



# Logo Guidelines

# logo

Our logo is the most recognizable and important element of our brand. It is our stamp of approval. It is our signature of authenticity, a symbol of all that we work for and towards. Respect this mark and be sure to never stray from the logo treatment guidelines.

If you are unsure of a logo application please ask Brian Rounds.  
brian.rounds@itron.com - 509.891.3760.

**This is an extremely valuable asset. You are a trusted steward.**

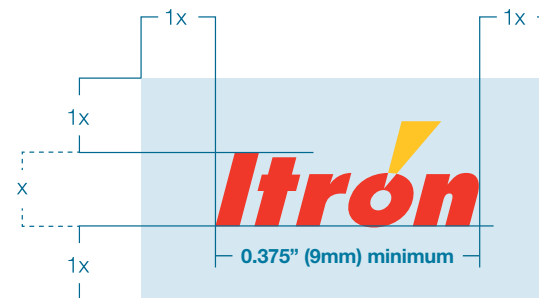


## THE LOGOTYPE

This is the approved, official Itron logotype. No other renderings, formats or versions are acceptable. Only approved electronic artwork should be used to reproduce the logotype.

## CLEAR SPACE

When applying the logotype, it is essential to leave a measured amount of clear space around the logotype to maintain optimum readability. Always maintain at least a minimum of 1X of breathing room around the logotype. Keep this area clear of other elements such as text, rule lines, and page edges.



## COLOR OPTIONS

Shown here are the only approved color options for the logotype. The Itron logotype may not be reproduced in any other color.



**Full Color:** This is the preferred treatment of the logotype.



**Monochrome Black**



**Monochrome Red**

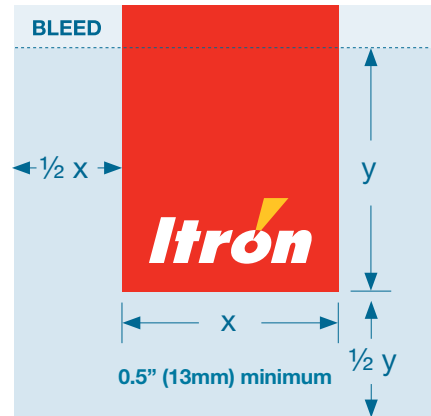


## THE “RIBBON”

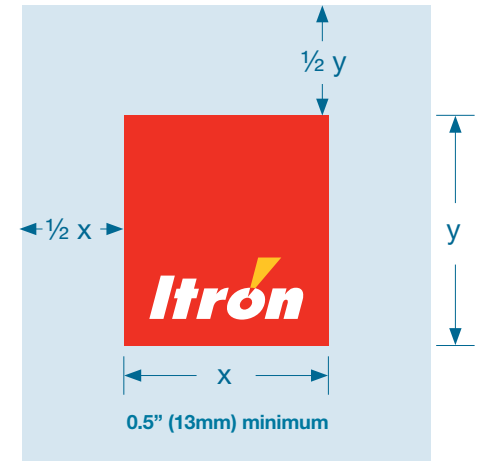
This new treatment protects the Itron mark whenever it’s used in advertising or collateral with colored or photographic backgrounds. It also serves to reinforce red as our core brand color and provide additional visual emphasis. Emotionally, the ribbon acts as a bookmark of sorts, denoting quality and creating stopping power.

## RIBBON USAGE STANDARDS

The ribbon can be bled off the top edge of the composition, or used as an independent element. Minimum clear space requirements are described below.



**Bleed (recommended):** to be used in applications where printing with bleeds is technically possible or advised.



**Independent:** to be used in applications where printing with bleeds is not technically possible or advised.

## COLOR OPTIONS

Alternate color versions of the ribbon treatment may be used in different production scenarios.



Monochrome Red



Monochrome Black

## BACKGROUND PLACEMENT

The ribbon can be used on many types of backgrounds. To maintain proper legibility, the following guidelines should be observed:



**Color contrast:** ensure proper contrast between the ribbon and the color background.



**Photography:** ensure proper contrast and photo composition.

LOGOTYPE AND RIBBON APPLICATIONS



Collateral	●	Used as support branding.
Signage	Used as support branding.	●
Exhibitions	●	●
Print Advertising	●	Used as support branding.
Digital Advertising	●	Used in smaller ad units.
Packaging	●	One-color applications such as shipping boxes.
Software	●	Used on secondary screens
Online Applications	●	Used as support branding.
Presentations	●	Used as support branding.
Apparel	Used as appropriate.	●
Product Marking		●

# logo

## co-branding

These co-branding guidelines illustrate the correct usage of the Itron corporate identity as it appears in partnership relationships when producing collateral materials, print ads, logo wear and trade shows, etc. If a specific example is not covered please consult a graphics person in Marketing for information or approval.

