

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.

Founded by Damien Mander, a charismatic ex special forces soldier who decided to turn away from warfare and use his military background and personal wealth to dedicate his life to the protection of animals.

Here he speaks at TEDx about the founding mission of the organization he created – the International Anti-Poaching Foundation.

Over the years the IAPF grew and evolved into an incredible organization:

- Benefitting from a captivating founder story, ex special services turned protector of animals.
- Driven by an innovative model of conservation that is proven to work at scale (creating resilient landscapes).
- Lifted to global fame off the back of the Akashingas, Africa's first all female armed anti-poaching group. (James Cameron / Nat Geo documentary)

And they had a huge ambition “Scale to one of the world's leading conservation organisations.”

However, the brand didn't support their ambition. It didn't reflect the current reality of what the organization did or capture its future strategic direction.

Amateurish. All guns and fierce expressions. More militia than an innovative and impact driven conservation organisation.

An organisation that spoke to small individual donors interested in animals, but failed to connect with the large institutional donors and organisations that were key to its growth.

Our challenge was to help them build a new brand and activate it across the mix – capable of supporting the ambition and transforming how the organization was perceived.

Scientists
are:

Scientists
are:

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:

