

**REBRANDED:** Batchelor & Kimball

## They do the tough jobs

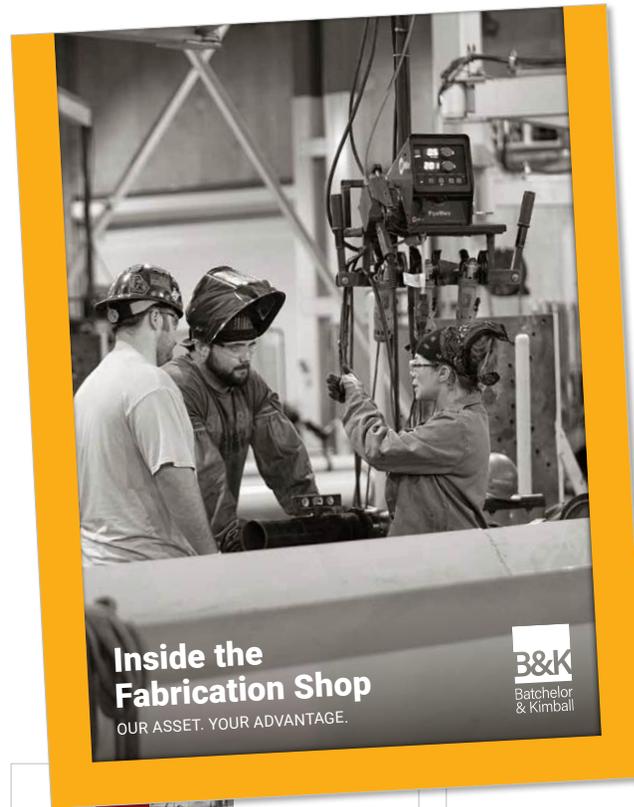
A long track record of high performance kept Batchelor & Kimball a go-to subcontractor for mechanical HVAC and plumbing work.

But the company's communications weren't on par with its capabilities. They worked in the world of sophisticated, high-tech systems – but online and on paper, they looked somewhat antiquated.

After extensive research, Versal developed a brand platform that positioned B&K in the marketplace, sharpened the firm's messaging and established new guidelines for identity, voice and presentation.

B&K wasn't just good – it was highly skilled and prepared for the *most complex assignments* in air handling, energy operations and specialized plumbing.

The brand transformation became a new blueprint to present B&K as a thoughtful, creative and honest partner for building owners and general contractors. With that in place, Versal got to work creating a new infrastructure in identity, print and online communications.



**STORIES**  
THE FIELD

**ALCON LABORATORIES**  
**When every hour counts**

How do you upgrade a factory that runs 24 hours a day, 360 days a year? You make really good use of the other five days.

For Batchelor & Kimball, this challenge has become a holiday tradition. In the days between Christmas and New Year's, we work long days – and nights – to complete a year's worth of upgrades at Alcon Laboratories' manufacturing facility outside Atlanta.

Alcon is a global eye care company, and its Atlanta location is one of its largest in the world. Here, the machines almost never stop running. Every shutdown hour counts.

Over the years, B&K has returned during the holidays to support the installation of new production lines, expand the HVAC system, add solvent tanks and air compressors, and make repairs for process gases, water and chemical lines.

In 2019, we received one of our toughest assignments yet. Typically, we have a 12-week window to strategize a plan of attack, assemble skilled craftsperson, model the work in CAD, fabricate custom assemblies and acquire supplies.

Project Manager Gordon Dunn explains why we do all this work before making a single weld.

[The story continues >](#)

**How we look and sound**  
The platform for our brand.

**B&K**  
Batchelor & Kimball

Created: February 2020

**B&K**  
Batchelor & Kimball

**What it's like here**

It's a place where you're valued. Not just as an employee, but as a person. It's a place where everyone's strength makes the work a challenge. But it's also a place where the culture is supportive. We get each other's backs. There's no such thing as a bad idea here. Good people work at Batchelor & Kimball. They're good at their jobs and good to each other.

**SEE OUR CURRENT OPPORTNIES >**

**We live what we value** as a company. Which means we're all about...

- Committing to safety.** Choosing the right equipment. The way they operate it. It's what we value most about this.
- Staying open to ideas.** The ideas are there, waiting and Batchelor will set a team.
- Taking pride in work.** We partner at a high level because we view our work as an extension of ourselves.
- Being mindful of others.** That means considering our teammates, partners and the people who supply the materials we depend on.
- Thinking through scenarios.** It's necessary for preparing for what's ahead before they get into our success.
- Embracing integrity.** Each structural strength in our work and honesty in our practice.

**What it's like here**  
We help each other out

**REBRANDED:** Alora Software

## So much more than software

Say everything at once, and you say nothing.

