



Key Issues

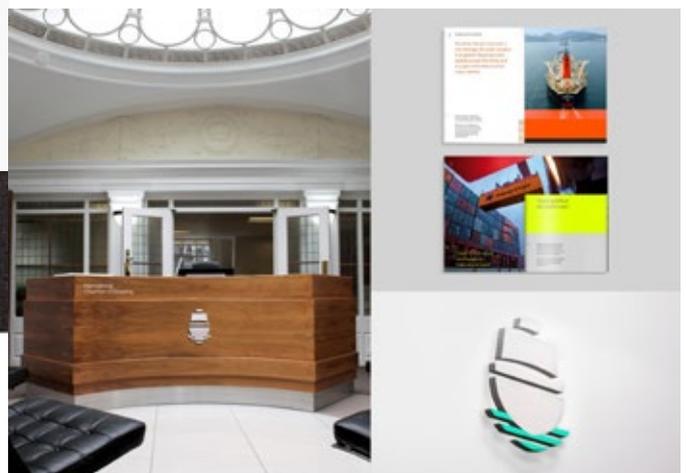
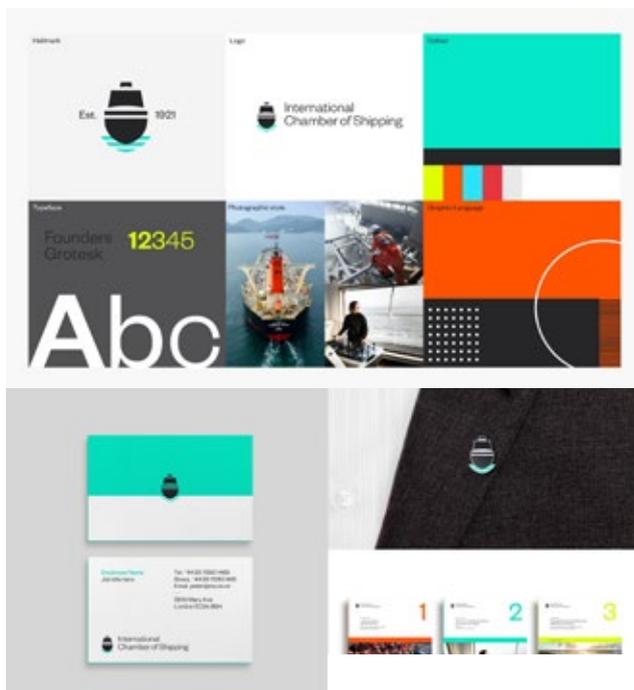
# Shaping the Future of Shipping – A New ICS Brand

As ICS approaches its centenary year in 2021, it will continue to strive, in co-operation with its member national associations, to shape the future of shipping.

Over the next few decades, new technologies and environmental challenges will completely transform shipping – a vital industry that moves the essentials of life and around 90% of global trade. Together with its member national shipowners' associations, representing over 80% of the world merchant fleet, ICS is working to help shape a vision for the future in which shipping will become ever more efficient and environmentally sustainable.

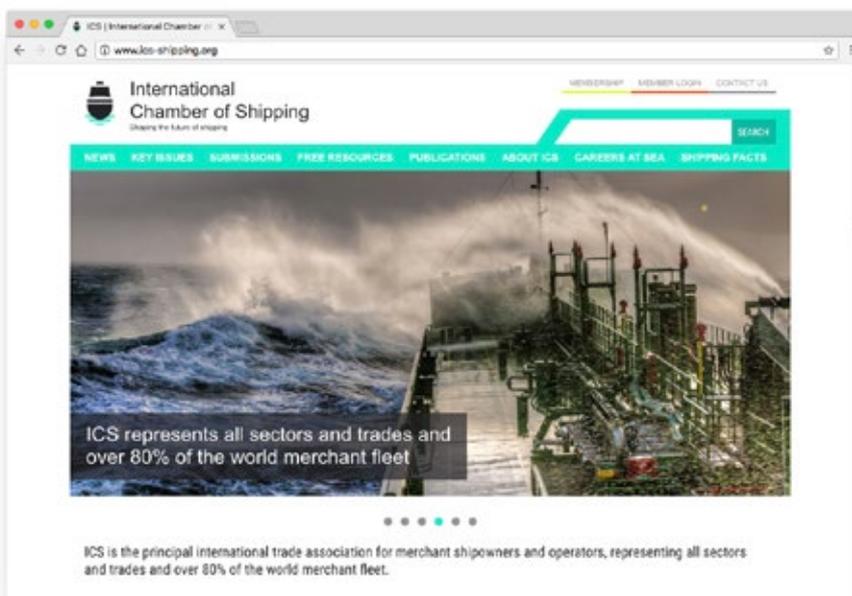
In September 2017, at the ICS International Shipping Conference in London, ICS Chairman, Esben Poulsen, launched an exciting new brand identity to better serve ICS's important role as the global industry's principal trade association.

The new ICS logo and brand have been developed with the assistance of the renowned international consultancy, Brand Union (now part of Superunion). Based on an update to the historic ICS logo, the fully refreshed brand pays homage to the iconic silhouette of a sailing ship that has been part of the ICS identity for nearly 100 years. Taking this heritage as a starting point, the symbol has been redrawn to be more contemporary in style, combining the hull of a modern cargo vessel with the sails of a traditional merchant ship.





The refreshed logo speaks of the larger shipping community with which ICS works on behalf of shipowners worldwide. The orientation has been rotated from profile to portrait making it stronger, prouder and more contemporary. The new brand identify also seeks to reflect ICS's role with a refreshed and vibrant colour palette, appropriate for a modern global trade association that represents one of the world's most dynamic industries.



As the voice of the global shipping industry, ICS will continue to influence all maritime policy developments which affect the interests of shipowners. ICS will do what it has always done best – representing the global industry with governments and maritime policy makers so that they fully understand the implications of their decisions.

To promote the new brand identity, ICS has produced a short film which can be viewed on the ICS website.