

Alliance iS HPLC System identity guidelines

Version 1.0 February 2023

alliance^{is}

Waters™

Logo variations

The preferred full-color logo, a blue version, as well as a reversed, white, or one-color black logo may be used. The trademark symbol logo has been developed for use on the Alliance iS HPLC System. Use the approved Alliance iS HPLC System artwork when placing the logo.

Full-color (preferred)
Trademark logo

alliance^{is}

No-trademark symbol logo

alliance^{is}

Suggested clear space for logos

alliance^{is}

White

alliance^{is}

alliance^{is}

alliance^{is}

Alliance blue

alliance^{is}

Black

alliance^{is}

alliance^{is}

alliance^{is}

Minimum size
Print

alliance^{is}
33 mm

Screen

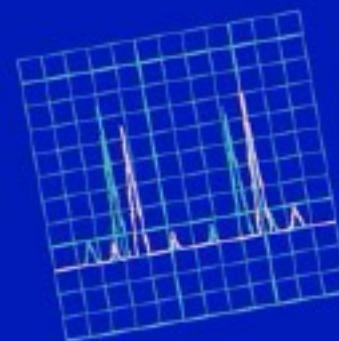
alliance^{is}
110 px

2.1 Infographics

Use limited combinations of colors when creating infographics - graphics should appear simple and easy to interpret.

Geometric forms such as circles, squares, rectangles, and lines are used for the foundational elements of the infographics. Rounding the end of a bar graph or creating a simplified illustration with a consistent outline weight are allowed. Outlines are preferred to give infographics a technical but approachable look and feel. This is consistent with the icon styling.

Alliance iS HPLC System identity guidelines | Confidential



2.1.2 Alliance iS HPLC System rendering

Photo realistic renders of the Alliance iS HPLC System have been created for a range of applications. The renders capture the robust build quality of the system and focus on the components of the design that make the Alliance iS HPLC System so user-centric and simple to operate.

Component exports include, but are not limited to the touchscreen, the column, and eConnect™-enabled HPLC Columns, handle detail and solution tubing and system. Detail within the render also illustrates the quality of the materials used in the construction of the Alliance iS HPLC System.

2.9 Typography

Neue Haas Grotesk Text Pro

Neue Haas Grotesk Text Pro
Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 -!@#%&*'()?[{}]

Neue Haas Grotesk Text Pro
Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 -!@#%&*'()?[{}]

1.2 Brand positioning statement and personality

Positioning statement

The Alliance iS HPLC System and Empower Software together are the only

that offers

to

because of its

intelligent ecosystem that puts intuitive ease of use and simplicity at the heart of the user experience

the potential to run labs at increased levels of performance and efficiency by reducing human errors by up to 40%

lead the innovative, technology-leading QC labs

access to exclusive features not available on competitor systems

Personality

Simple

Alliance iS HPLC System communicates simply and directly.

Alliance iS HPLC System designs are clean and uncluttered. Visual compositions are created without any unnecessary elements.

Human

Alliance iS HPLC System is accessible, and emphasises legibility in communications for its audience.

Alliance iS HPLC System is engaging and optimistic, brought to life through its use of color.

User-centric

Alliance iS HPLC System is relatable to its users and strives to communicate in their vernacular.

Everything designed for the Alliance iS HPLC System has functionality in mind through grids and its simple typography.


Introduction

Alliance iS HPLC System didn't start in a lab




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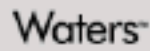
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The first HPLC System designed in alliance with the **analysts** who operate them. →



Say 'hi,' to your new lab ally.



Introducing the Alliance iS

After listening to the challenges in QC labs Waters introduces the Alliance iS HPLC System, a new HPLC that promises to reduce human errors, by up to 40%.



