

New Brand Architecture

CBC/Radio-Canada French Services

CBC  Radio-Canada

Corporate Brand

 Radio-Canada

French Service's
Corporate Brand



June 5
becomes
→

 ICI RADIO-CANADA

Represents French
Services



August 9
becomes
→

 ICI RADIO-CANADA PREMIÈRE



September 9
becomes
→

 ICI RADIO-CANADA TÊLÈ

August 19
begin
→

 ICI ACADIE

 ICI ALBERTA



October 2013
becomes
→

 ICI RADIO-CANADA.CA



December 2013
becomes
→

 ICI artv



December 2013
becomes
→

 ICI EXPLORA



January 2014
becomes
→

 ICI RDI



February 2014
becomes
→

 ICI TOU.TV



TBD
becomes
→

 ICI musique



TBD
becomes
→

 ICI.mu