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.

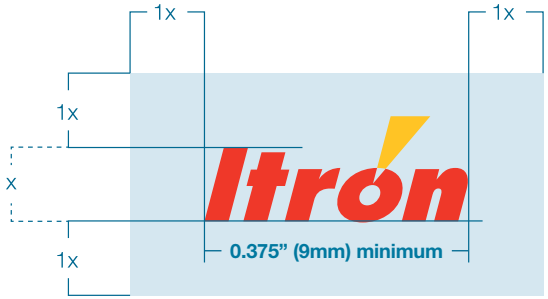
This is an extremely valuable asset. You are a trusted steward.

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

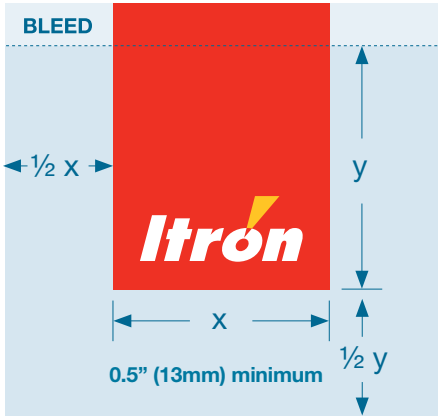
Monochrome Red

THE “RIBBON”

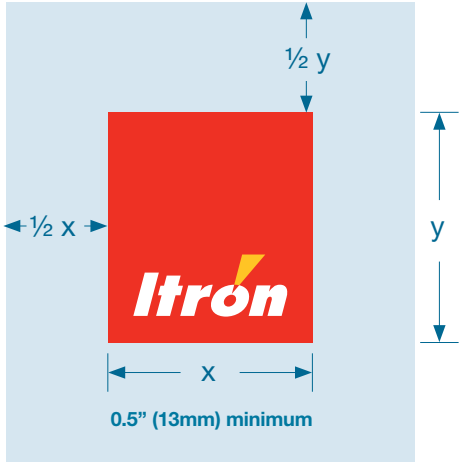
This new treatment protects the Itron mark whenever it’s used in advertising or collateral with colored or photographic backgrounds. It also serves to reinforce red as our core brand color and provide additional visual emphasis. Emotionally, the ribbon acts as a bookmark of sorts, denoting quality and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

RIBBON USAGE STANDARDS

The ribbon can be bled off the top edge of the composition, or used as an independent element. Miminum 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.

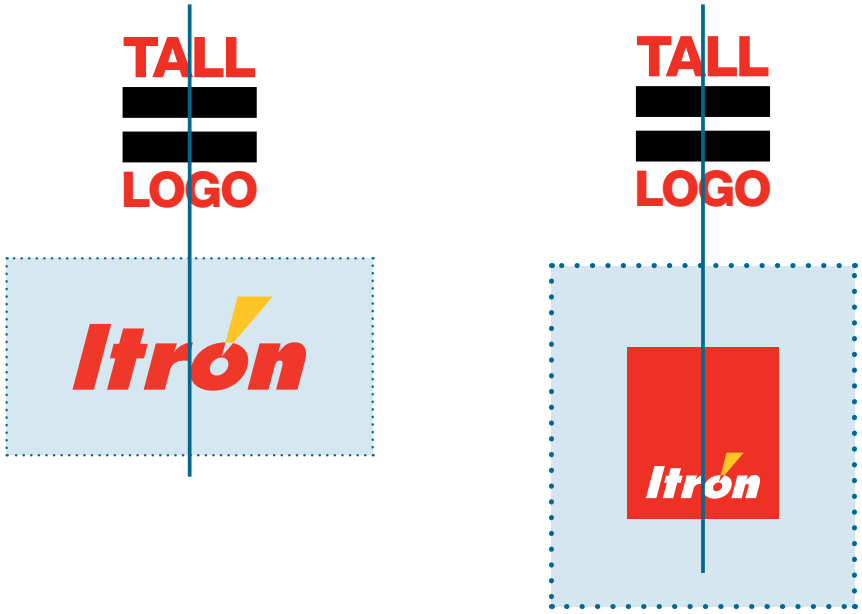
logo

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.

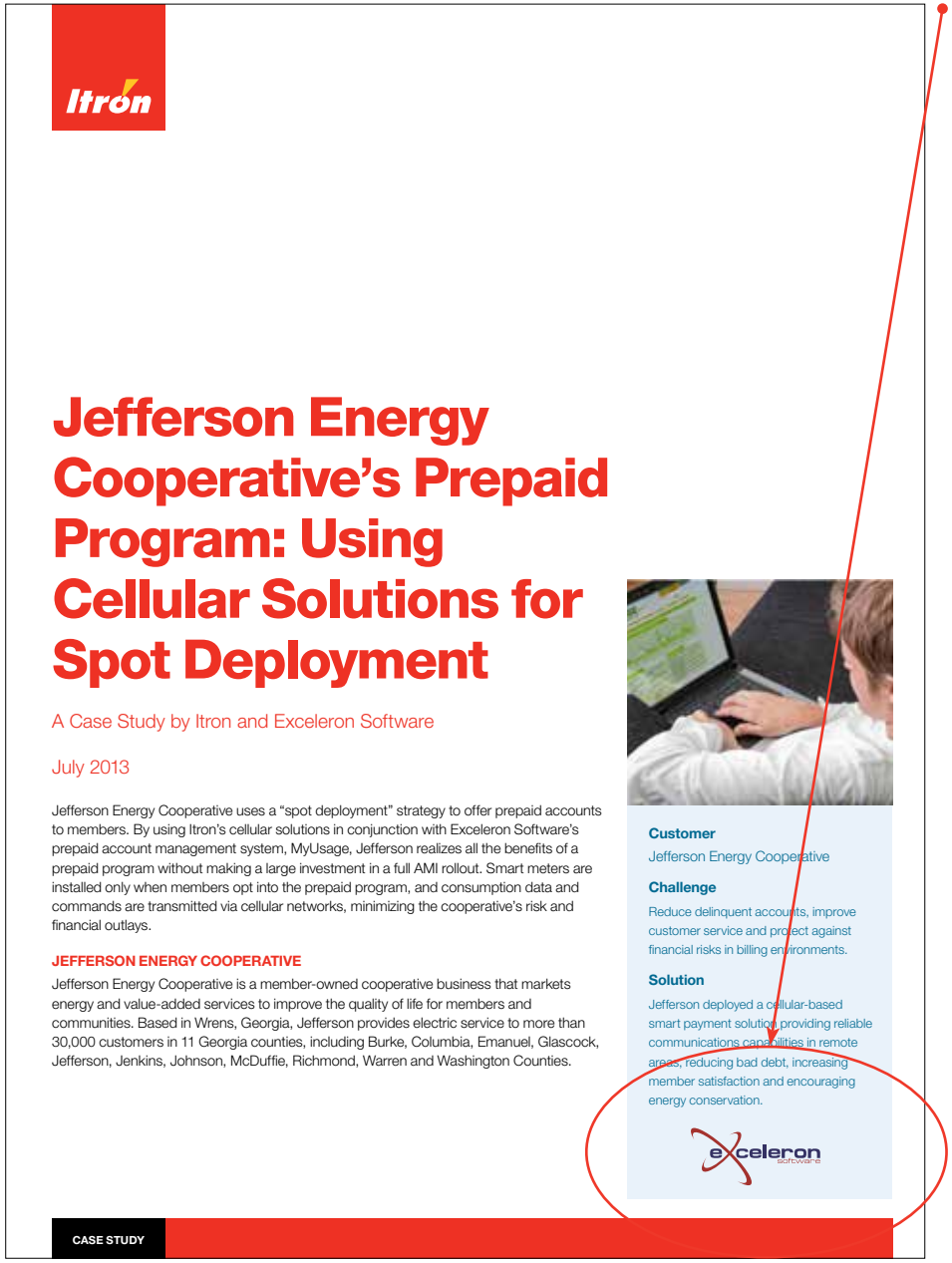
logo co-branding, collateral materials - Brochure

