

# Diane Builds a Worldwide Brand

## Clear Channel Worldwide

### Situation:



In 2007 Clear Channel had acquired or merged with some 168 companies over 63 countries. The company had TV, Radio, Outdoor and Entertainment divisions. Mark Mays made the announcement that all the Clear Channel companies would transition to using the "Clear Channel" name and there would be a new logo developed for corporate wide use. This meant two divisions would change their name completely and two would undergo a logo / company mark transition. While SVP of Communications and Marketing for Clear Channel, Diane guided this process along with a group of creative and smart executives and artists. Diane kept the project on course and was responsible for the worldwide roll out.

### Reasons for the change, advantages of activation:

- To create the Clear Channel brand, one company – one name, one company
- To introduce employees to the company's vision including the original mission written by founder Lowry Mays
- To build employee buy-in for the new branding program
- To foster company morale, collaboration and teamwork

### Process:

Clear Channel artists and graphic designers were gathered to set specs and guidelines for the new market. Designs were vetted and approved by a committee of executives and artists. Final recommendations were made to Mark Mays (President) and Lowry Mays (CEO). The mark was selected, the color was chosen and the new "mark" was rolled-out throughout the world in all Clear Channel businesses.

Before	After
 <p data-bbox="305 1669 683 1730"><b>CLEAR CHANNEL COMMUNICATIONS, INC.</b></p>	 <p data-bbox="850 1570 1414 1640"><b>CLEAR CHANNEL</b></p>

## **Complete roll-out:**

The Clear Channel "C" mark is seen on thousands of billboards, company office buildings, venues and on radio station web sites all over the world. The Clear Channel mark, representing 49,000 employees and many businesses, is a recognizable mark by consumers, listeners and business people worldwide.