Please note that all of the examples shown in these guidelines use either the regular Itron logo or the ribbon logo. In either use the clear area is the key.

# logo

## co-branding design principles

### **Clear Space**

When the Itron logo is presented with another mark, please follow the minimum clear space guidelines outlined on pages 3 and 4 of this document. If possible, allow for additional clear space between co-branded logos so that each appears as an impactful and individual element within the application.

### **Optical Size**

Because every logo is different, co-branded logos should be sized based on their weight (density) as well as by their size (measurement). Optically, the Itron logo should have as much presence as Partner logos.

### **Central Axis Alignment**

When co-branded logos are optically sized, they may not share precise points of alignment (such as a common baseline). Co-branded logos should always align to a central axis. This axis may be horizontal or vertical, based on the arrangements.





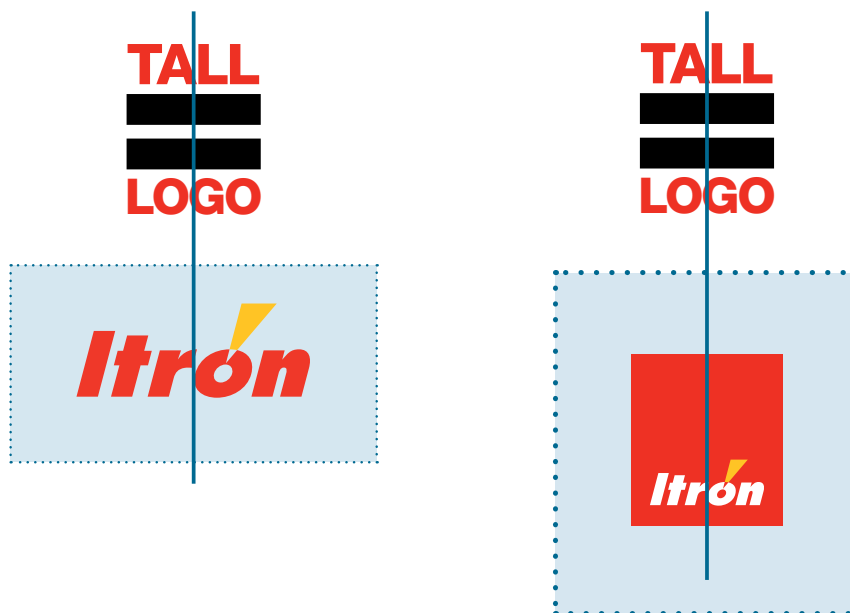
# logo

## co-branding side by side

Whether the logo is tall, wide or boxy, this example demonstrates co-branding with a logo that is vertical in weight or orientation. When the Itron logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Itron logo and Partner logos should correspond in density. Logos should always align along a central axis (in this example, the alignment follows a horizontal axis).

Note that certain co-branded layouts may benefit from additional clear space.



# logo

## co-branding stacked

Whether the logo is tall, wide or boxy, this example demonstrates co-branding with a logo that is vertical in weight or orientation. When the Itron logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Itron logo and Partner logos should correspond in density. Logos should always align along a central axis (in this example, the alignment follows a vertical axis).

Note that certain co-branded layouts may benefit from additional clear space.

## logo co-branding, collateral materials - Brochure



# CENTRON<sup>®</sup>

Residential Meter

As the energy industry evolves, utilities and consumers alike are re-examining the way electricity is marketed, measured and purchased. With change affecting every part of the industry, shouldn't you take a closer look at how electricity will be measured at every point along the way?

The CENTRON meter brings you the first true breakthrough in measurement for the residential market in over a century. With this solid-state meter, Itron presents a platform for residential metering with the flexibility to adapt as your needs expand and change.

**Today's Choice, Tomorrow's Power**

While the electromechanical meters you have in the field have always provided reliable, dependable service, many have been in service for decades and replacement parts are getting harder to find. Plus, there's a growing need to equip meters for automated reading to help lower operational costs and improve accuracy. The CENTRON meter provides utilities with an exceptional platform for the future at a cost that makes sense for today's residential market. Its technology and components match residential needs, while addressing reliability, serviceability and investment cost considerations. What's more, the CENTRON meter is adaptable

enough to allow you to meet the business challenges of the future.

Take a closer look at the CENTRON meter and discover the features — and the flexibility — that are perfect for the present and ready for the future.

- » Single phase, solid-state platform
- » Simplified register changes
- » Interchangeable communication personality modules
- » Rapid response to specialized needs from Itron
- » Improved performance characteristics
- » Informative developer's kit provides tools that allow rapid customization
- » Lowest starting watts and watts loss in the industry

**AMR Made Easy**

Start with the CENTRON base meter as your platform for the future's AMR solutions. Its two-part design and well-documented interface are engineered

to allow easy implementation of new communication personality modules that simply snap into the base measurement module.