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

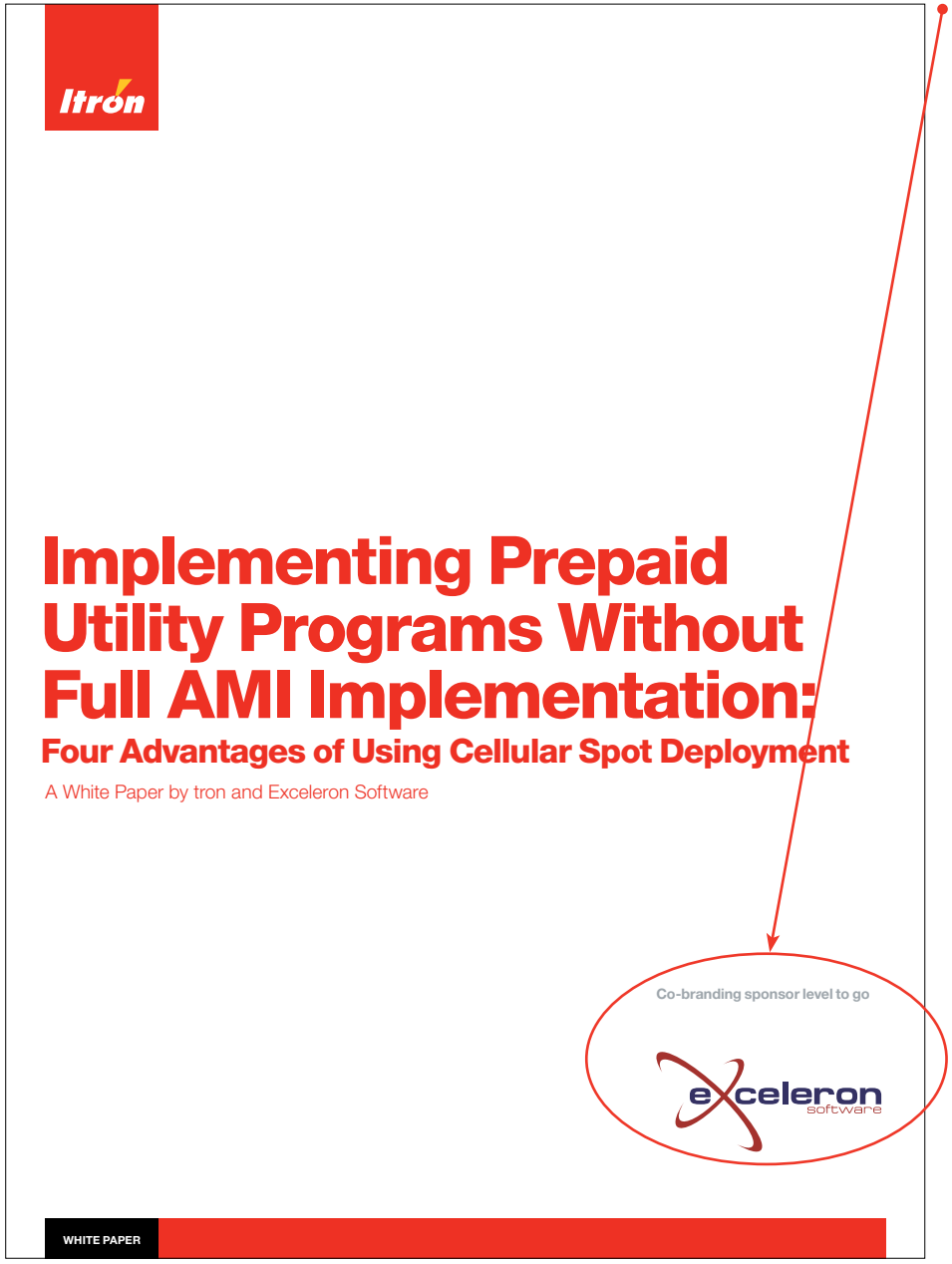


For brochures, specification sheets, case studies and white papers we identify our Itron Partners or co-branding opportunities in the blue shaded box indicated in the sample to the left. You can list one partner or expand the box to view multiple partners. When placing partners logo's in this area we 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 - 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

