



AMD Helps Brand Itron’s Company Headquarters

At Itron’s new corporate headquarters in Liberty Lake, visitors and employees alike are treated to an enlivening and engaging experience, thanks to a collaboration between the company’s in-house marketing team and Anderson Mraz Design. Itron, the world’s leading provider of metering, data collection, and utility software solutions, moved into the former Telect facility in the fall of 2006.

“When Itron purchased their new building, we were assigned two tasks,” said CK Anderson, founding principal and creative director at AMD. “First, to create a state-of-the-art Knowledge Center – a space dedicated to showcasing the company’s product and service offerings. Second, to infuse the Itron brand within and around the facility.”

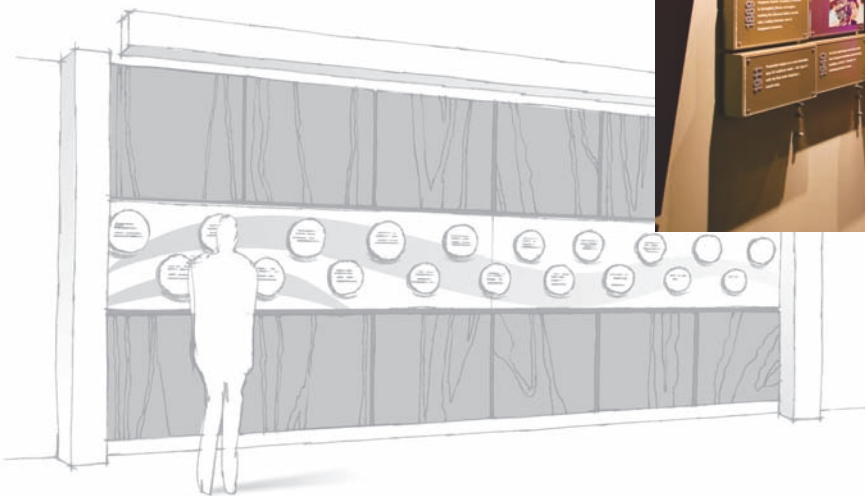
Having worked with Itron since 2000, noted Anderson, AMD knew the importance of capturing Itron’s history, expertise, and leadership position in the global marketplace.

“The Knowledge Center is a unique place where Itron’s brand, vision, and technology all mesh with the needs of our customers,” said Tim Wolf, strategic marketing manager for Itron. “Working with Anderson Mraz Design, we were able to push the envelope of experiential marketing and environmental design to a new level, creating a space that’s both informative and inspiring.”

Itron has always taken brand stewardship very seriously, according to Anderson, and, as such, have very high expectations. “Partnering with their talented group,” he added, “led to successful results throughout the company’s headquarters.”

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 the new www.am-design.com.

Company Milestones





Itron
Corporate HQ
Liberty Lake, WA



Knowledge Center



Facility Murals & Interior Signage