The metrology board, located in the base portion of the meter, is developed on the Hall Sensor theory and contains the calibration information for the CENTRON meter. The calibration information remains intact while optional modules can be added or upgraded. The metrology board provides the watt-hour pulses, frequency, power direction indication and voltage to the attached personality modules. This flexible format allows communications and other register functions to be separated

ITRON PARTNER



PRODUCT

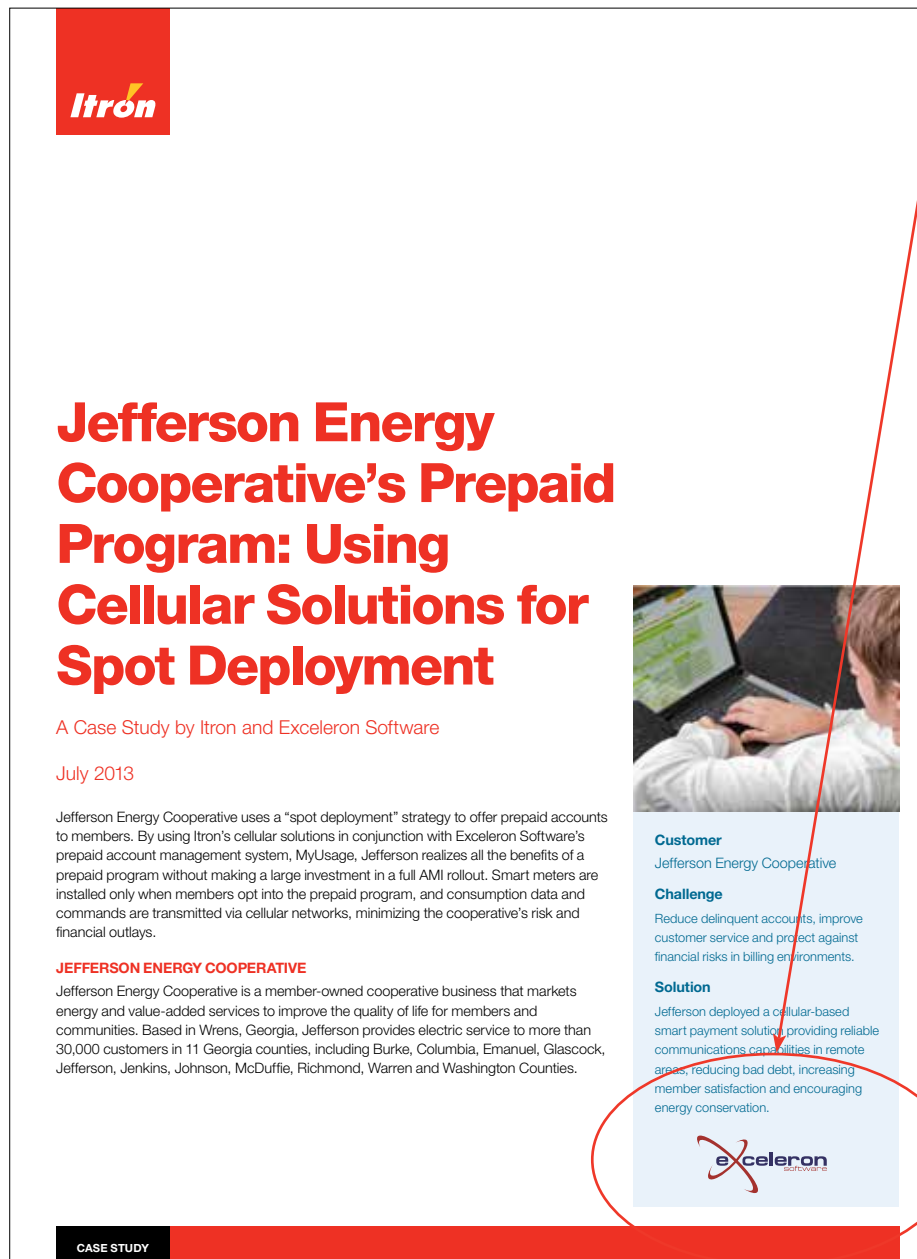
knowledge to shape your future

For brochures, specification sheets, case studies and white papers we identify our Itron Partners or co-branding opportunities in the blue shaded box indicated in the sample to the left. You can list one partner or expand the box to view multiple partners. When placing partners logo's in this area we need to make sure we are following their brand standards for possible "clear area" around their logo and size specifications.

