



**April 14, 2026**

Hello everyone,

I'm writing to follow-up on our previous communications on the removal of outdated ICBC logos from all signage, digital platforms, and promotional materials.

I'm reminding you **the transition period for the ICBC Repair Network marketing refresh, first announced in 2021, has now come to an end** and I'd like to share some details on next steps.

### **Thank you for removing outdated logos**

Thank you to the facilities that removed or replaced outdated logos and updated to the new brand. Consistent signage strengthens trust and helps customers locate your business more easily. We appreciate your cooperation and value our ongoing partnership.

### **Logo removal audit**

For collision and glass repair facilities that have not yet removed or replaced outdated logos (including c.a.r. shop VALET, ICBC c.a.r. shop, Glass Express, the Repair Network logo released in 2020 or earlier logos), **ICBC teams will now begin reviewing both physical and digital assets** to ensure consistency and compliance with our brand standards. This includes:

- Building and office signage
- Digital assets including websites and social media profiles
- Any other publicly visible materials

If outdated logos are identified, your facility will be contacted with a timeline for completing the required updates. Facilities that do not meet these standards may be subject to consequences including removal from the locator tool, movement to a development rate and/or removal from the Collision or Glass Repair Program.



**If you have not yet removed or replaced outdated logos, we encourage you to do so now. Simply removing or covering old logos counts as compliance.**

Before replacing outdated signage, please reference the [ICBC logo usage standards for ICBC Repair Network](#), within the [Repair Network signage FAQs](#) for details on requirements.

**Questions? We're here to help.**

If you have questions, need support, or require access to the correct logo files, please reach out to your MD Account Services representative.

Thank you for your cooperation and for helping to ensure our brand is represented consistently and accurately across all channels.

Sincerely,

**Christian Bishop**

Manager, Supplier Programs and Administration