

# Aqu

## Aquaporin / Inside® Corporate visual identity CCA 2022

### Aquaporin is a water tech company dedicated to natural water treatment, delivering innovative technology built on nature's own water filtration.

# Drin

When creating the identity for Aquaporin, we proposed designing a logo-system, that would cover both Aquaporin and their product Aquaporin Inside.

The final logotype is a straight wordmark, whilst the uniqueness comes from the reversed 'i', a simple, subtle yet intelligent graphic representation of a water-tap dripping. Besides the more literal representation, it also illustrates the technology behind Aquaporin - the osmosis technology.

Early in the process we discovered the potential of further developing the reversed 'i' and the circular "drop" as graphic elements, morphing them into an extensive visual language, as a main point for the unfolding of the identity.

The aim was to create a highly modern and functional identity, exuding 'technology' and 'innovation', with a futuristic and progressive appeal. Our objective was to rebrand, transcend and shape Aquaporin, from an unpolished, neglected visual profile, into an epic, but modest, subtle yet bold brand, along the lines of other renowned tech-companies.

Aquaporin

Aquaporin Inside®

Aquaporin

		1X		
1X	Aquaporin	1X		
1/4X			1/4X	
		1X		
		1X		
1X	Aquaporin Inside®	1/2		
1/4X				
		1X		

Aquaporin

Aquaporin

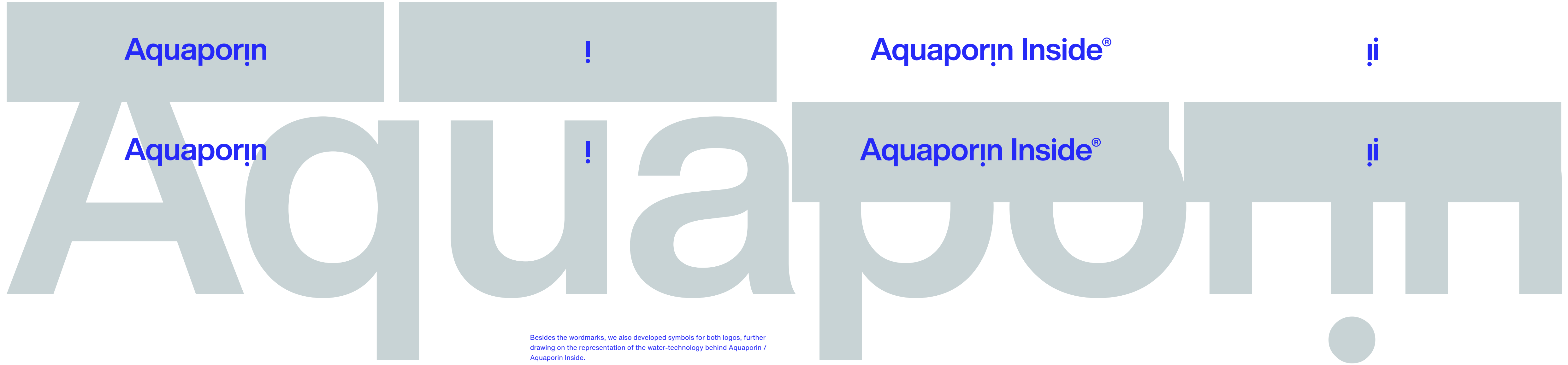
Aquaporin Inside®

Aquaporin Inside®

Aquaporin!