Placement of the partner logo from the side and bottom margins are determined by a marketing designer. It may shift slightly due to the background artwork.

The specifications for this box are part of a template in Adobe InDesign that Marketing can provide.

## logo co-branding, collateral materials - Case Study



**Itron**

# Jefferson Energy Cooperative's Prepaid Program: Using Cellular Solutions for Spot Deployment


A Case Study by Itron and Exceleron Software

July 2013

Jefferson Energy Cooperative uses a "spot deployment" strategy to offer prepaid accounts to members. By using Itron's cellular solutions in conjunction with Exceleron Software's prepaid account management system, MyUsage, Jefferson realizes all the benefits of a prepaid program without making a large investment in a full AMI rollout. Smart meters are installed only when members opt into the prepaid program, and consumption data and commands are transmitted via cellular networks, minimizing the cooperative's risk and financial outlays.

**JEFFERSON ENERGY COOPERATIVE**

Jefferson Energy Cooperative is a member-owned cooperative business that markets energy and value-added services to improve the quality of life for members and communities. Based in Wrens, Georgia, Jefferson provides electric service to more than 30,000 customers in 11 Georgia counties, including Burke, Columbia, Emanuel, Glascock, Jefferson, Jenkins, Johnson, McDuffie, Richmond, Warren and Washington Counties.



**Customer**  
Jefferson Energy Cooperative

**Challenge**  
Reduce delinquent accounts, improve customer service and protect against financial risks in billing environments.

**Solution**  
Jefferson deployed a cellular-based smart payment solution, providing reliable communications capabilities in remote areas, reducing bad debt, increasing member satisfaction and encouraging energy conservation.

**exceleron**  
SOFTWARE

CASE STUDY

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# logo co-branding, collateral materials - White Paper

**Itron**

## Implementing Prepaid Utility Programs Without Full AMI Implementation: Four Advantages of Using Cellular Spot Deployment

A White Paper by Itron and Exceleron Software

Co-branding sponsor level to go



WHITE PAPER

For brochures, specification sheets, case studies and white papers we identify our Itron Partners or co-branding opportunities in the blue shaded box indicated in the sample to the left. You can list one partner or expand the box to view multiple partners. When placing partners logo's in this area we need to make sure we are following their brand standards for possible "clear area" around their logo and size specifications.

The specifications for this box are part of a template in Adobe InDesign that Marketing can provide.



## logo co-branding, advertising



For advertisements we prefer to place any co-branding or partner logos in the opposite corner or straight below our logo, toward the bottom of the page as indicated in the sample on the left. When placing partners' logos in this area we need to make sure we are following their brand standards for possible "clear area" around their logo and size specifications.

Placement of the partner logo from the side and bottom margins are determined by a marketing designer. It may shift slightly due to the background artwork.

## logo co-branding, poster/rollup banner



For posters and rollup banners we prefer to place any co-branding or partner logos in the opposite corner or straight below our logo, toward the bottom of the page, as indicated in the sample on the left. When placing partner's logos in this area we need to make sure we are following their brand standards for possible "clear area" around their logo and size specifications.

