Some have to shout for attention. But for others, attention finds them. It’s a power only the few are blessed with. A spell that enchants the minds of everyone it touches, holding them captive, never letting them go. It’s beauty. And here’s a secret.

Aquamid® will let you keep it.
Aquamid® is unique. And it is essential we make this known.
We must communicate our uniqueness in a memorable way – to win
mindshare with our customers.
To make our profile as strong as possible demands consistency in
everything we do – so we can make sure Aquamid® is recognized and
remembered wherever in the world it is encountered.
This brand book explains the reasoning behind our new concept, and
the materials we have created. We hope it will provide the inspiration
you need when you are working with Aquamid® marketing and
promotional materials.
If you have any questions about the new concept or any of our brand
materials, please contact us, and we will be more than happy to share
our secrets…
I hope you enjoy working with our new brand as much as we do!
Yours sincerely,

Sales and Marketing Team
Contura International A/S
The overall aim of our new concept is to take a new and premium position in the aesthetic enhancement marketplace. Within this market, we want Aquamid® to be perceived as a unique brand with a premium position.

A thorough review of competitor companies and offerings and above all, of Aquamid® customers and prospects has led us to a better understanding of what it takes to make the right impact, and how we can best achieve that with Aquamid®.

The rational message of lasting aesthetic satisfaction is a key factor in the Aquamid® story — but to this, we need to add an element of mystery and romance — which will engage our audience — and capture space, not just in their minds, but also in their hearts.
Your beauty secret to keep

The payoff is the basis of our communication concept and it encapsulates the essence of our new position. It is awash with hidden meaning – and although it has a rational layer of meaning, it also has a mysterious, romantic side.

Your

Using your in our payoff pulls the customer closer in. It addresses the customer directly, and expresses the fact that we understand ‘your’ needs (not just anybody’s needs)

beauty secret

Your beauty secret is something everybody would be interested in knowing. The fact that we have a secret makes people automatically want to find out more.

Your beauty secret is secret in several ways: It is a beauty secret, literally, because it is hidden under the skin – so no one else can see it. It’s a beauty secret in that it is a formula, or a method to achieve beauty. And, of course, it’s a secret, because you will never have to tell anyone about it.

to keep

You can also keep it in more ways than one. You can keep it because Aquamid® is so long lasting that the results will remain with you. And it looks and feels so natural, that you will never have to tell anyone about it – you can keep your beauty secret to yourself.
Key visual elements

The blue
Blue is natural, pure, and clean. Blue is also the colour of water – making it the perfect choice for Aquamid®. Blue conveys confidence and dependability. It is versatile and expressive. It can be scientific precision and reliability, yet also warmth and exclusivity.

The water
Water is a key element in our visual identity. Water is the essence of Aquamid®. It supports the idea that Aquamid® is in natural harmony with your body. And that Aquamid® provides a natural look and feel.
The personality

The Aquamid® model is inspirational. She is a self-confident, empowered woman who knows what she wants and knows how to get it.

We can see that she takes great care of herself – of her fitness, of her skin. She has a look in her eye, which hints of mystery – of a secret she has, that keeps her looking great and feeling fabulous.

She is there to inspire – but not to intimidate! She is a real woman – a member of our target 30+ age group.
Conceptual pictures

The conceptual pictures show our model in action in context. We can see she is a confident woman – at ease with herself and her surroundings. We can also see evidence of an active, attractive lifestyle. The settings are luxurious, without being unattainable – inspirational, not inaccessible.
Focus pictures

The model should be confident and relaxed. Her skin should be immaculate and flawless throughout.
Before and after pictures are a classic, some may say essential, tool for communicating the benefits of beauty treatments. People relate to them. People believe in them. We therefore thought it was important to create new before and after photos which could exist comfortably within our new brand universe. This meant selecting a beauty photographer, ensuring ideal lighting, and making every effort to align the lighting and other contextual elements to create the most plausible, credible and attractive before and after imagery.
The logo is available in three versions:

1. Standard
   The standard logo is the logotype accompanied by the Aquamid® wave.
   The wave represents the water – the basis of Aquamid®. The Q-stroke creates a natural connection between the water and Aquamid®.

2. Logo with payoff
   This extended logo features the payoff beneath the logotype. This version will be used where conceptual communication is key, for example, on the web site.

3. Logotype alone
   If the logo is to be positioned on a layout, which has a lot of visual content, choose the simple logotype version.

Water is the foundation of the Aquamid® visual identity. The blue colour of the Aquamid® logotype symbolises water, freshness, purity and professionalism.

The first four letters, 'AQUA', are written in solid blue, indicating that Aqua (or water), is the essence of Aquamid®. The feeling is pure, fresh, and above all, natural.

The feeling of the water is counterbalanced by the scientific professionalism of the final three letters, which are white and outlined in blue.
For headlines and prominent shorter sections of copy, we use a selection of fonts. The typography combination – including three different typefaces – is an expression of the alluring complexity of the Aquamid® woman. Each typeface adds a facet – the modern and rational tone of the Futura Light, the classic old-world confidence of Bodoni, and the mysterious romantic Shelley Script. The typography is unusual and alluring and makes our visual expression quite unique.
Brochures

We have created two new concept brochures: one for consumers, and one for physicians.

The principal difference between them is the tone of voice and the level of detail with which the different aspects of Aquamid® are described.

The Consumer Brochure has the title "Your beauty secret to keep". The information is mostly conceptual and any scientific information provided is written so it is very easy to understand. The word ‘Consumer’ is written on the front cover, to avoid confusion.

The Physicians’ Brochure is slightly larger in format, and the information contained within it is targeted to the needs of beauty professionals – meaning we provide fairly detailed scientific information, and include references and diagrams which will heighten the credibility of Aquamid® within this target group. The Physician Brochure will have the word ‘Physician’ written on the front.
Web site

We will launch a new Web site to support our new concept. It will be the embodiment of 'your beauty secret to keep' – beautiful, mysterious and alluring.

The Web site will be divided into three primary sections: consumer, physician and distributor. Each of these sections will contain information and inspiration of relevance to these three target groups.

The sections will be generally accessible to all, though there will be a part of the Physician section which will only be accessible to physicians who have signed up for the Aquamid® educational programme.

Visitors can choose exactly what they want to see. They can opt for summarized information, but always have the option to dig deeper and find out more.

Physicians can undergo Web-based Aquamid® training – and actually become certified Aquamid® physicians by following the online educational programme and completing the test which follows.

The web site will be launched with a short emotional film featuring Emma, accompanied by a dramatic conceptual voiceover – which sets the scene for the site.
Templates for print ads are available for download and localization. The examples show how the grid can be applied on three different ad formats.