



Brand Guidelines

Creating the future of media

A Platform for **Brands**
& A Platform for **Good**

We have an approach with a difference. We care about our communities, the environment, and who and how we work with our partners. This is key to realising our bold vision of creating the Future of Media.

Underpinning this are our core values...

Freedom

Express local culture; embrace the entrepreneurial spirit; be part of a company of companies; create a local story.

Flexibility

Co-creation approach; bespoke, customised; value generating partnerships.

Fairness

Inclusive, celebrate difference and treat everyone fairly. Together we achieve extraordinary things.

Forward thinking

Insight driven; thought leadership; challenge convention.

Fast

Lead innovation and creativity. We are trusted advisors, agile decision makers who respond rapidly to customers' changing needs.

Fulfilling promises

Integrity plus; trustworthy, reliable; results driven.

Core Logo

Symbol

Wordmark



1



2



3



4



5



Clear Channel has a distinct logo identity, conveying a sense of clarity, authority, confidence and heritage.

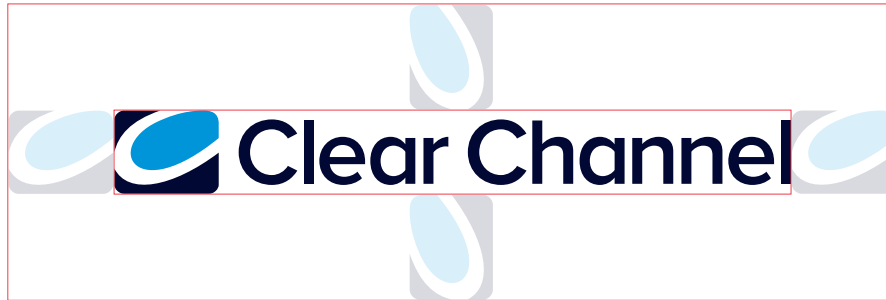
The artwork provided must not be modified, appended or recreated.

Which version do I use?

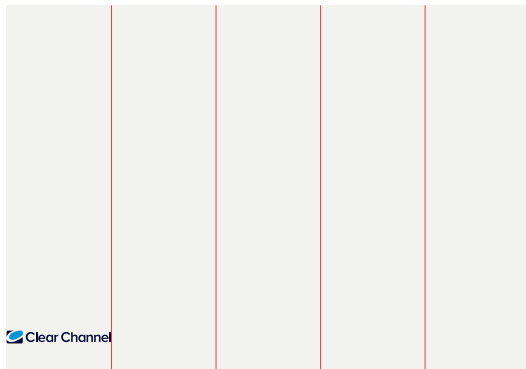
Artworks have been created for a range of common reproduction methods (CMYK, RGB and Pantone) and contexts (light and dark backgrounds).

Wherever possible the two colour logo should be used (1). Careful consideration should be taken when applying the logo over imagery (2/3) to ensure legibility remains strong. One colour versions of the logo are also available (3/4) for restricted colour contexts and a negative version of the logo can also be used on dark backgrounds (5).

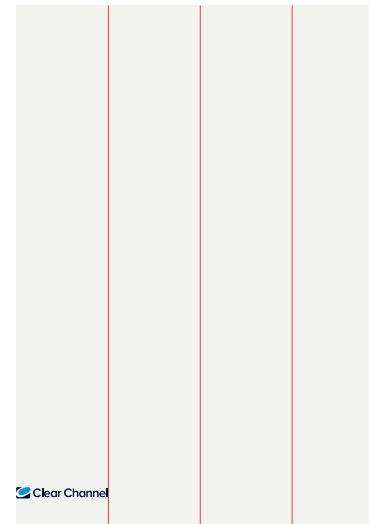
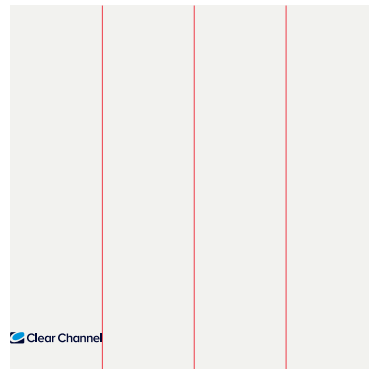
Core Logo



Landscape (A4) format
20% of total page width



Square and portrait (A4) format
25% of total page width



General rules for size by format

By using the percentages shown right, you should be able to quickly and easily to get the logo at the right size. The logo should then be positioned within your grid and checked to ensure it adheres to the clear space.