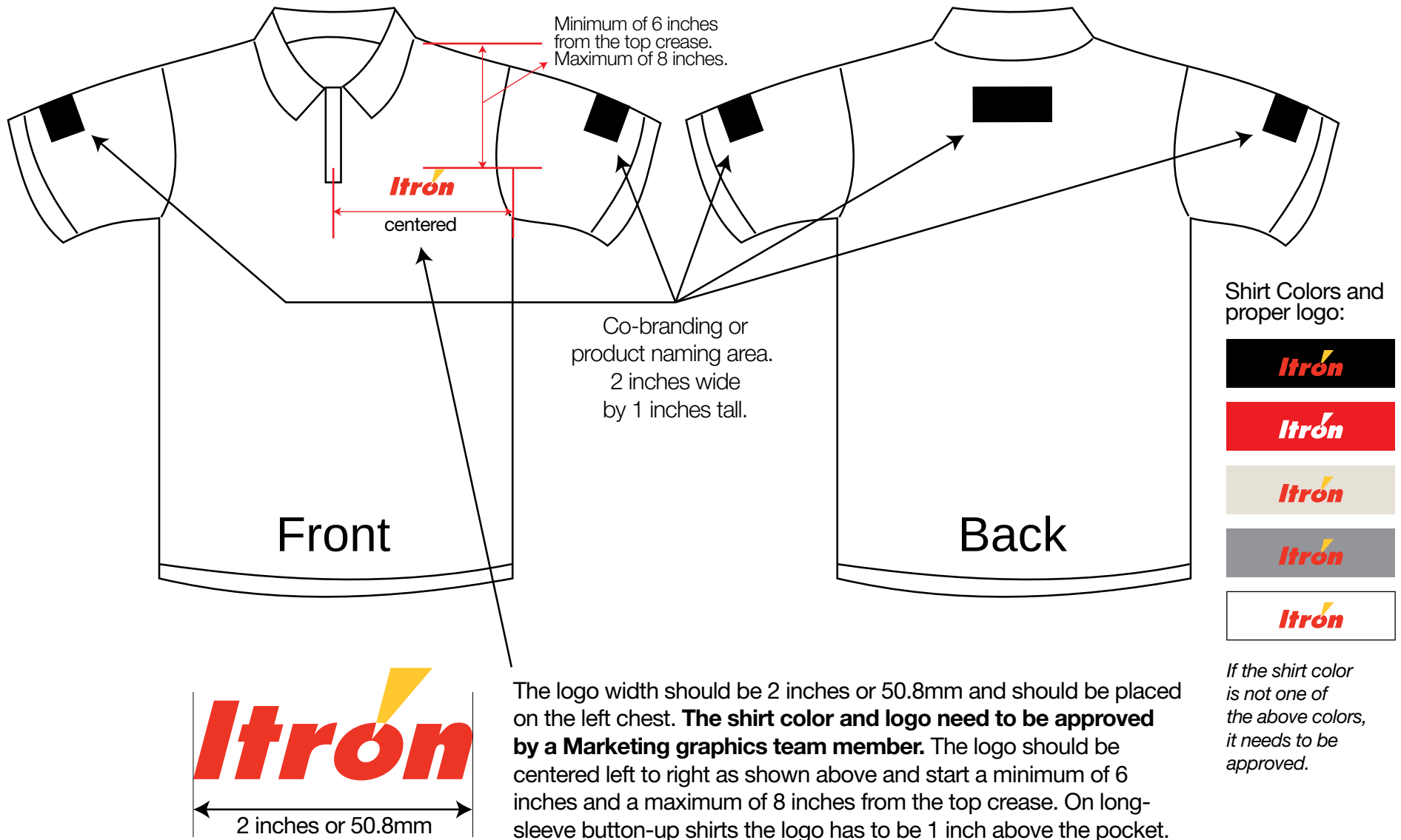
Placement of the partner logo from the side and bottom margins determined by a marketing designer. It may shift slightly due to the background artwork.

# branded merchandise

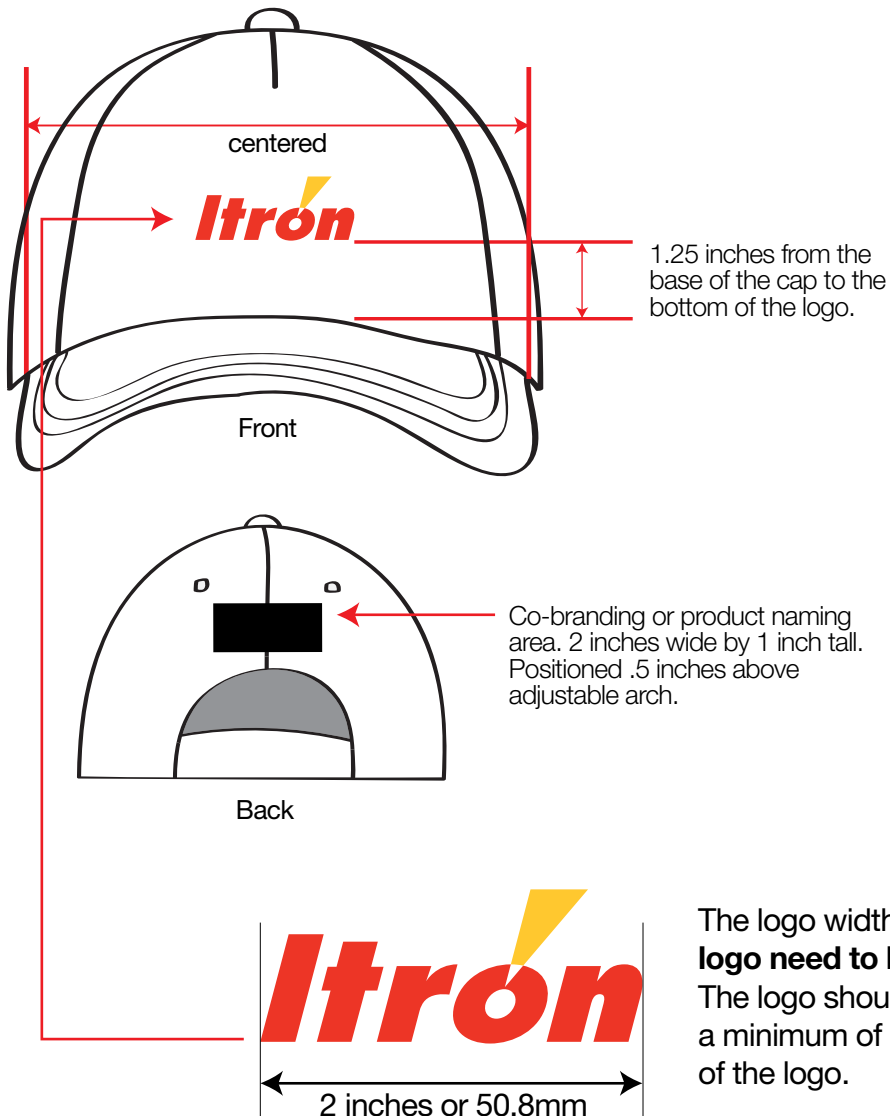
As individuals who are responsible for creating Itron clothing and premium gifts, you are uniquely positioned to ensure that the Itron brand is consistent and impactful across all items distributed to customers and employees. This includes logowear and any merchandise to which the Itron brand is affixed. Please follow the logo guidelines and make sure you get an approval proof before going to production.