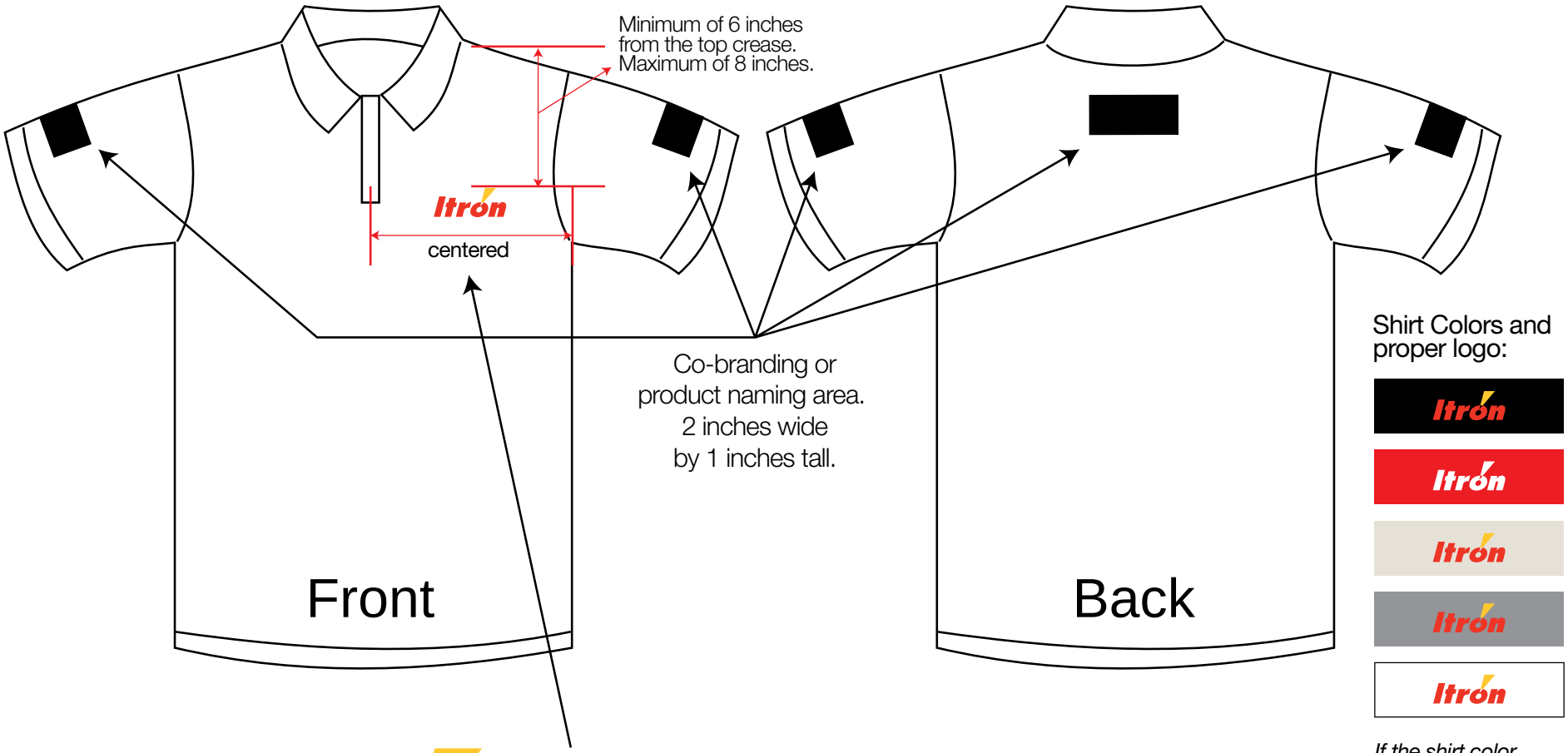
For posters and rollup banners we prefer to place any co-branding or partner logos in the opposite corner or straight below our logo, toward the bottom of the page, as indicated in the sample on the left. When placing partner's logos in this area we need to make sure we are following their brand standards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

