



New Brand Expression and Identity FAQs

What is ICSC?

ICSC is a member organization for the advancement of the Marketplaces Industry.

The Marketplaces Industry is made up of the places and spaces where people shop, dine, work, play and gather and is foundational and vital to communities and economies.

Why was ICSC rebranded?

The rebranding of ICSC is about more than our organization and it is much more than a logo change. It is about redefining who we are and, by extension, redefining the industry.

Our rebranding initiative is about reshaping what is traditionally called the shopping center or retail real estate industry. We are more than shopping centers and malls. Our goal is to reflect how ICSC, our members and the industry have evolved and to demonstrate the broad impact we have on commerce, communities and culture.

What is the Marketplaces Industry exactly?

The Marketplaces Industry is made up of the places and spaces where people shop, dine, work, play and gather – the commerce they drive and the communities they create. From shopping centers and malls to mixed-use centers and street-level storefronts, the Marketplaces Industry encompasses all that today's consumers require to live and thrive in their communities.

What does ICSC stand for?

Simply put, our name is ICSC and we are modernizing it with the tagline, Innovating Commerce Serving Communities. This allows us to fully represent the Marketplaces Industry and deliver the experiences and benefits to support our members in their vital roles as community builders, career developers, job creators and economy drivers.

Does that mean you are no longer the International Council of Shopping Centers?

International Council of Shopping Centers will remain our legal name to be used in formal legal documents only and will not be used externally. We will use the acronym ICSC along with the tagline Innovating Commerce Serving Communities in all marketing, communications and external relations.

Why did you keep the ICSC acronym?

The ICSC brand was built by our members and is 65 years strong and well known. We wanted to maintain and respect our history while establishing a bold new voice for our organization and our industry as they exist today.

What does the new logo represent?

ICSC's new brand identity is made up of dynamically connecting Cs to symbolize the ever-growing connectedness of commerce and communities, and the equal impact the industry – and by extension, ICSC – has on both.

Does this new brand impact my membership or my member benefits?

No, it does not. We remain 100 percent committed to delivering all the member benefits you expect from ICSC, including:

- access to the member directory
- dealmaking and networking events
- thoughtful and leading-edge content
- industry-leading and proprietary research
- professional development and certifications

Will ICSC events or event names change too?

We are excited to return to in-person events, and we are looking forward to seeing you. We will evolve our event content and names over time so that they align with the new ICSC brand.

Will the name of SCT change?

Yes, we are changing the name of SCT to reflect our new positioning and the evolution that has taken place in the industry. SCT will become Commerce + Communities Today or C+CT.

My ICSC member affiliation is in my email signature. Can I get a new one?

Yes, a full set of signature tags, virtual backgrounds and social media cards are available for download on [ICSC.com](https://www.icsc.com).

What about my chair/trustee/volunteer pins?

We are in the process of updating all ICSC branded pieces and you will receive new pins shortly.