## Polo Shirt or T-Shirt



## Baseball Cap or similar



Above are various cap colors and proper logos placed on each. On some caps there can be a couple of different logo colors that may be appropriate. Please contact Brian Rounds in Corporate Marketing for approval prior to production.

The logo width should be 2 inches or 50.8mm. **The cap, color and logo need to be approved by a Marketing graphics team member.** The logo should be centered left to right as shown above and start a minimum of 1.25 inches from the base of the cap to the bottom of the logo.

# Water Bottle or Coffee Cup



# product marking

This section is about applying the Itron brand and product name, if applicable, to products in specific ways. These ways would cover all types of process from serigraph, laser writing, silk screen, thermal transfer and moulding.

## PRODUCT MARKING

Product marking is specified for all types of process: serigraphy, laser writing, silk screen, thermal transfer printing and moulding.

The basic brand elements to appear are:

- > the Itron logo
- > the vertical thin line
- > the product name - if applicable

### Logo Color

For both logo and product name, colors should be either black or white. Black is to be used on a light background and white is to be used on a dark background.

### Product Font

Arial (PC and Macintosh) - the font size is specified in the template that is available.

### Template

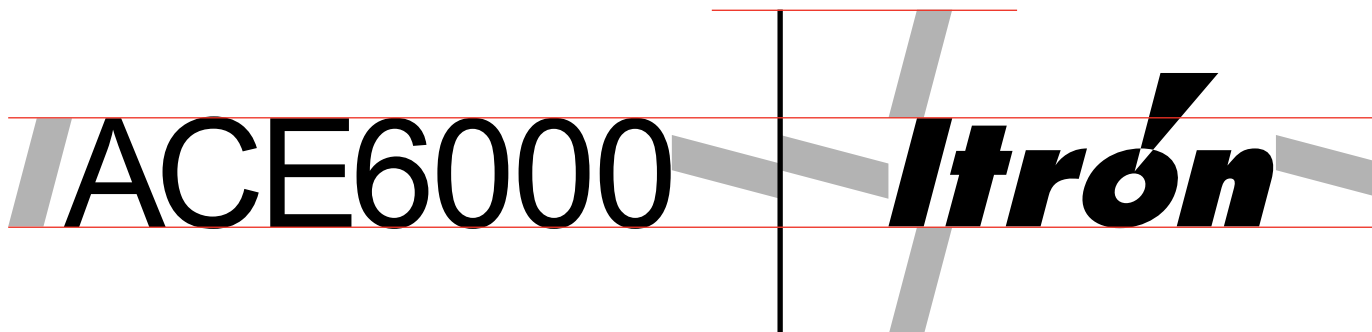
An Adobe Illustrator template is available for this type and logo treatment. Please ask Brian Rounds at [brian.rounds@itron.com](mailto:brian.rounds@itron.com) for this template.

ACE6000

**Itrón**

ACE6000  
type290

**Itrón**



**type**

Itron is an industry leader with a long and respected heritage. This reputation calls for a classic look that's impervious to trends and that will serve as a trusted messenger of Itron's voice. With that in mind, we've chosen Helvetica as our corporate font. With its clean letterforms and consistently modern appeal, Helvetica is a timeless and classic typeface.

## BRAND APPLICATIONS

Itron uses Helvetica Neue LT STD from Adobe. It is a cross-platform OpenType font set with a wide variety of weights and faces to choose from. In most instances, you should work with the four below. It creates consistency and simplicity.