Aquaporin! Inside®

Aquaporin Inside®

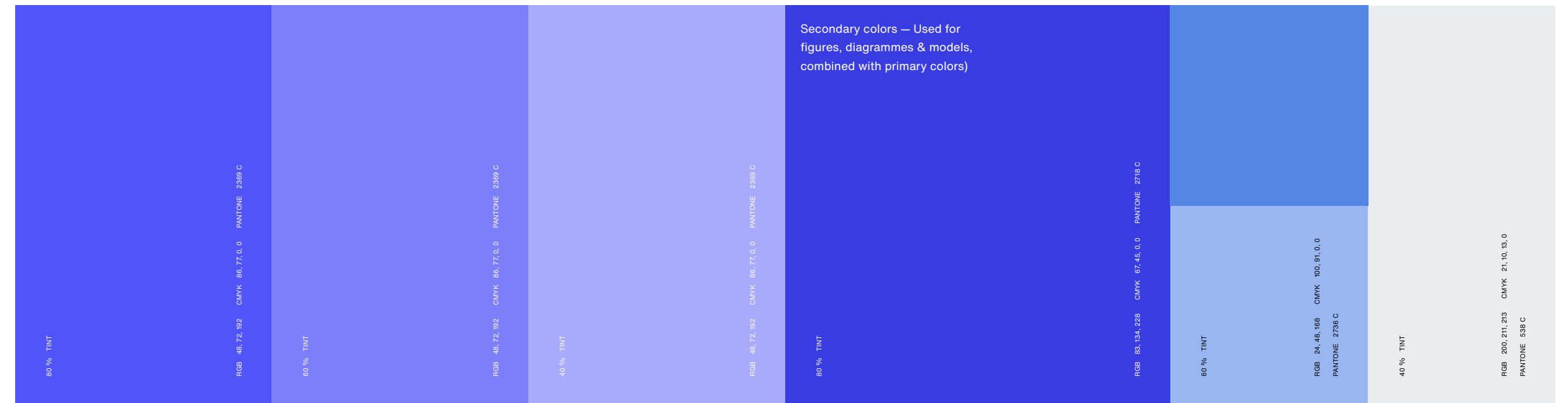
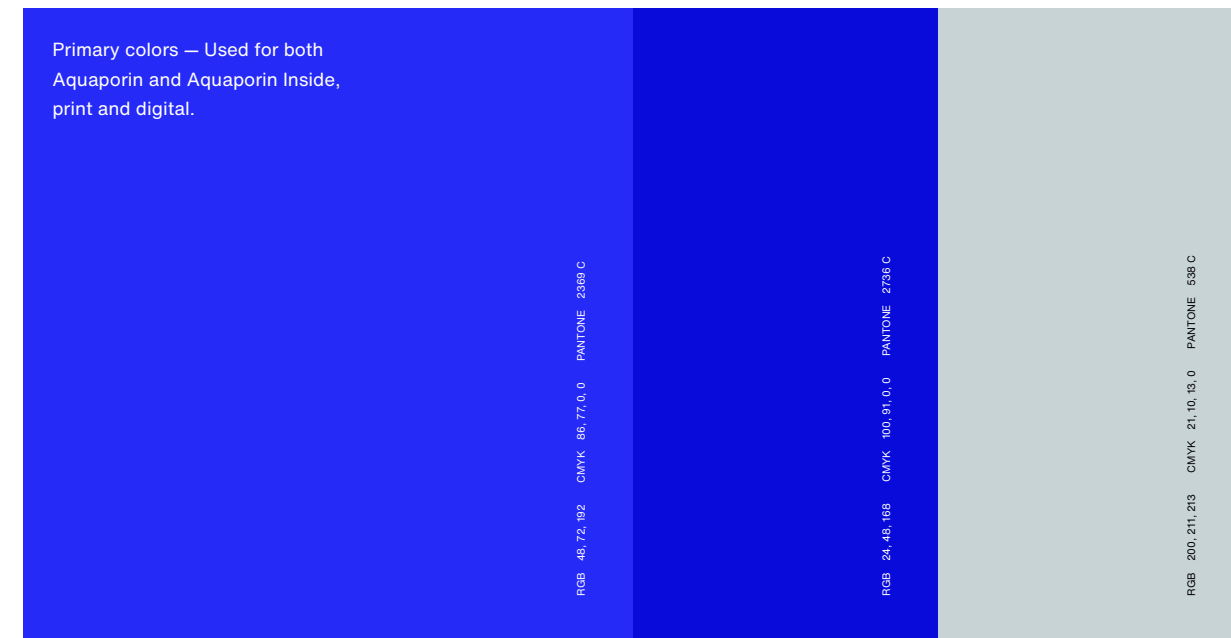
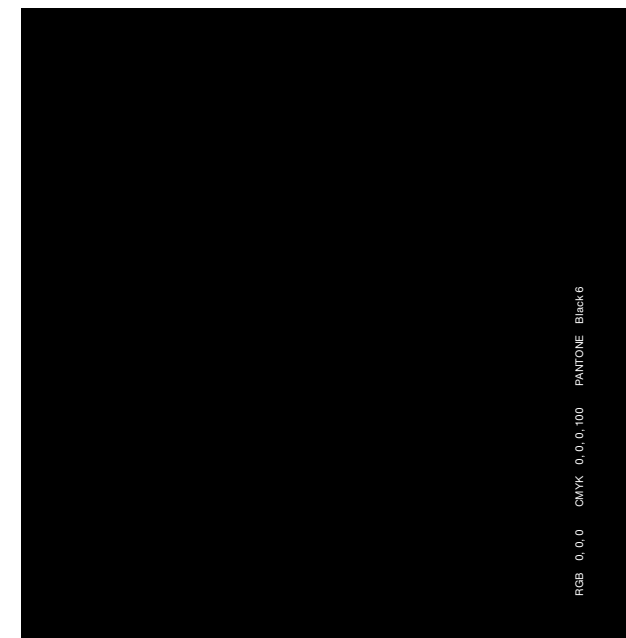
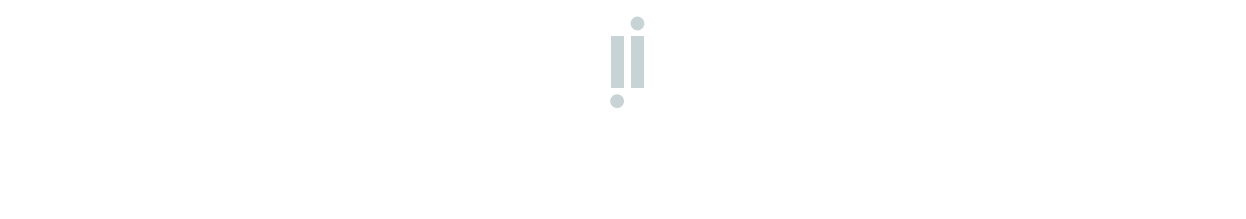
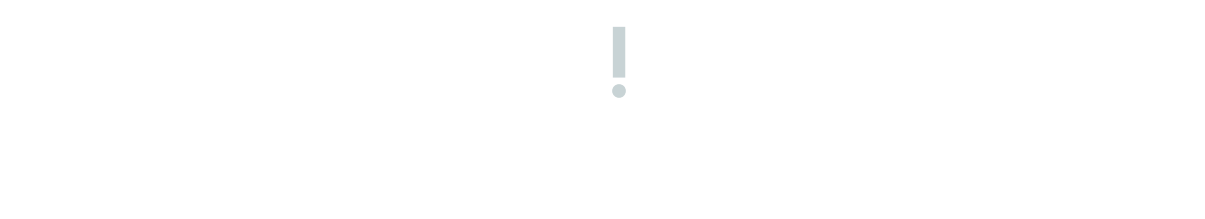
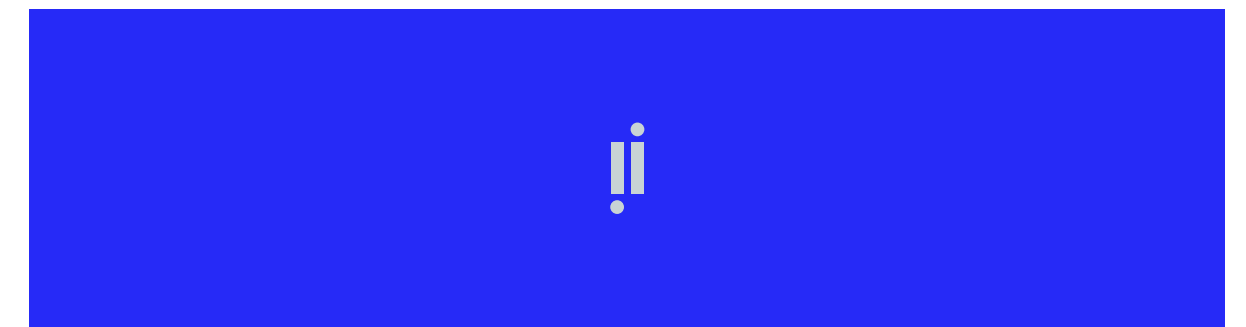
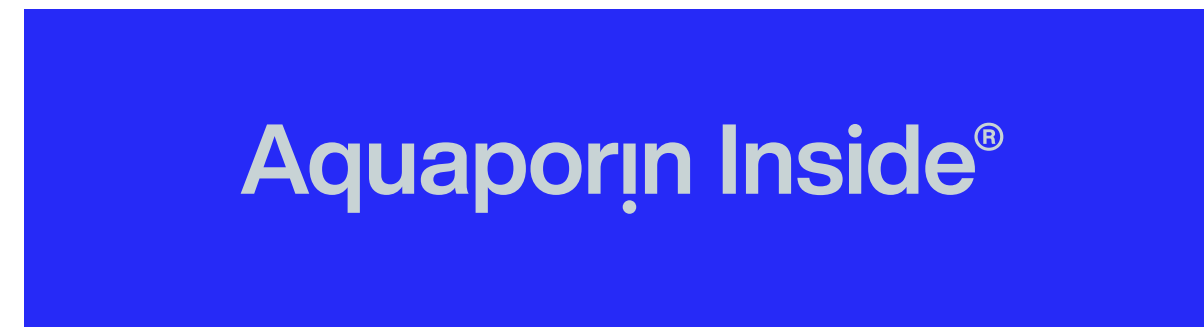
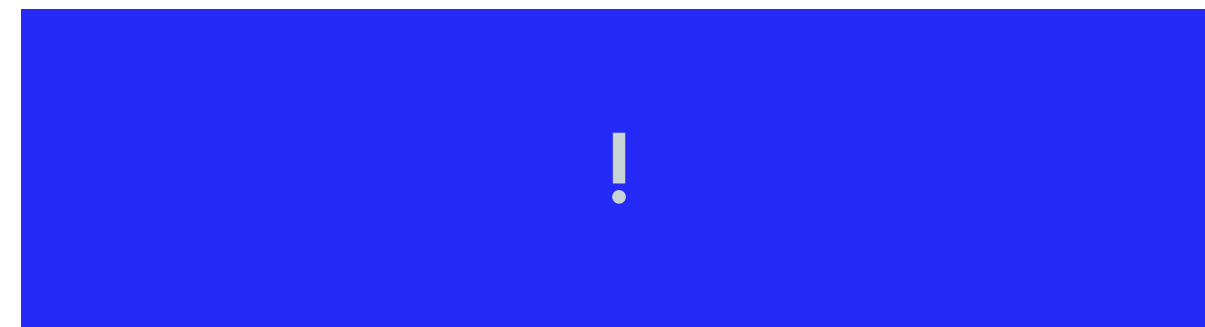