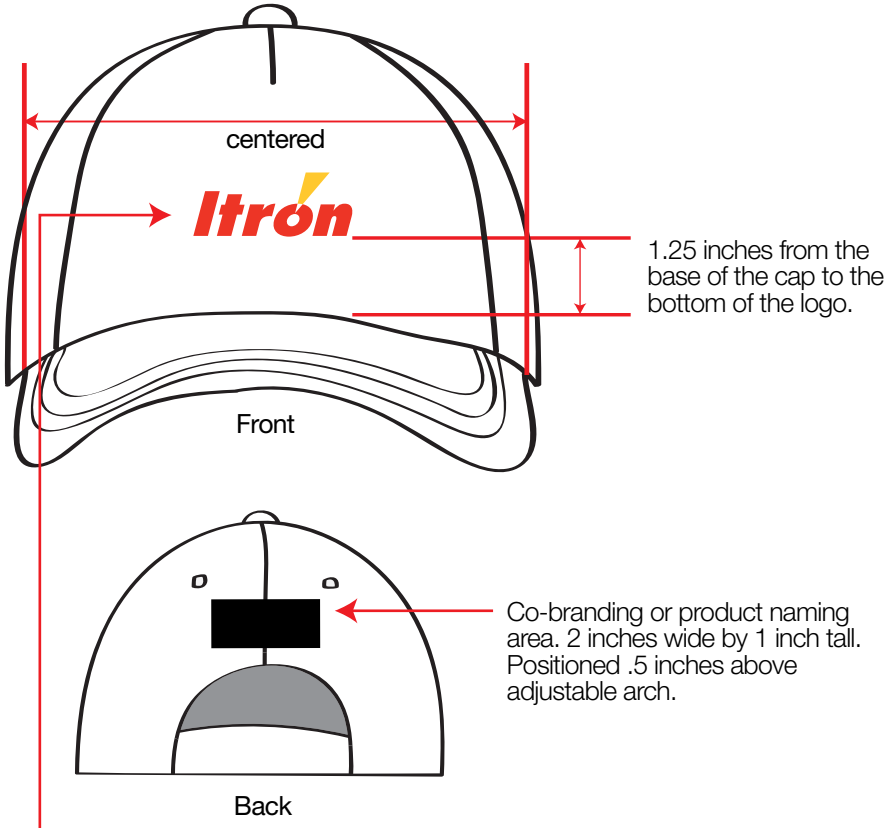


Shirt Colors and proper logo:

If the shirt color is not one of the above colors, it needs to be approved.

The logo width should be 2 inches or 50.8mm and should be placed on the left chest. **The shirt 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 6 inches and a maximum of 8 inches from the top crease. On long-sleeve button-up shirts the logo has to be 1 inch above the pocket.