**85 Heavy**

**75 Bold**

**55 Roman**

**45 Light**

## OFFICE APPLICATIONS

Itron uses Arial for office applications such as Microsoft® Word, Excel and PowerPoint.

**Arial Regular**  
**Arial Bold**

# color

Color is one of the most recognizable elements of any brand. Itron is no exception. Over the years we've built brand equity and recognition in the core red and yellow that comprise our logotype. This standard will continue.

We've augmented these core colors with an extended palette that is consistent with our brand voice and attributes and that gives us the creative freedom to spark an emotional response in our audience. We strive for creative work that can create tension, soothe the soul, and even emotionally inspire.

If you are unsure of a color application please ask Brian Rounds, [brian.rounds@itron.com](mailto:brian.rounds@itron.com) - 509.891.3760.

**Work that, in the end, is unmistakably Itron.**



## COLOR PALETTES













We've staked our claim on red and yellow. Now we own them. Our new, simplified palette reflects our ongoing efforts to create and maintain a bold, unified Itron brand presence across the globe.

The palette listed is a baseline of colors for creation. Any other color needs to be approved by Marketing.

### CORE COLORS

	 PANTONE®	 CMYK	 RGB	HTML
	PMS 485 C	0 93 95 0	237 48 36	#ED3024
	PMS 123 C	0 24 94 0	255 199 44	#FFC72C

### PRIMARY PALETTE

	 PANTONE®	 CMYK	 RGB	HTML
	PMS Black 6	30 10 0 95	26 36 47	#000000
	PMS Black 6 70%	20 10 0 65	26 36 47	#5E6673
	PMS Black 6 40%	10 10 0 35	158 172 181	#9EACB5
	PMS Black 6 15%	7 10 0 15	202 214 221	#CAD6DD
	PMS 308 C	100 0 0 50	0 88 124	#00587C
	PMS 297 C	50 0 0 10	109 207 246	#6DCFF6
	PMS 5757 C	23 0 100 50	183 191 16	#758111
	PMS 583 C	23 0 100 17	176 188 34	#B7BF10
	PMS 584 C	12 0 80 0	217 218 85	#E8E857

# collateral

Itron has various types of corporate collateral that fill roles internally and externally. These styles include template standards that are non negotiable as well as design guidelines to art direct within and style suggestions for a high level look and feel. Each need to carry the proper logo branding and color considerations.

# COLLATERAL TEMPLATES

We consider collateral templates a design style that has measurement, style and format standards that are non-negotiable in nature. Below are samples.

## Solution Brochure Template



**ChoiceConnect**

Changing the way utilities think about data and how data is collected

**THE BENEFIT OF CHOICECONNECT**

The rapidly increasing need for utilities to collect and analyze data is a challenge. ChoiceConnect provides a solution that is both scalable and secure.

- Scalable: ChoiceConnect can be deployed in a variety of ways, from a single site to a multi-site deployment.
- Secure: ChoiceConnect is designed to protect your data and your network.
- Flexible: ChoiceConnect can be configured to meet your specific needs.
- Easy to use: ChoiceConnect is designed to be easy to use and easy to integrate.



**ChoiceConnect**

Changing the way utilities think about data and how data is collected

## Product Brochure Template



**MV-RS**

Mobile Viewing Software Solution

With MV-RS, you can view and manage your data from anywhere, anytime. It's the only solution that gives you the flexibility to view your data from a mobile device or a computer.



**MV-RS**

Mobile Viewing Software Solution

With MV-RS, you can view and manage your data from anywhere, anytime. It's the only solution that gives you the flexibility to view your data from a mobile device or a computer.

## Specification Sheet Template



**C1S**

ChoiceConnect Software Solution

With C1S, you can view and manage your data from anywhere, anytime. It's the only solution that gives you the flexibility to view your data from a mobile device or a computer.

We consider collateral templates a design style that has measurement, style and format standards that are non-negotiable in nature. Below are samples.



# Ittron

Ittron is a global technology company that provides innovative solutions for businesses and individuals. We are committed to excellence in service and innovation in technology.

## Envision Charlotte

**Now Hiring for a Leadership 2017**

Building a better future requires the support of public, private and civil organizations. The building of the support of other affected business, leading to growing and increasing the City of Charlotte's reputation as a leading city. We are looking for individuals with international and domestic experience in the area of business development and international relations. The position will be responsible for managing the business development and international relations of the city. The position will be responsible for managing the business development and international relations of the city. The position will be responsible for managing the business development and international relations of the city.



**What you will be doing:**

- Develop and implement business development strategies for the city.
- Identify and develop new business opportunities for the city.
- Manage the city's international relations and business development efforts.
- Coordinate the city's business development efforts with other city departments.
- Provide leadership and guidance to the city's business development staff.