Besides the wordmarks, we also developed symbols for both logos, further drawing on the representation of the water-technology behind Aquaporin / Aquaporin Inside.

As mentioned previously, the "!"-symbol represents the osmosis technology and treatment used by Aquaporin, while the double-"!!"-symbol for Aquaporin Inside represents the REVERSE osmosis technology, used in that product.

The chosen colorscheme accomodates the foundation behind Aquaporin, which is to no surprise, water and water treatment, whilst having a broad range of color-iterations for different purposes, especially their catalogue of products.

The symbols functions as an indicator and "mark" for respectively Aquaporin and Aquaporin Inside, primarily used on their filtration-products.



AaBb

Cc

AaBb

Cc

Regular

Hag/1893

Hag/1893

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890 “([?!&\$£€@]).”

Helvetica Now Display Regular  
(Designed by Monotype)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890 “([?!&\$£€@]).”

Helvetica Now Display Bold  
(Designed by Monotype)

The "Aquaporin" & "Aquaporin Inside"-wordmarks are set i Helvetica Now Bold, providing a consistent and stylish appeal.

Helvetica Now is a new, ultra-refined iteration of the classic Helvetica. It offers the identity the Swiss mantra of clarity, simplicity and neutrality – exuding the essence of a contemporary look & feel.

The larger Display version shows off the subtlety of Helvetica and spaced with headlines in mind, while the Text sizes focus on legibility, using robust strokes and comfortably loose spaces.

'Helvetica Now Text Regular' & 'Helvetica Now Text Medium' is used for regular body copy/text on printed materials and digital platforms - only used for text-sizes under 20pt.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 “([?!&\$£€@]).” Helvetica Now Text Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 “([?!&\$£€@]).” Helvetica Now Text Regular

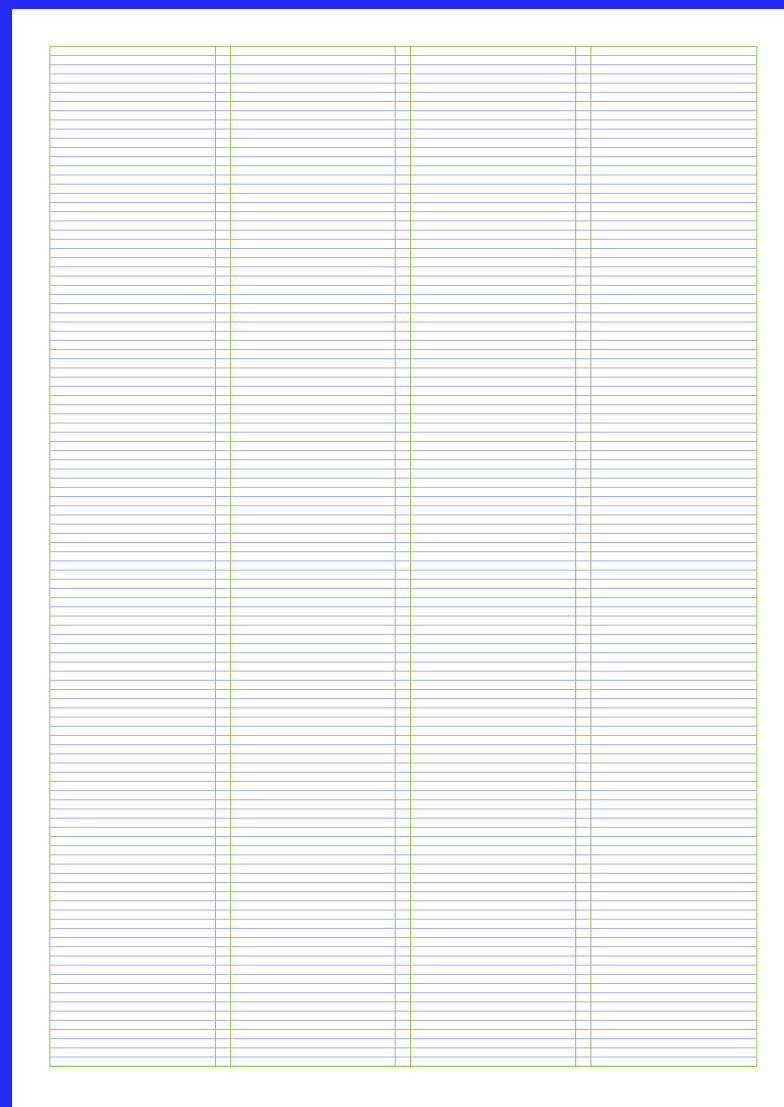
Helvetica Now  
—a typeface  
designed by  
Monotype