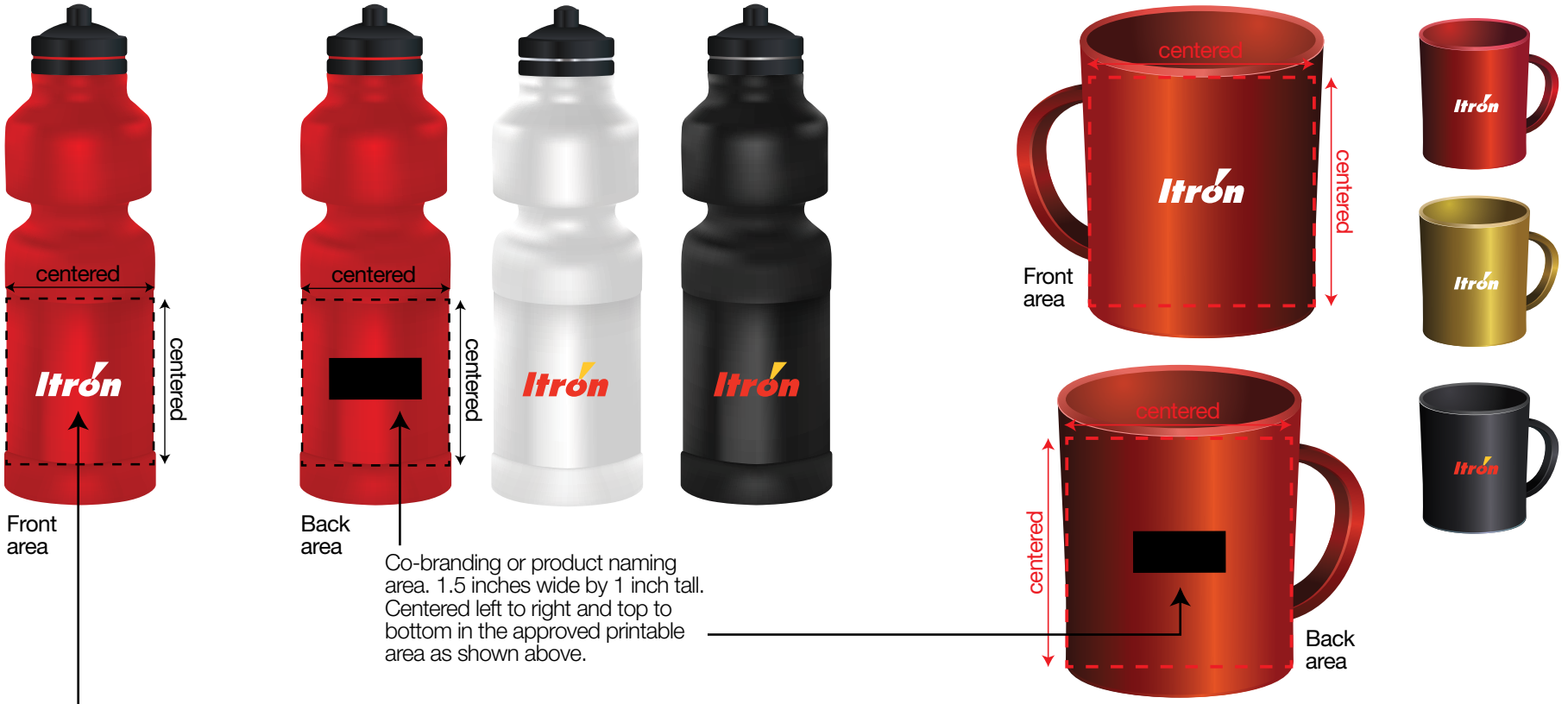
Baseball Cap or similar



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



The logo width should be 1.5 inches or 38.1mm. **The bottle or cup, color and logo need to be approved by a Marketing graphics team member.** The logo should be centered left to right and top to bottom of the approved printable area as shown above.

