



### AMD Does Some Fabricating of Its Own for Local Metal Shop

When it came time to consider a more aggressive marketing strategy, Spokane Valley metal fabricators Hydrafab Northwest realized they needed more than just a brochure. So they turned to frequent client Anderson Mraz Design. The two firms have collaborated in the past on a number of projects, including work for Avista and Itron.

“It became an exercise in re-evaluating their brand,” said CK Anderson, principal and creative director at AMD. “The experts at Hydrafab work at a level that simply wasn’t being expressed with their previous communications pieces. Our job was to infuse the brand with the level of professionalism their customers have come to expect.”

“Ultimately, we were looking to refresh our image – to adopt a more professional look,” explained Hydrafab president Chris Henjum. “We also needed a much stronger online presence.”

AMD designed several branded elements for Hydrafab, including a new logo, a stationery system, a brochure and product sheets, and a new website.

Being a part of the creative process was enjoyable, according to Henjum. “Working from concept through to the final result on all these projects was easy, painless, and seamless to execute,” he said.

Formed in 1988, Anderson Mraz Design is a Spokane, Washington-based marketing and communications design group operating in local, regional, and national markets. The firm offers expertise in all areas of branding across a diverse and widespread client base, with services that include consulting, planning, and strategic development, as well as deliverables that range from corporate identity to advertising, from website development to environmental graphic design.

For more information, please visit [am-design.com](http://am-design.com).



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