'Helvetica Now Display Regular & Medium' is used for regular body copy/text on printed materials and digital platforms - used for text-sizes over 20pt. 'Helvetica Now Display Bold' is used for headlines and subheaders on printed materials and digital platforms.

The following section exemplifies the use of a "drop" grid-system, working for all printed matter - annual reports, brochures, guides, newsletters, press releases etc.

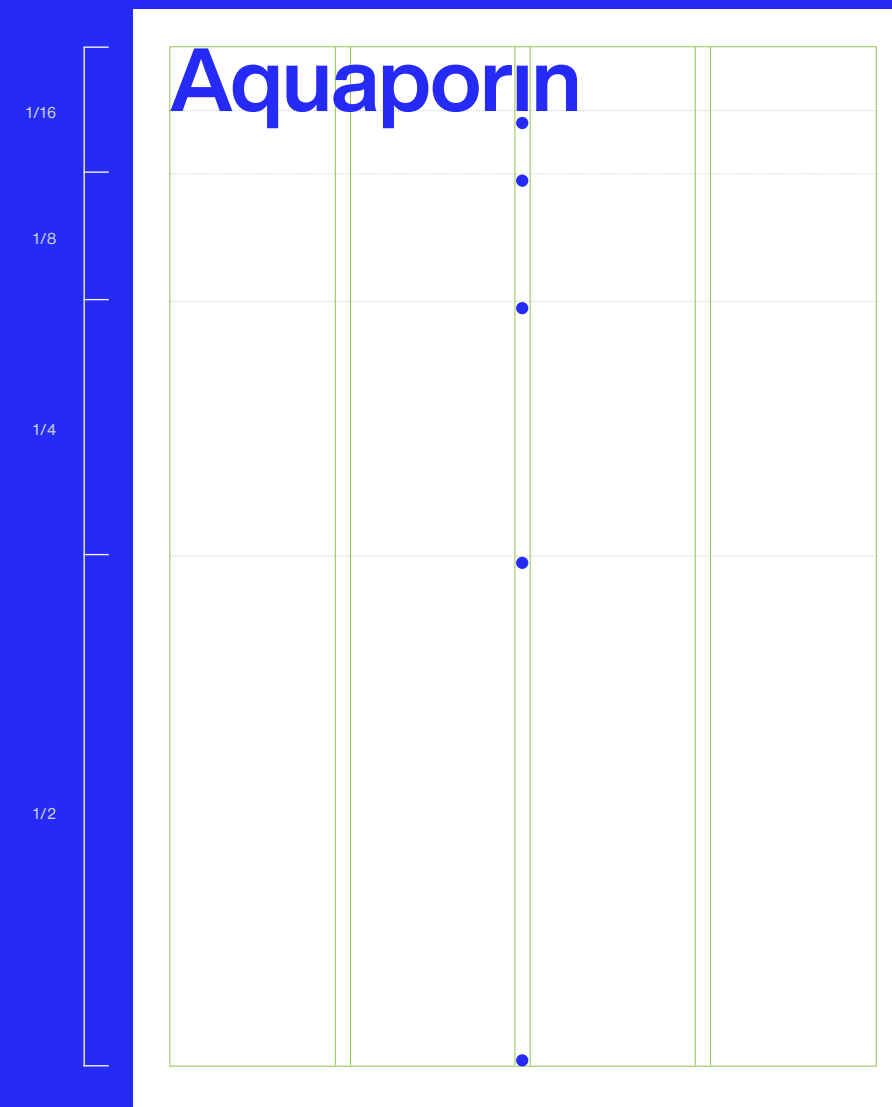
In an attempt to use the "drop" from the "i" in a playful and dynamic way, we designed an illustrative grid-system for use across all platforms - following a simple format-division, that would be easy and attainable to implement.

The result is a strong and iconic composition, that offers multiple ways of combining elements - from text to imagery.



