



With Redesign, Avista’s Lobby Warms to Visitors

Entering Avista Corp.’s headquarters, visitors are now welcomed by a receptionist. Historical and topical imagery complements a warmer color palette; customer areas such as bill-paying and information are segmented and privatized.

It’s all part of the energy company’s recent lobby refresh, completed earlier this year by Anderson Mraz Design and Avista’s marketing, communications, and facility teams in conjunction with the main entry improvement master plan.

“Avista simply realized that its lobby was underperforming,” said CK Anderson, AMD principal and creative director. “The space felt dated, and needed more warmth to better capture the company’s philosophy of customer satisfaction – and to communicate and reinforce its ongoing customer marketing initiatives.”

AMD’s design approach, he added, allows for the refreshing of messaging and graphics as needed.

“It’s really a reflection of our long-standing commitment to our customers and the communities we serve,” said Dana Anderson, senior marketing manager at Avista. “As our design partner, AMD created a solution that not only represents who Avista is, but, more importantly, helped create an environment in which our customers and visitors feel comfortable and at ease.”

Formed in 1988, AMD is a communications design group operating in local, regional, and national markets. The company’s primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design across a diverse and wide-ranging client base. For more information, visit www.am-design.com/egd.php.