This is where we found Alora Software in 2017. They had so much to offer home health agencies – and offer it they did, in a blizzard of features and functionality.

Their intentions were pure and accurate; the software *is* robust.

It's just as true that the software is exceptionally easy to use. And it helped that Alora took very good care of its agency clients.

These truths pointed to a promising new position for the brand — unsurpassed simplicity.

The company could keep a powerful promise: They make it easier for home health agencies to perform better.

Versal encouraged Alora to embed simplicity of experience into every touch point with its clients. We then revamped the company's communications to reflect this powerful simplicity.

Home Health Home Care Hospice Pediatric Care WHY ALORA PRICING BLOG FAQs CAREERS CONTACT

**ALORA**  
Home Health Software

Q DEMO Request Info

# At home with ALORA

**BEFORE:** Old Alora website

Alora's cloud-based. Even on sunny days.

Alora can be used anywhere. But only by people.

Welcome home.

Need help with anything? If so, call our help desk at 800-954-8330 x1.1 or email support@alorahomehealth.com

YOU'VE GOTTA SEE THIS (EMERGENCY!)  
• When POC files is created from computer-generated, the information may propagate from the smartphone.  
• The POC files document has been informational. It's not there. (This document was never created from a phone and is not generated.)  
• Other new enhancements announcement

REGISTER AN AGENCY AND GET UP TO \$1000 BONUS!

KNOWLEDGE TO HELP YOU GROW  
Check out news and search for our website

PMS 646 PMS 123 PMS 502  
PMS 441 PMS 7934 PMS 510  
PMS 7979

## BRAND EVOLUTION:

Georgia Research Alliance

# A new brand of exploration ... and entrepreneurship

The more scientific research you do, the more discoveries you make.

And the more inventions you create. And the more companies you launch.

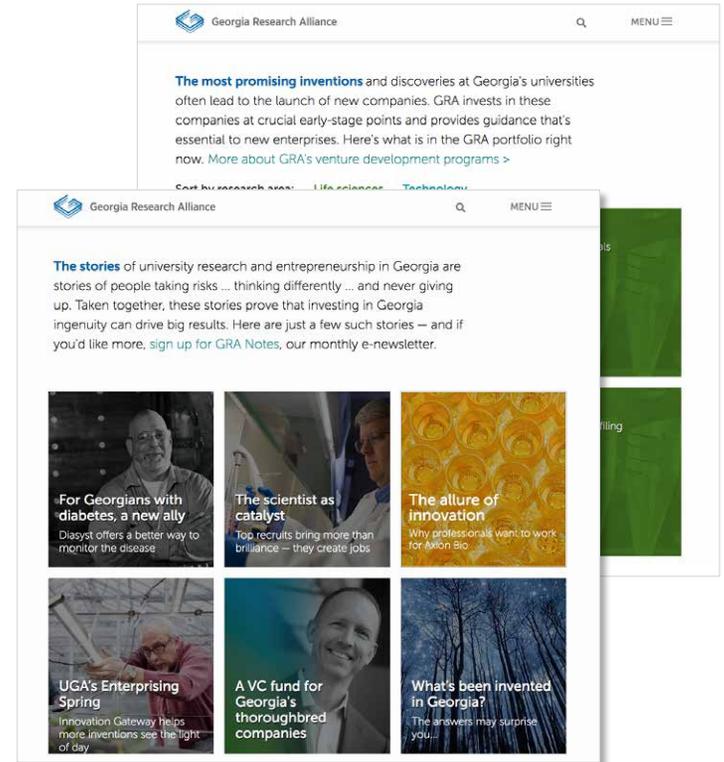
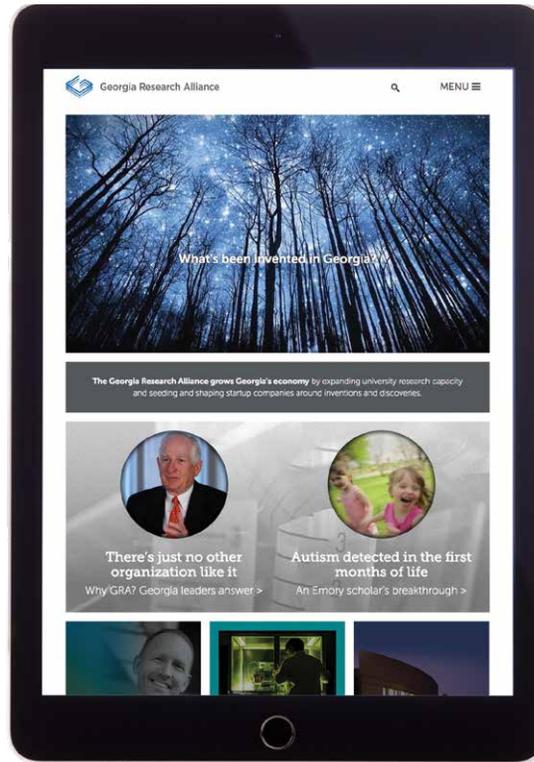
The Georgia Research Alliance helps Georgia's universities do more research and start more companies.