Example:  
A-format  
4 columns  
4mm gutter

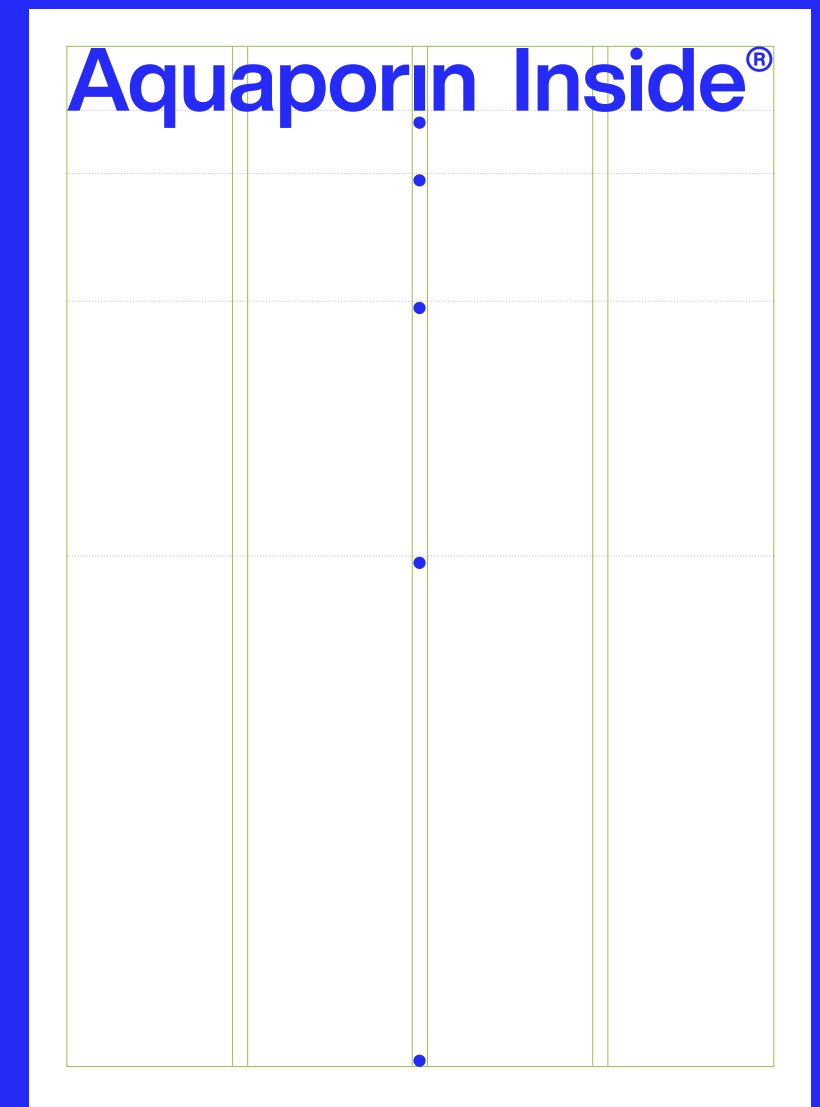
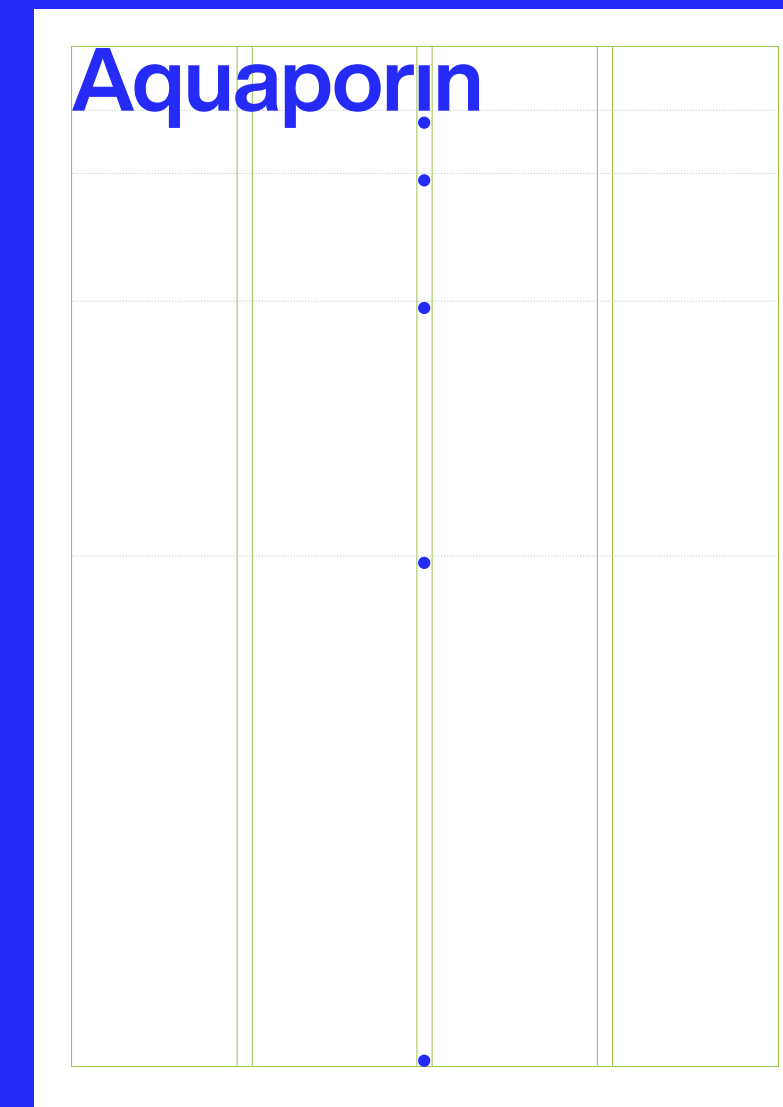
Margins;  
Top/left/right 10mm,  
Bottom 13mm