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

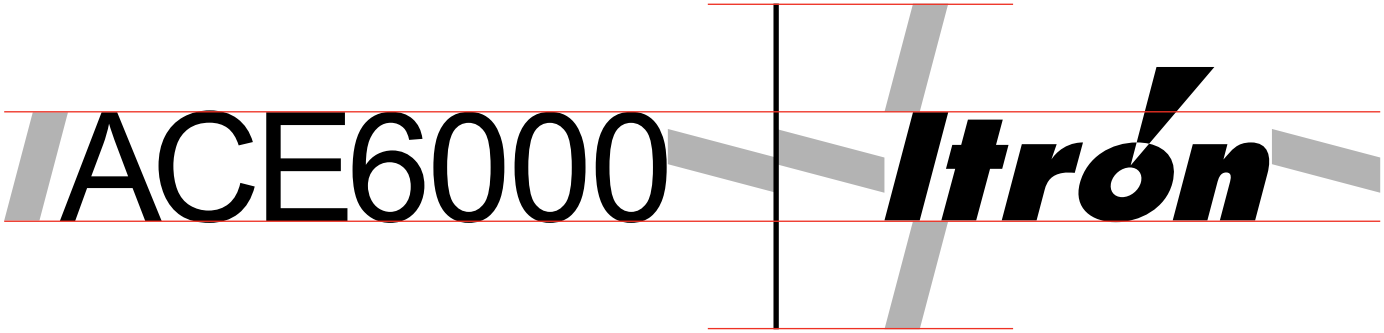
For both logo and product name, colors should be either black or white. Black is to be used on a light background and white is to be used on a dark background.

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 for this template.



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 - 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