Treat the logo with respect

The Clear Channel logo should be highly visible and given room to breathe across all communications. The minimum clear space measurement is based on the width of the Clear Channel symbol which should be adhered to in all instances.

The logo should never be used smaller than 30mm total width.

Core Logo

1



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Be careful!

The official logo artworks should always be used – the logo must never be recreated.

You must not

1. Re-typeset or recreate any aspect of the logo artwork.
2. Stretch, distort or alter the logo artwork in any way.
3. Alter the size or position of the symbol or wordmark.
4. Change the relationship between dark and bright colours in the two colour version of the logo.
5. Use a colour in the logo that is not from the official Clear Channel palette.
6. Reproduce the logo in situations where legibility will be compromised.

Colour palette

Primary colours



Bright Blue
Pantone Process Blue
C100 / M20 / Y0 / K0
R0 / G153 / B216
HTML 0099D8



Dark Grey
Pantone Cool Gray 11
C44 / M34 / Y22 / K78
R50 / G54 / B63
HTML 32363F



Black
Pantone Process Black
C100 / M100 / Y100 / K100
R0 / G0 / B0
HTML 000000



White
-
C0 / M0 / Y0 / K0
R255 / G255 / B255
HTML FFFFFFFF

Secondary colours



Bright Aqua
Pantone 3115
C70 / M0 / Y20 / K0
R0 / G198 / B215
HTML 00C6D7



Bright Green
Pantone 376
C60 / M0 / Y100 / K0
R114 / G191 / B68
HTML 72BF44



Bright Yellow
Pantone 7406
C0 / M20 / Y100 / K0
R255 / G203 / B5
HTML FFCB05



Bright Orange
Pantone Orange 021
C0 / M70 / Y100 / K0
R255 / G88 / B0
HTML FF5800



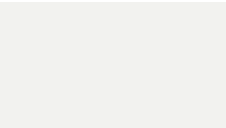
Bright Red
Pantone 1787
C0 / M90 / Y70 / K0
R239 / G63 / B74
HTML EF3F4A



Bright Fuschia
Pantone 2395
C15 / M95 / Y0 / K0
R207 / G44 / B145
HTML CF2C91



Bright Purple
Pantone 2587
C50 / M80 / Y0 / K0
R142 / G82 / B161
HTML 8E52A1



Pale Grey
Pantone 7541
C0 / M0 / Y2 / K5
R242 / G242 / B242
HTML F2F2F2



Dark Blue
Pantone 303
C100 / M65 / Y0 / K85
R0 / G4 / B52
HTML 000434



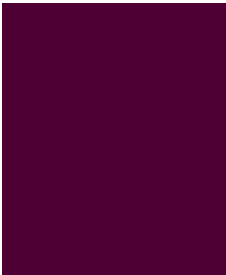
Dark Aqua
Pantone 3165
C100 / M17 / Y33 / K66
R0 / G70 / B81
HTML 004651



