



International Chamber of Shipping

Shaping the Future of Shipping

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PRESS RELEASE

Shaping the Future of Shipping: ICS Launches New Brand

The International Chamber of Shipping (ICS) has used London International Shipping Week to launch a new brand identity, to better serve its important role as the global trade association for shipowners, representing national shipowners' associations from 37 countries and over 80% of the world merchant fleet.

Speaking from the British Library in London at the brand launch today, ICS Chairman, Esben Poulsen explained:

“Over the next 30 years, 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 our member national associations, we are working to help shape a vision for the future, in which shipping will become ever more efficient and environmentally sustainable. Our contemporary new brand seeks to reflect what we do with a refreshed and vibrant colour palette, appropriate to a modern global trade association that represents one of the world's most dynamic industries.”

He added “As the voice of the global shipping industry, ICS will continue to influence all maritime policy developments which affect the interests of shipowners. And we will continue to do what we always do best, helping governments and maritime policy makers understand the implications of their decisions, as we strive to shape the future of shipping.”

To promote the new brand, ICS has produced a short film which can be seen at https://youtu.be/n5_RbPlkBNA

Notes:

Based on an update to the historic ICS logo, the refreshed brand pays homage to the iconic silhouette of a sailing ship that has been part of the ICS brand for nearly 100 years. Taking this heritage as a starting point, the symbol has been

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redrawn to be more contemporary in its style, combining the hull of a modern cargo vessel with the iconic sails of a traditional merchant ship.

The refreshed logo aims to speak 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.

When combined with a refreshed vibrant colour palette that breaks from the commonly used blues of the industry, and a bold graphic style inspired by the language of shipping, the refreshed visual identity is one set to continue to shape the future of shipping for many years to come.

The new ICS logo and brand has been developed with the assistance of the international consultancy, Brand Union.

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