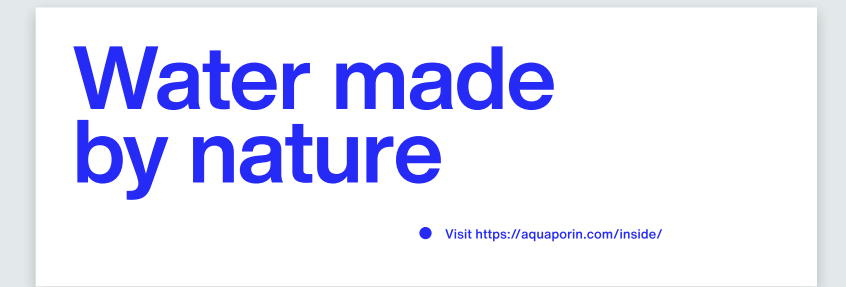
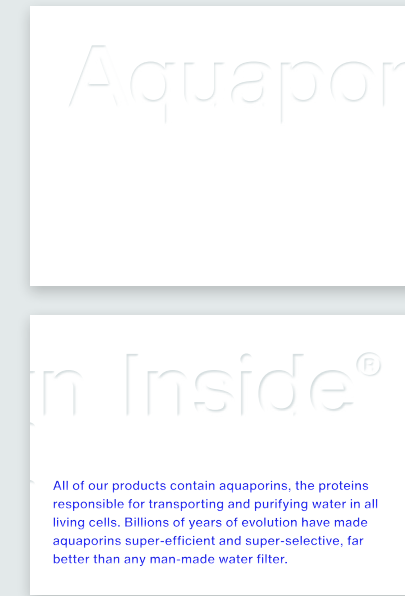
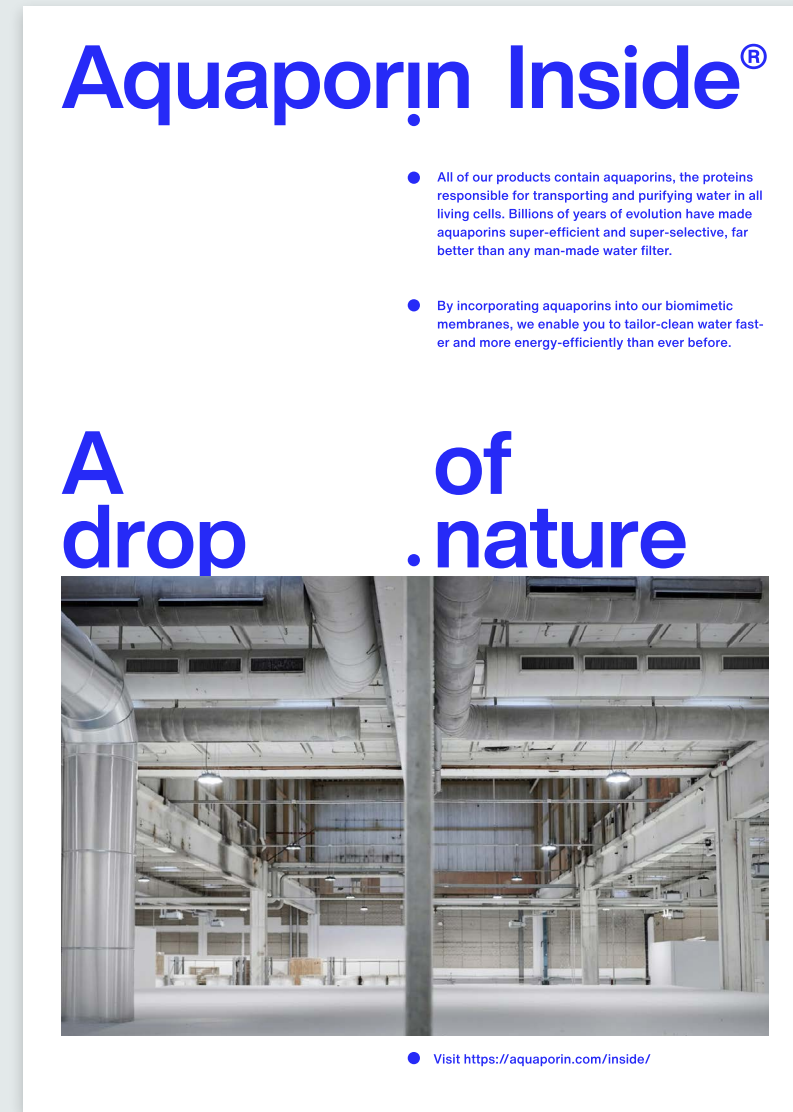
