

## Investment Company Institute Unveils New Logo

**Washington, DC, May 23, 2024**—Today, the Investment Company Institute (ICI) unveiled its new logo at its *Leadership Summit* in Washington, DC, marking the first update in 20 years to the visual representation of the organization.

“Our new logo features the tagline ‘*The Asset Management Industry—Serving Individual Investors*,’ conveying our mission of strengthening the asset management industry for the ultimate benefit of the individual investor,” said Eric Pan, ICI President and CEO. “The new logo uses the core design elements of ICI’s prior logo and makes it more modern and streamlined, paying homage to ICI’s 80-year history as the voice of the investment funds industry while also conveying ICI’s readiness to represent the industry into the future.”

“As we unveil our new logo today, we are excited to showcase a symbol that not only reflects our forward-thinking vision but also honors our rich legacy. This refreshed identity underscores our commitment to serving individual investors and supporting the asset management industry with integrity and innovation. We succeed by helping investors succeed,” remarked George Walker, ICI Chair and Neuberger Berman Chairman and CEO.



## Background

ICI is the leading association representing regulated investment funds. ICI's mission is to strengthen the foundation of the asset management industry for the ultimate benefit of the long-term individual investor. ICI's members include mutual funds, exchange-traded funds (ETFs), closed-end funds, and unit investment trusts (UITs) in the United States, and UCITS and similar funds offered to investors in other jurisdictions. Its members manage \$35.1 trillion invested in funds registered under the US Investment Company Act of 1940, serving more than 100 million investors. ICI also represents its members in their capacity as investment advisers to certain collective investment trusts (CITs) and retail separately managed accounts (SMAs). Members manage an additional \$9.1 trillion in regulated fund assets managed outside the United States.

After the passage of the Investment Company Act, fund industry leaders formed the National Association of Investment Companies (NAIC). In 1961, its name was changed to the Investment Company Institute. The logo has since been redesigned several times, most recently in 2004.

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