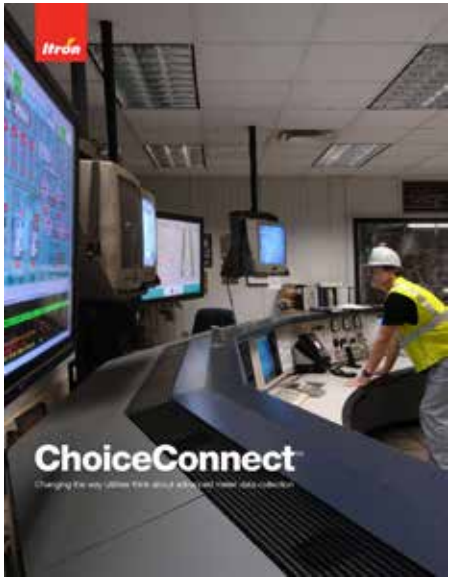
collateral

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



Product Brochure Template

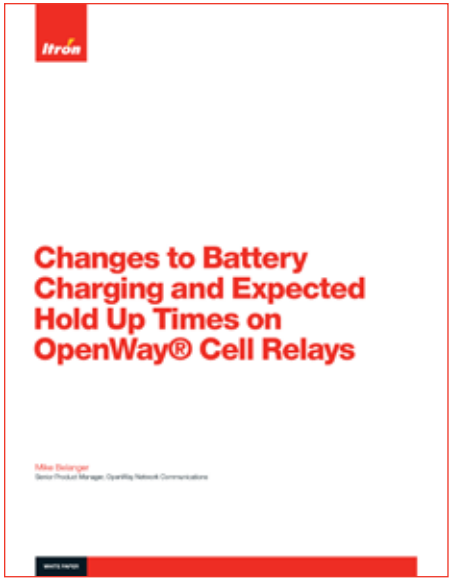
Specification Sheet Template

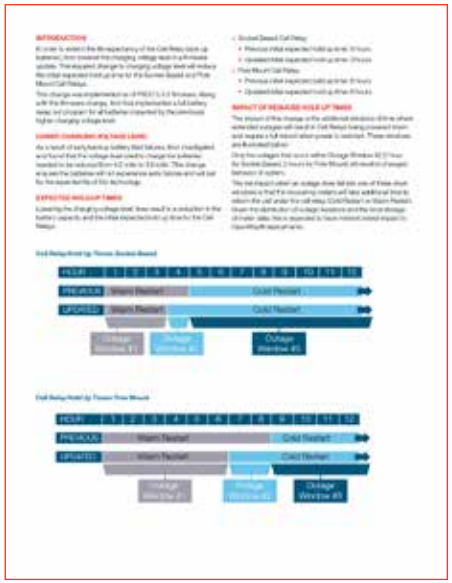
COLLATERAL TEMPLATES

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

Case Study Template

White Paper Template

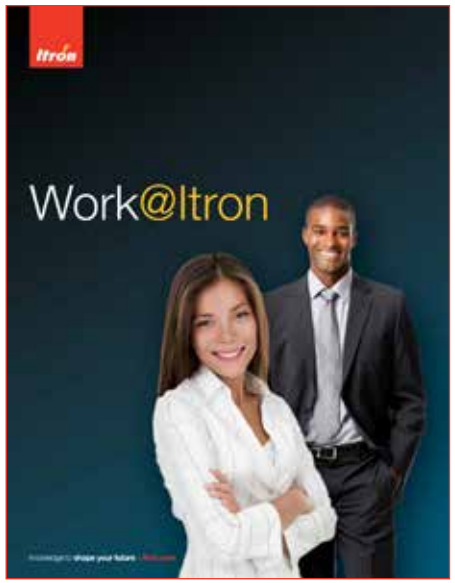




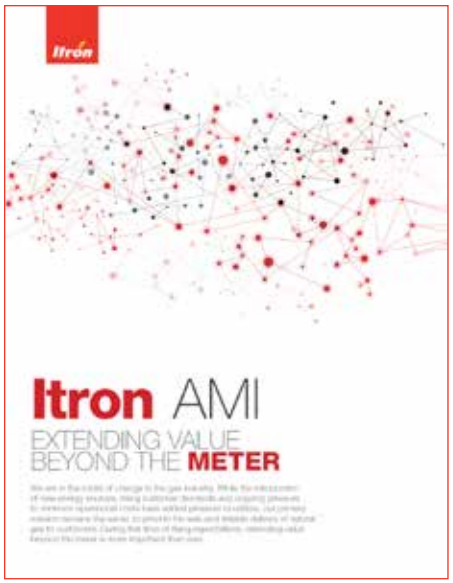
DESIGN GUIDELINES TO ART DIRECT WITHIN

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



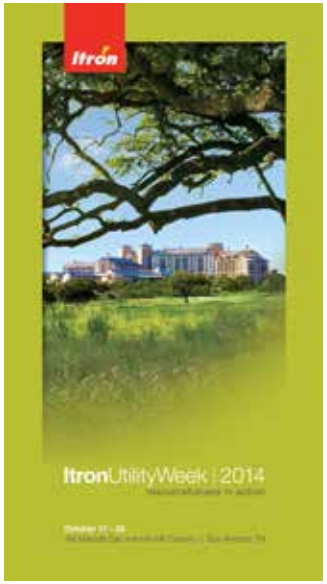
Campaign Collateral

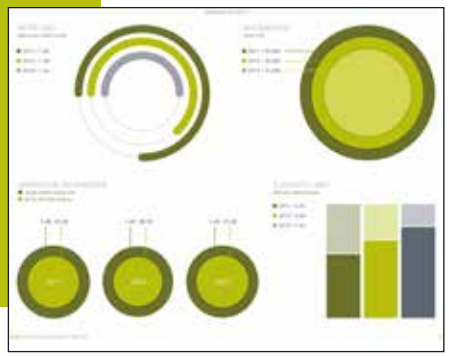


STYLE SUGGESTIONS FOR HIGH LEVEL DESIGN

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

MISCELANEOUS 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

"THE ONLY LIMITATIONS...
Itron

...ARE THOSE WE PLACE ON OURSELVES."
Itron

ITRON ANALYTICS
Itron

ITRON ANALYTICS
Turn data into action.
itron.com/resourceful
Itron

Itron
"WE'RE LIMITED ONLY BY OUR OWN IMAGINATIONS."
"WE'RE LIMITED ONLY BY OUR OWN IMAGINATIONS."
Itron's analytics team pushes itself every day to find new solutions to utilities' challenges. And with Itron's innovation and technology, limits of the past no longer exist. Now, actionable intelligence is the most powerful tool for any utility.
Let's all take action for a more resourceful world.
itron.com/resourceful
Fred Behrmann, Darby McKee
- Itron Analytics

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.

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