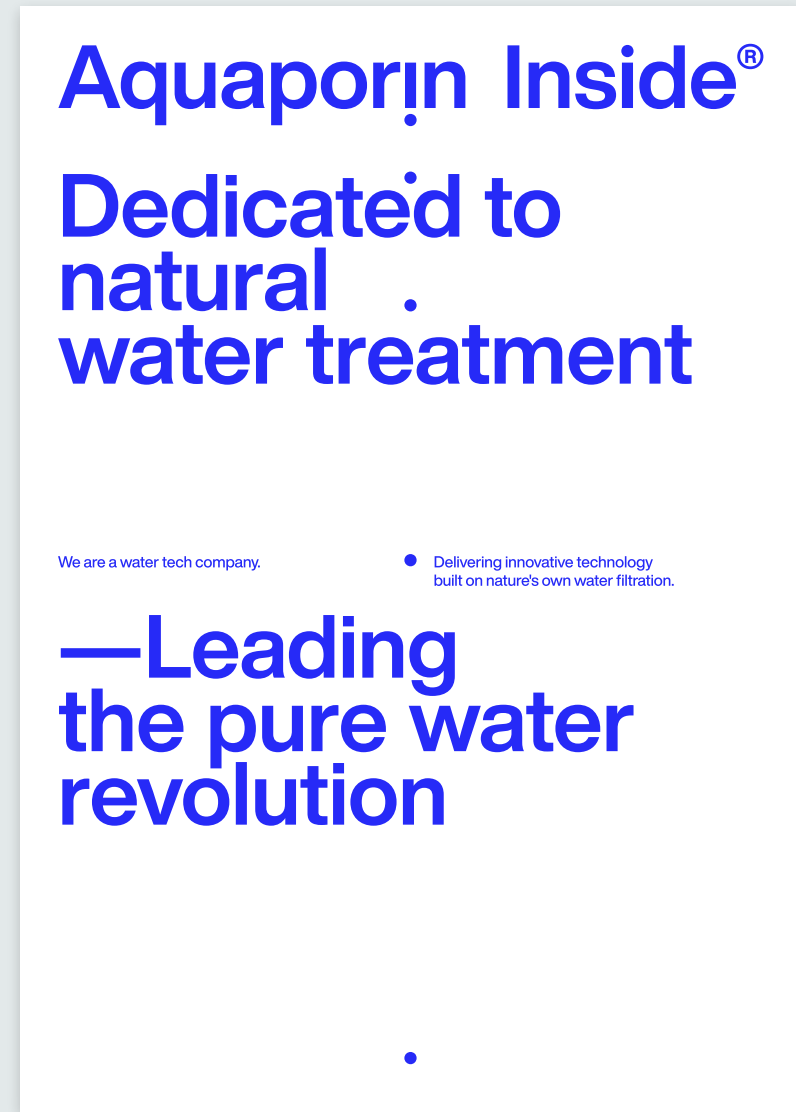
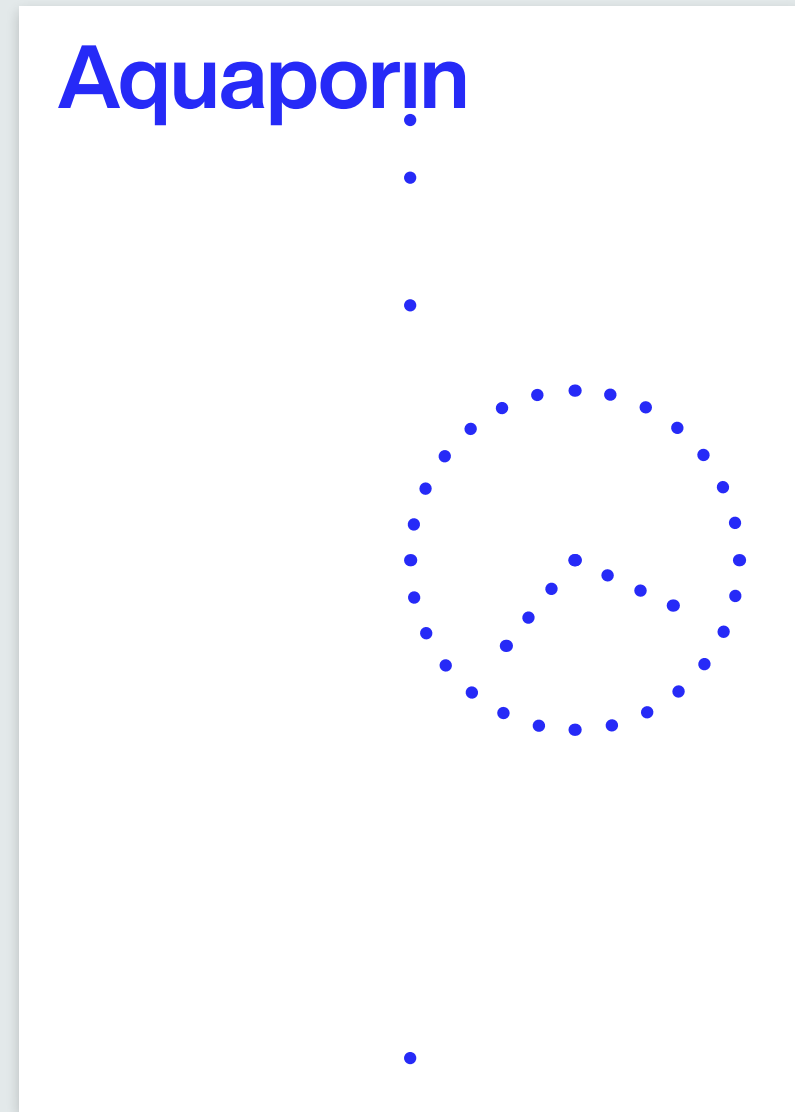
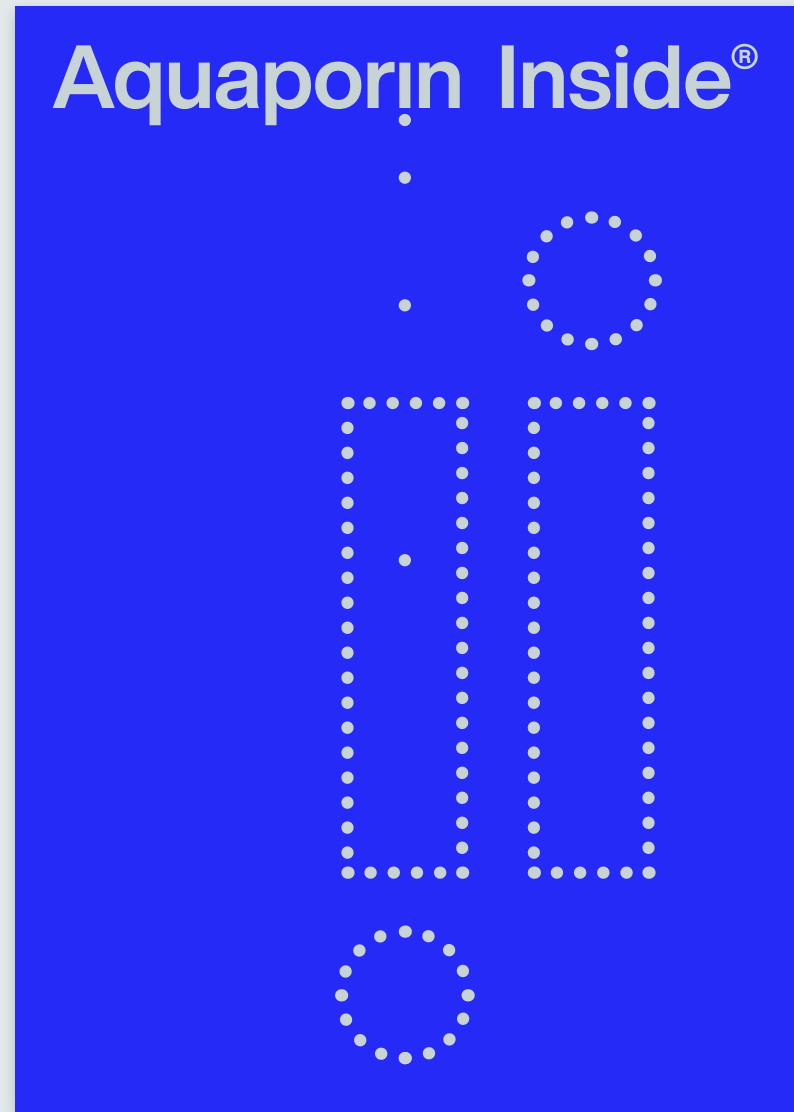