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**Business Development 2017**

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Itron

# Changes to Battery Charging and Expected Hold Up Times on OpenWay® Cell Relays

Steve Bricker

Senior Product Manager, OpenWay Network Communications

## Why Change?

### INTRODUCTION

In order to retain the interoperability of the Cell Relay, hold up batteries, that control this charging, voltage were upgraded. This expected change to charging voltage will not reduce the critical expected hold up time for the battery based on ITRM Manual Cell Relays.

This change was implemented on 4/15/12 to all Relays. Along with the battery change, there has implementation of a battery reset, for operation of all Relays that started by the previous hold up charging circuit.

### Current Operation and Issue (Issue)

As a result of early battery life, that Relays that charged and were found that the voltage had reached the charge the previous generation for replacement and not to 13.6 volts. This change will allow the Relays with all experience with Relays and will be the new standard of the technology.

### EXPECTED HOLD UP TIME

Looking for a change in hold up time, as a result of the change in the battery capacity and the battery expected to be the Cell Relay.

### Expected Speed Cell Relay

- Previous relay expected hold up time: 10 hours
- Updated relay expected hold up time: 10 hours
- New Relay Cell Relay
- Previous relay expected hold up time: 10 hours
- Updated relay expected hold up time: 10 hours

### IMPACT OF HOLD UP TIME UP TIME

The impact of the change in the cell relay hold up time, which was not expected to be used in a Cell Relay being moved from and replaced by a Cell Relay that was to be used. These changes, and the impact of the change.

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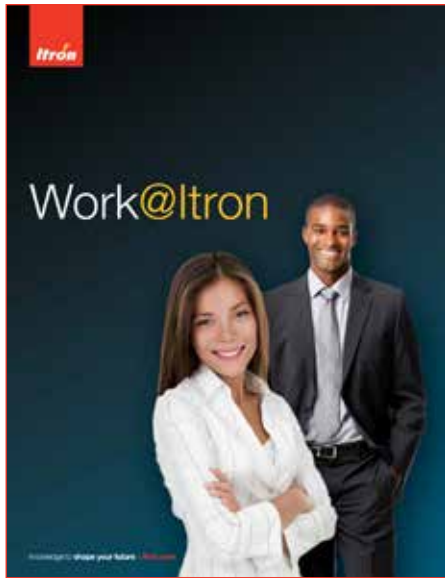
### Cell Relay Hold Up Time, Expected Speed

### Cell Relay Hold Up Time, Expected Speed

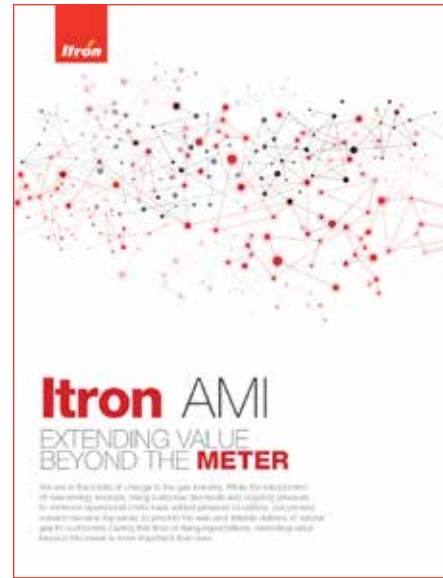
## DESIGN GUIDELINES TO ART DIRECT WITHIN

Design guidelines include proper use of our logo and color, while giving the designer more freedom to create outside the scope of the collateral template. Below are samples.

### Miscellaneous Piece



### Campaign Collateral





## STYLE SUGGESTIONS FOR HIGH LEVEL DESIGN

Style suggestions give the designer even more freedom for creativity given the nature of the project and result needed. Logo and color considerations will still need to be followed. Below are samples.

## MISCELLANEOUS PIECE



# advertise

Itron advertises in a variety of markets to cover subject matter from a corporate stand point to solution portraits or context to online web banners and placements. Each ad placement needs to carry the proper logo branding and color considerations.

PRINT ADVERTISING

Corporate





## PRINT ADVERTISING

## Solution/Portrait



## Solution/Context



### Solution/Product Tile



## WEB BANNERS



Thank you for taking the time to familiarize yourself with our brand guidelines. Please understand that this is a living document. As the Itron brand continues to evolve, we will refine these guidelines to keep pace. With that in mind, your feedback is essential. Please feel free to contact us with any questions or concerns.

**Sharelynn Moore**

Vice President, Corporate Communications  
and Public Relations  
sharelynn.moore@itron.com  
509.891.3524

**Brian Rounds**

Senior Graphic Designer  
brian.rounds@itron.com  
509.891.3760