

# integrated solutions

itron inc.



Headquartered in Liberty Lake,  
Washington, Itron is the  
world's leading provider of  
metering, data collection, and  
utility software solutions.

*"A strong brand is one of Itron's most vital strategic assets and a primary source of our competitive advantage."*

Nearly 8,000 utilities around the world rely on Itron to deliver the knowledge they require to optimize the delivery and use of energy and water. Since 2001, AMD has worked extensively with Itron's marketing and in-house design departments in the development of several brand initiative solutions, repositioning Itron in the marketplace and conveying

their expanded capabilities and value proposition.

primary source of our competitive advantage," says 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."

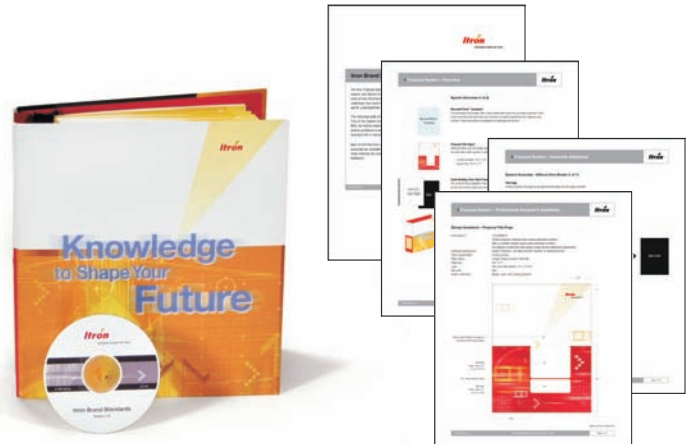
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## identity

In order to integrate its domestic and international offices through a single unifying corporate message, look, and feel, Itron teamed up with AMD to create a comprehensive set of brand standards.

Following an initial audit to assess Itron's needs, guidelines were established to govern 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 help the company clearly communicate its message to customers, stakeholders, and prospects around the globe with a single voice and unified vision – enabling it to grow stronger and even more successful in the years to come.



## print collateral

With the fulfillment of Itron's re-branding effort in 2001, the company needed to implement its new identity across a growing array of printed marketing materials. AMD responded with a hierarchy of collateral pieces whose design was starkly different from the technology-oriented look and feel of earlier publications. A more vibrant color palette and dynamic graphics gave the impression of energy and movement; candid portraiture put a human face on the company.

Beginning with a series of brochures that addressed Itron's capabilities, solutions, and product offerings, and following them with presentation pocket folders and spec sheets, the new look extended to corporate literature, direct response campaigns, and international print pieces.



## packaging

With four locations around the U.S. manufacturing product software – and packaging it differently – Itron set out to implement brand consistency. After a year of development working with Itron’s teams, AMD was able to consolidate Itron’s packaging fulfillment process while providing a flexible packaging system that allowed customization across its water, gas, and electric software offerings.

By ensuring uniformity in all packaging components, Itron was able to extend brand awareness to the back end of the sale, enforcing the perception of real value and validating its customers’ significant investment. Itron’s software packaging system provides not only a unified brand message across all channels, but also a more simplified, streamlined fulfillment process.



## website & multimedia

Itron and AMD teamed up to produce two short films featuring customer installations and testimonials to convey success stories. Both the “Vision” and “Water” campaigns were conceived, written, produced, filmed, and edited by AMD with a team of Spokane-based collaborators. Each film was designed to raise awareness rather than present a hard sell to the viewer; each has since been re-purposed for use on Itron’s website, at trade shows, and during its annual Users’ Conference.

Carrying this look and feel forward to Itron’s product software, AMD created an animated introduction that led to a user-friendly and intuitive software installation screen – as well as the “Brand Aquarium,” a nine-minute animated feature for trade shows and product demonstration rooms.



## environmental graphic design

When Itron moved to its new corporate headquarters, AMD was tasked with finding ways to communicate Itron’s brand throughout the facility – for both employees and visitors.

Foremost among these efforts is Itron’s Knowledge Center, a space dedicated to showcasing the company’s product and service offerings. The high-tech, high-touch space features multimedia capabilities and hands-on product demonstrations, helping Itron make a strong, meaningful connection between its technology and the business challenges its customers face.

AMD was also responsible for developing interior wayfinding and signage for the facility, as well as a series of wall murals representing different interpretations of Itron’s tagline: Knowledge to shape your future.