Dark Green
Pantone 350
C80 / M22 / Y80 / K70
R0 / G65 / B36
HTML 004124



Dark Crimson
Pantone 7421
C18 / M100 / Y42 / K70
R90 / G0 / B36
HTML 5A0024



Dark Pink
Pantone 690
C30 / M100 / Y10 / K70
R80 / G0 / B53
HTML 500035



Dark Purple
Pantone 2695
C90 / M100 / Y5 / K55
R35 / G2 / B78
HTML 23024E



Mid Grey
Pantone 7544
C15 / M0 / Y0 / K45
R137 / G150 / B160
HTML 8996A0

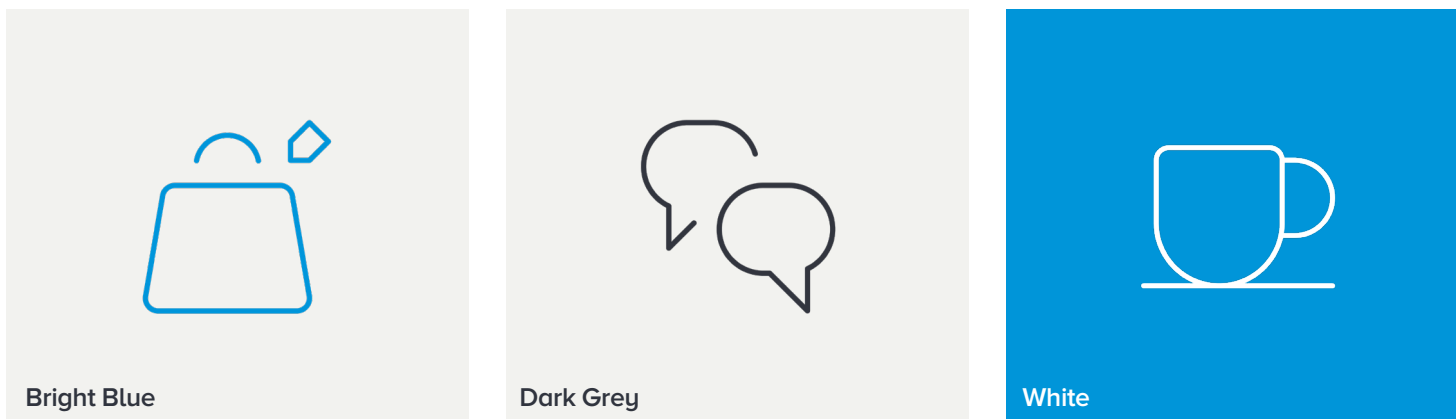
Introducing colour

The colour palette has been designed around pairs of bright and dark colours. The logo itself is constructed from the dark and bright blues. The palette provides a range of opportunities to create striking and vibrant designs, whilst still offering neutral combinations.

Use of Colours



Icons



Core colours

All Clear Channel branded items should use Bright Blue as the predominant colour, with White, Dark Grey and Pale Grey where necessary. Accents of other colours from our palette may be used where relevant and only if they compliment the main palette.

Dark Grey should be the predominant colour used for body copy, with Bright Blue as more of a highlight for links and main headings.

Websites

The websites should follow the same core colours, as mentioned above.

Icons

Blue or Dark Grey should be used on lighter backgrounds and White on Bright Blue or darker backgrounds.

All icons should be taken from our icons pack, available [here](#).

Extrabold weight
Bold weight
Semibold weight
Regular weight
Light weight
Thin weight

[illegible]

Proxima Nova Alt does not support a full extended language support set. If you find characters missing please revert to the standard Proxima Nova, which includes support for the following:

English, French, Spanish, Portuguese, Basque, German, Swedish, Norwegian, Danish, Finnish, Icelandic, Czech, Polish, Hungarian, Croatian, Esperanto, Maltese, Turkish, Romanian, and Albanian.

Use of Typefaces

Headings

Semibold weight

Light weight

Thin weight

Body copy

Regular weight

Light weight

Visual differences in headings

1

Colour
difference

2

Weight
difference

3

Size
difference

General use

For printed and digital designs (other than the website), headings should seek to use the Semibold, Light or Thin weight of Proxima Nova Alt, depending on the size. No more than two weights should be used at any one time.

Capitals can be used sparingly, namely for sub-headings and secondary headings such as product names or title slides.

Body copy should use Regular as standard, unless printing large-scale items, in which case the Light weight can be used.

In every instance, judgement should be used to determine the weight required, to develop visual consistency across all materials.

When creating a visual difference in a heading, you should change only one of the following; font colour (1), font weight (2) or font size (3).

Website use

The Light weight should be used for all headings and large explainer copy.

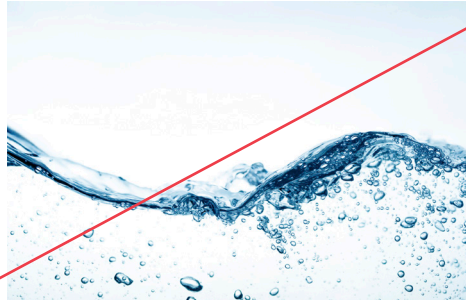
All body copy should be in Regular.

Use of Photography

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When using photography, every effort should be made to stick to a consistent style across projects.

Stock Imagery is permitted, but should fit alongside our own photography (1) and not be a different style (2) or look like it's come straight from a stock website (3).

Avoid using colour filters (4) - Black, White or Dark Grey can be used as a subtle overlay if an image is too dark/light when overlaying copy (5). Imagery should be original colour, no saturation/filters applied (6).

Ensure all photography is clear and makes sense to the viewer eg. it's relevant and not too abstract.

Website use

Always ensure a consistent size is used for imagery across the website, based upon the area it will be shown. If a single image is to be used in multiple places, ie. the Resource Centre and as a header image on another page, you may be required to make different sizes to accommodate this.