Versal helps GRA develop and manage its brand – and communicate its singular value to a wide, diverse audience.

The voice: Distilled, clear articulation of complex science and technology (with occasional good humor).

The presentation: Bright, active, current.

The result: A deeper connection between GRA and the members of its alliance – business, government and academia.



## GOOD FOR GEORGIA

How GRA-driven research and entrepreneurship benefit our state



**REBRANDED:** Pinn Technologies

## The power to (really) know

The cybersecurity market is a world bazaar:  
So much to see and select.

Thus, it's hard to stand out. Yet Pinn Technologies had to stand out — it had come up with something never before seen.

Their platform for Identity Authentication Management signified a paradigm shift: With Pinn, enterprises could now be certain that the person seeking access to systems was really the person given clearance.

Versal helped re-start Pinn's brand by developing a distinct voice, distilling its visual modeling and using metaphors to explain essential points.

We weaved these elements together into a branding document that also provided a fresh (and precise) "back story" for the young company.

All of this came together in collateral and business presentations. So with sharper clarity and enriched credibility, Pinn was on its way to changing the conversation.

Introducing: X-factor authentication.\*  
Think of it as multi-factor authentication (MFA) to the next power.  
Auth<sup>®</sup> from Pinn Technologies:

- **Introduces a new factor:** It's one that's missing from other solutions. And it assures that the person on your enterprise network is actually the person you granted access.
- **Works stand-alone or integrates into existing IAM:** Your current IAM solution can be leveraged or replaced.
- **Delivers a new level of security:** It's not just about the person you granted access to, but the person you granted access to the network.
- **Stands up to the most sophisticated attacks:** It's not just about the person you granted access to, but the person you granted access to the network.

The e

**2FA**  
Something you know, have

**Close** **isn't enough.**

So many protect you.  
But all of the person employee.

Auth<sup>®</sup> from Pinn is different: We've developed a way to bind a digital identity to an actual person.  
Meaning: to fully safeguard your network,  
**certainty is now within reach.**

Pinn AuthX  
More: Pinn.ai

How your enterprise network sees an employee\*

What we saw surprised us: The identity of a person seeking legitimate access to an enterprise network resembled someone looking into a shattered mirror.

You could see the person, but only partially, and not at all clearly. What we saw surprised us: The identity of a person seeking legitimate access to an enterprise network resembled someone looking into a shattered mirror.

You could see the person, but only partially, and not at all clearly.

Every mirror, every IAM solution, was different. But they often looked patched together. And all of the stopped short of being able to certify the real person behind the identity.

In this exploration, we spotted a missing piece – a key measure of evidence that no other solution offered. This missing piece, we discovered, could unify the fragments into a perfect mirror image of a person approved for access.

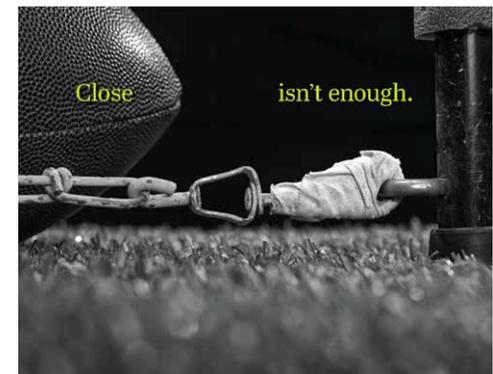
The future of authentication is here. **Introducing XFA.**

**2FA**  
Something you know, have

**MFA**  
Something you know, have, are and / or do

**XFA**  
The evolution of authentication

The only way to truly bind a real identity with a digital identity



**REBRANDED:** Wechsler Engineering

# What makes Wechsler special

An ambitious engineering firm has all it needs to grow.

Except one thing: A clear way to articulate what sets them apart from other capable industrial engineers.

This is why Wechsler Engineering invited us to help.

We researched other firms in their space, interviewed clients, studied market trends and had more than a few conversations with the good people of the firm. This effort uncovered Wechsler's true value as specialists.

Being a specialist is not just a moniker; it means you've got a provable story to tell that others don't.

In the case of Wechsler, that story described how they applied deep experience and expertise to solve the most complex problems inside energy systems for a select group of industries.

We distilled this distinction into three commanding words - "solve with certainty" - and built their value proposition around their unique specialization.

