and the tetragram became a trigram.



In 2014, it was given a three-dimensional look, guaranteeing greater impact and digital appeal.

IL FUTURO FIRMATO
TELECOM ITALIA.



In 2015, the simplification and repositioning of the brand architecture began, thanks to which the fixed and mobile network brands flowed into a single brand that kept the reference to Telecom Italia in its endorsement.

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