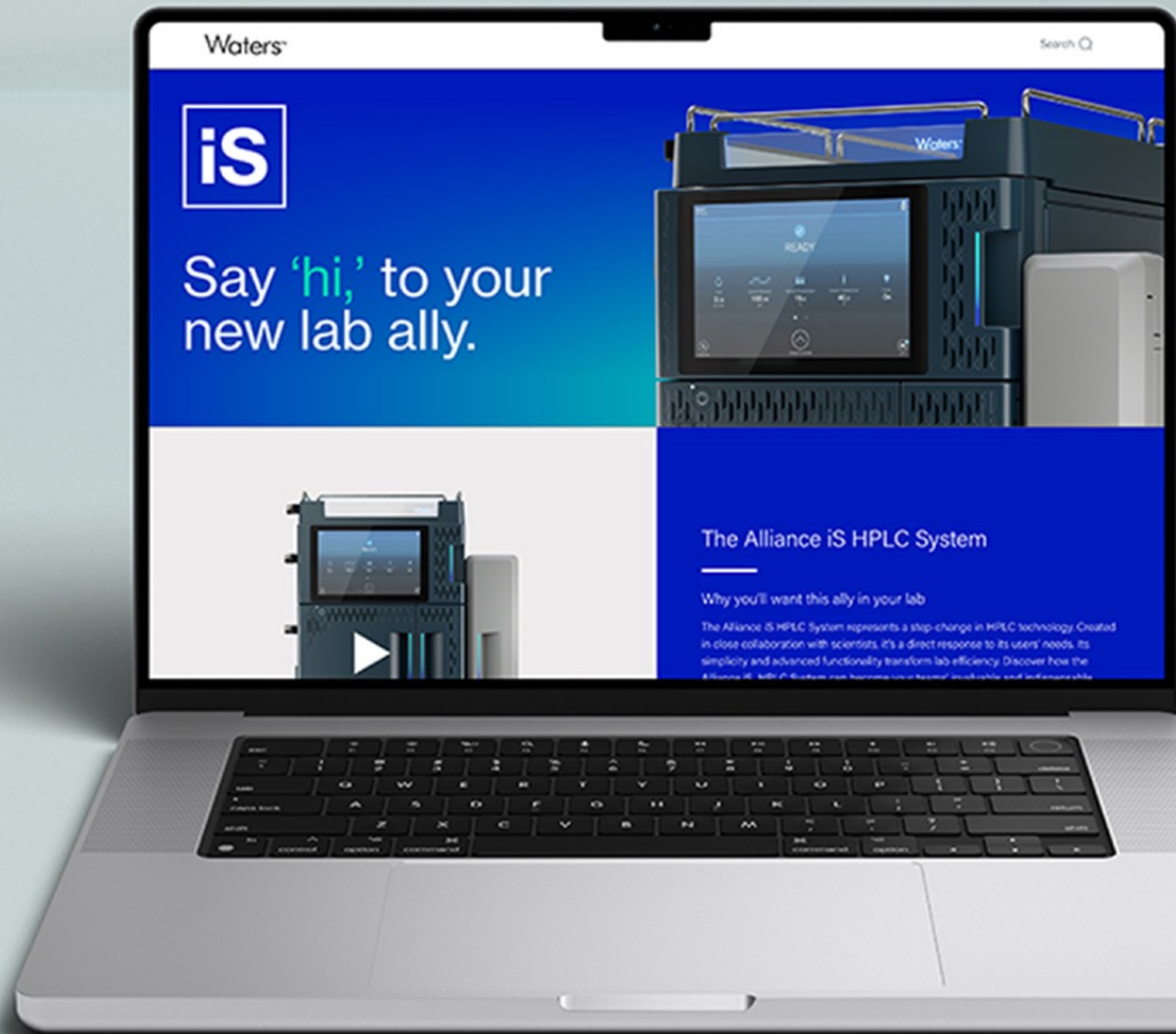


alliance 



Alliance iS

Brand creation & launch

Objective

When Waters decided to launch a new product— the Alliance iS—in 2022, it needed a brand that would reinforce its leading position in the liquid chromatography (LC) category.

Insight

‘The Alliance wasn’t created in our labs, it was created in yours’ became the guiding mantra for the Alliance iS brand. It enabled Waters to leave behind technical category conventions and focus instead on emotive storytelling and the benefits for end users: scientists and lab operators.

Solution

If the Alliance iS offered ease-of-use, simplicity and functionality, the visual identity needed to reflect these points of differentiation. It also needed to inspire an emotional response in audiences. The design tenets of simple, human and user-centric helped create an intuitively simple design system, which then guided the brand’s visual language. ‘The square, a foundational shape in chemistry, informed the Alliance iS icon.

Scientists are: