



Brand Standards for Global Software Firm

In order to integrate its domestic and international offices through a single unifying corporate message, look, and feel, Itron teamed up with Anderson Mraz Design to create a comprehensive set of brand standards. Itron, headquartered in Spokane, Washington, is a leading global solutions provider and knowledge source for collecting, analyzing, and applying electric, gas, and water usage data.

A daunting task for any company, Itron's reach made the assignment even more so. With offices scattered around the globe – including The Netherlands, Qatar, and Taiwan – establishing an easy-to-use tool to protect, present, and keep the Itron brand consistent across all of its various applications was AMD's primary task.

Following an initial audit to assess Itron's needs, AMD provided the direction needed to establish guidelines governing everything from advertising to collateral to packaging to proposal systems – enabling Itron employees and business partners to produce brand-compliant materials efficiently and accurately.

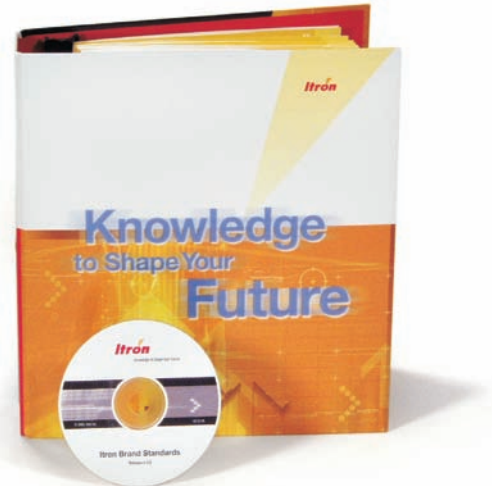
"Itron's brand standards are not only about maintaining consistency; they also provide a measure of self-sufficiency," said AMD associate and senior designer Shirlee Bonifield. "Now each individual responsible for creating marketing materials can do so without getting caught in an approval traffic jam."

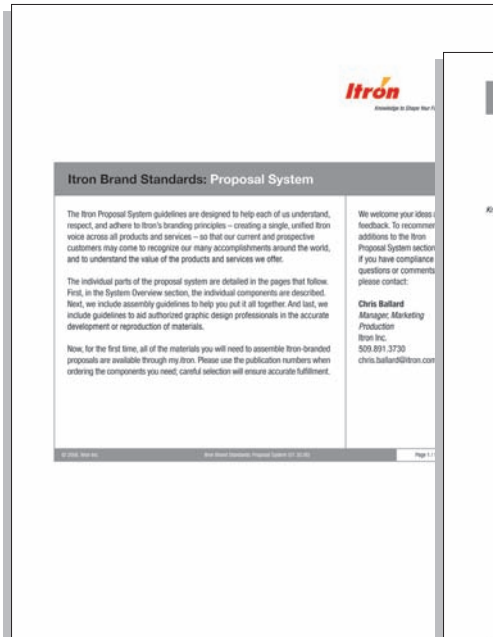
The initial result, released in March 2005, was a 93-page publication. Updated in early February 2006, the book has more than doubled in size – with plans for yearly updates to keep it current.

"A strong brand is one of Itron's most vital strategic assets and a primary source of our competitive advantage," added Chris Ballard, Itron's Marketing Production Manager. "In a world where our customers are confronted with more and more choices, a strong brand enables us to distinguish ourselves and make an emotional connection with our customers.

"That's where these brand standards come in. They help us clearly communicate our message to our customers, stakeholders, and prospects around the globe with a single voice and unified vision – enabling us to grow stronger and even more successful in the years to come."

Founded in 1988, AMD is a full-service, multidisciplinary design firm. The company's primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design. For more information, visit www.am-design.com.





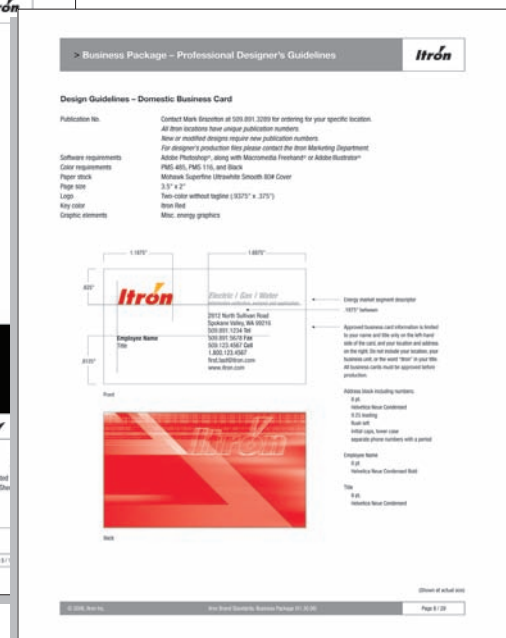
Section Introduction



Identity Guidelines



Assembly Guidelines



Designer's Guidelines