"Drop"-system

Division:  
1/2, 1/4, 1/8, 1/16

Logo-size for A4-format  
(example):  
H 22mm  
W 111 mm

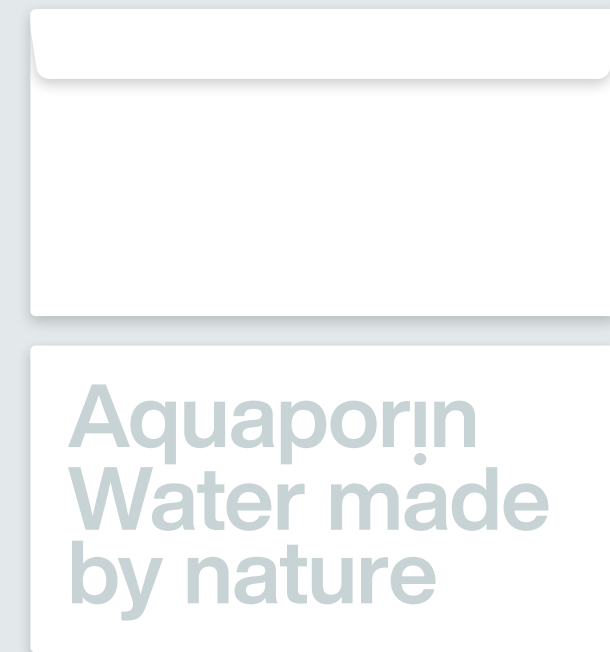
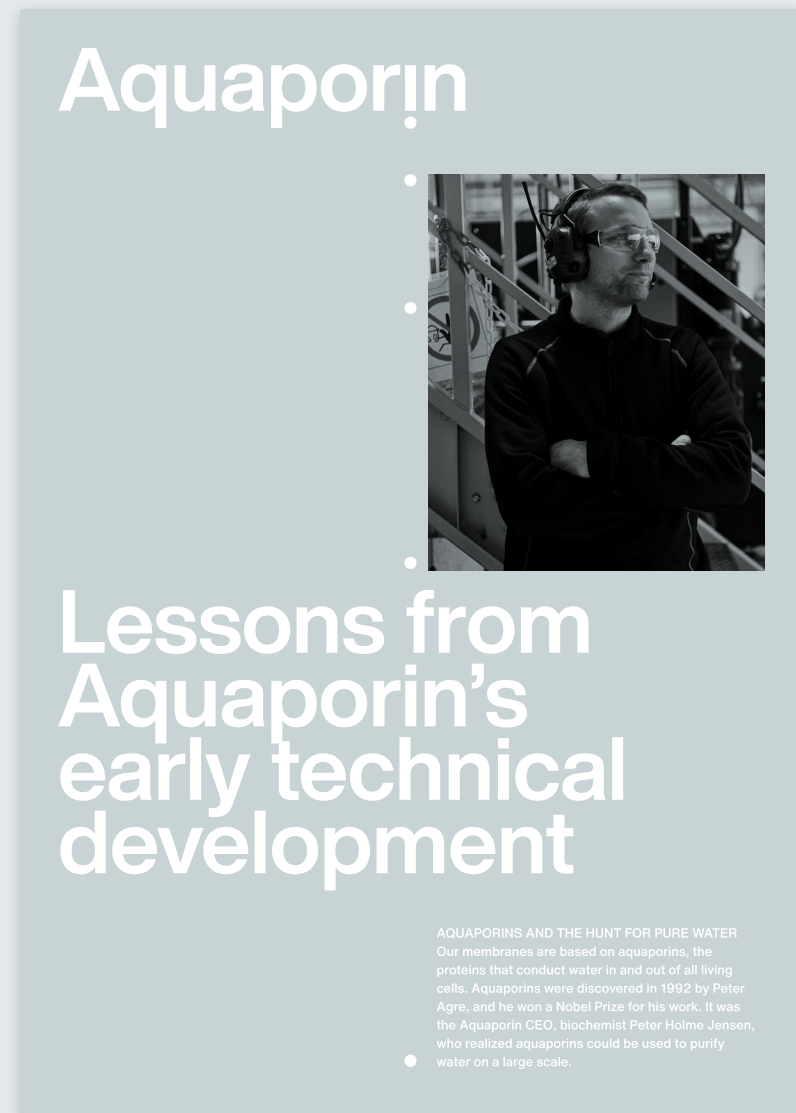
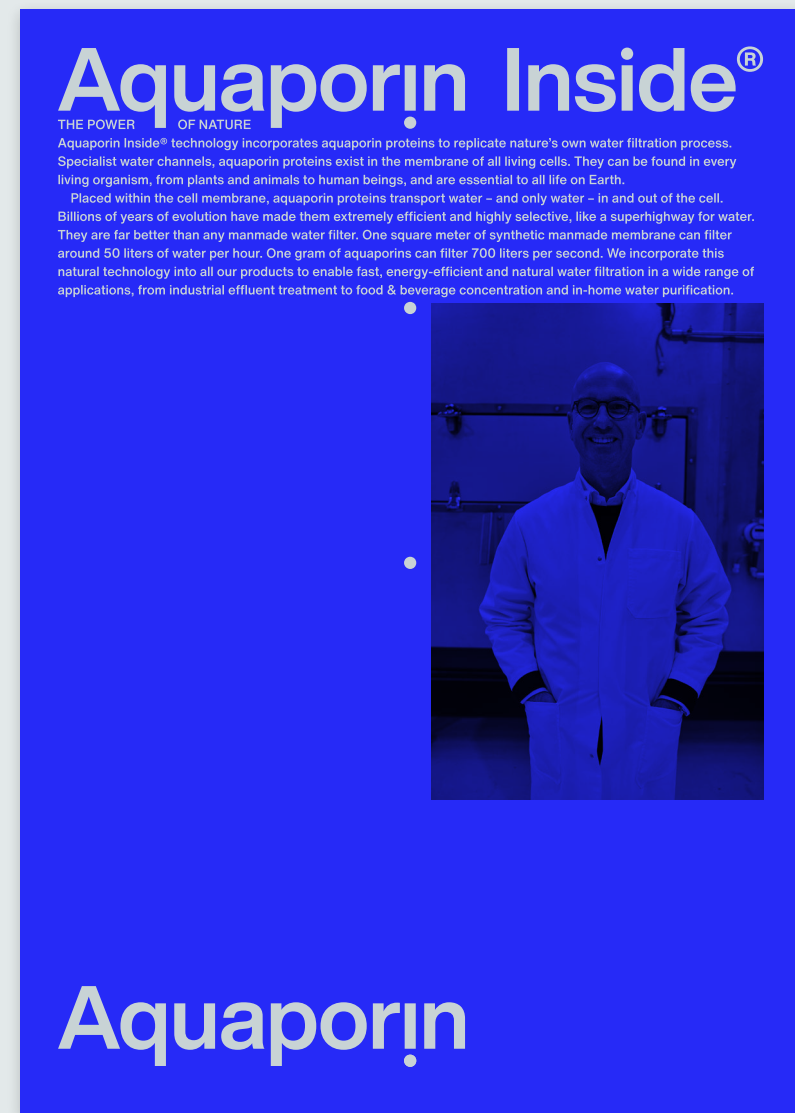




Next to the grid, the "drop" also proposes a distinctive, visual language consisting of circular drops. This, can draw out new icons, e. g. a clock.

The process of implementing the "drop"-grid etc. lead to a lot of versatile proposals – from informative to strictly graphic executions.

It showcases the graphic range of the grid, and how one can create, rearrange and compose a multitude of visuals – all clearly referring back to the identity-thread of Aquaporin and Aquaporin Inside.



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