

# Don't take old signage into the new year

Update your ICBC Repair Network signage

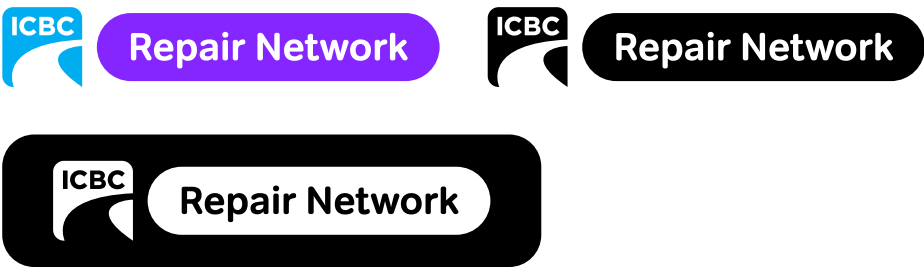


**✗ Outdated signage must be removed by April 1, 2026.**



This includes building exteriors, websites and any vehicle fleets.

**✓ A cohesive brand presence builds lasting trust.**



Consistent branding across all ICBC Repair Network facilities helps customers feel confident in the services they receive. It eliminates confusion, reinforces reliability and strengthens the trust customers have in you.

## What you need to know

### Putting up new signage

If you decide to put up new ICBC Repair Network signage instead of using a decal, be sure to plan ahead. It can take up to six months. Before you begin:

- Only use the logo files provided by ICBC and make sure the ICBC Repair Network logos are not changed or distorted in any way.
- Check your tenancy or leasehold agreement to see if it has any specific signage requirements.

- Check your city and/or municipality signage by-laws.
- Email artwork to [supplierprograms@icbc.com](mailto:supplierprograms@icbc.com) for approval prior to production.

Have a question? Reach out to your MD account services representative, or [check out our FAQ](#).

## Frequently asked questions

### Why are you asking for a logo change?

Our refreshed branding has been in place since 2021, following the launch of the Collision and Glass Repair Programs. These standards help you represent our trademarks correctly and provide consistent experience for our shared customers.

### What if I don't want to replace logos?

Repair facilities that use ICBC logos that don't comply with our current logo usage standards for the Repair Network may be subject to contractual consequences, including removal from the locator tool, movement to development rate and/or removal from the collision or glass repair program.

### Do I have to use the ICBC Repair Network logo?

No. Using the ICBC Repair Network logo is voluntary. If you decide to display a Repair Network logo, it must be the current version permitted by your contract with ICBC. The use of old trademarks, like the c.a.r. shop VALET or Glass Express logos, suggests to customers there are options that are no longer available to them.

### Do I need to get approval for any new ICBC Repair Network signage?

Yes. Email [supplierprograms@icbc.com](mailto:supplierprograms@icbc.com) with your signage artwork for approval before production and installation, even if you're moving or duplicating a sign.