



CLEARION

Simply Transformational

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Clearion Unveils New Brand Image

Atlanta, GA—Clearion, a leading provider of seamlessly integrated, end-to-end technology solutions for utility, telecom, gas and rail companies worldwide, today introduced the company’s new logo and tagline. The new brand identity more accurately reflects the critical, dual-natured role the company plays in today’s marketplace: managing complexity with ease.

Clearion helps customers to radically transform the way in which they manage their businesses—while ensuring their solutions are simple to implement, quick to deploy and easily adaptable to future needs. Building from their flagship vegetation management solutions for utilities, Clearion has expanded its presence across other utility and infrastructure industries—including telecom, gas and rail—by becoming a robust yet adaptable solution for complex design, construction and maintenance work processes.

“The evolution of our brand identity showcases Clearion as an advanced and influential technology company at the center of a rapidly evolving business environment,” said Chris Kelly, Senior Vice President, Clearion. “Our solutions solve complex process challenges by combining our powerful work management engine with the world’s leading geospatial platform to fully connect and coordinate tasks and roles across multiple departments and subcontractor entities. This provides greater control, visibility and management to streamline operations, provide real-time tracking, enable rapid decision making, and ultimately reduce costs. The reinvention of our logo symbolizes our commitment to innovation and continued success of our customers.”

Clearion’s new logo represents the company’s multi-dimensional business model and also serves as a reminder to view each business engagement from many perspectives. The lines that surge through the logo characterize data flowing through a network to multiple end points but also visually conform to poles and towers, transportation networks or branches on a tree.

In conjunction with the launch of its new logo, Clearion has introduced the tagline “Simply Transformational.” Laura Ribas, Director of Marketing, explains that the company’s new tagline reflects the ease of partnering with Clearion while achieving unparalleled results. “Gone are the days of multi-year deployments. With Clearion, our customers can enjoy real business benefits faster than ever, and the flexibility of our solutions allows them to continually innovate year after year. We make it easy to get started with quick wins, and we make it easy to keep improving.”



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About Clearion: Clearion is a leader in end-to-end technology solutions designed to help companies radically transform their work environments, strengthen communication among work groups and serve their customers more effectively. Clearion works with leading utility, telecom, gas and rail companies across the globe to solve complex operational challenges—and provide highly innovative, yet easy-to-deploy, solutions to aid in the design, construction and maintenance of utility assets and large scale infrastructure. Clearion is a Gold Tier member of the Esri Partner Network and a sister company of Lewis Tree Service, one of the largest utility vegetation management companies in North America. Learn more at clearion.com.