

**REBRANDED:** Batchelor & Kimball

## They do the tough jobs

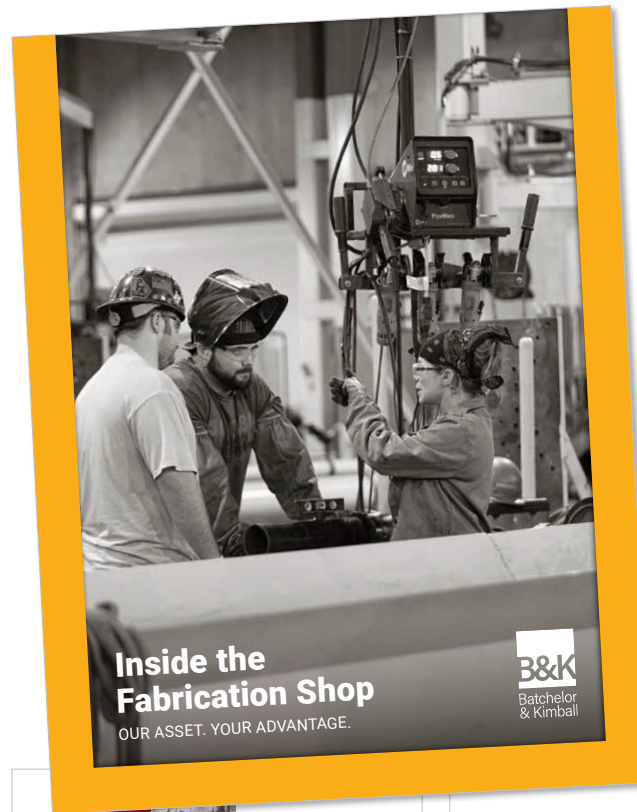
A long track record of high performance kept Batchelor & Kimball a go-to subcontractor for mechanical HVAC and plumbing work.

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.



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.

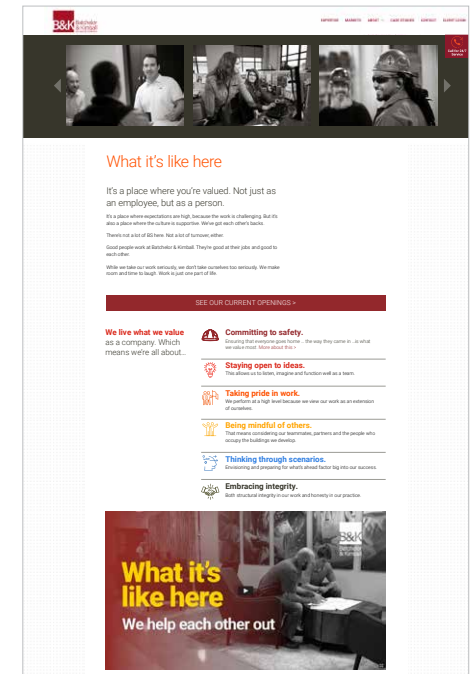
[The story continues »](#)

## How we look and sound

The platform for our brand.



Created: February 2020



**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

At home with ALORA

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

Alora can be used anywhere. But only by people.

BEFORE: Old Alora website

NEW ALORA WEBSITE

YOU'VE GOTTA SEE THIS (EMPHATICALLY)

- When POC Plus is created from computer-assisted assessment, the information now populates from the assessment.
- The POC Plus document has been restructured. It's not just a single document, but a series of documents that are generated.
- Other new enhancements announced.

NEED AN AGENCY AND GET UP TO \$1,000 BONUS!

NEEDS TO HELP YOU GROW

Check out these and search for our website

PMS 646 PMS 123 PMS 582

PMS 441 PMS 7534 PMS 580

PMS 7579

## 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.

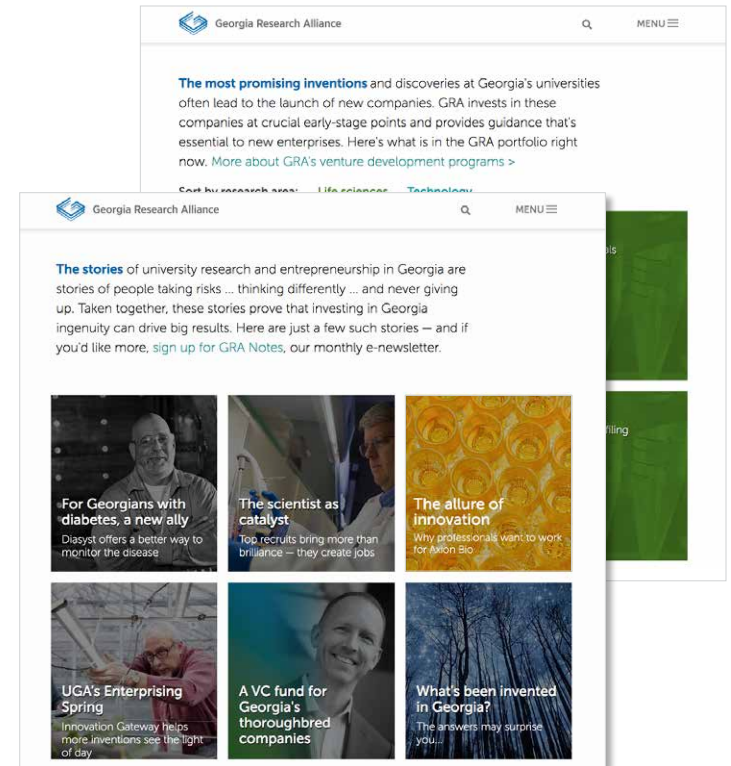
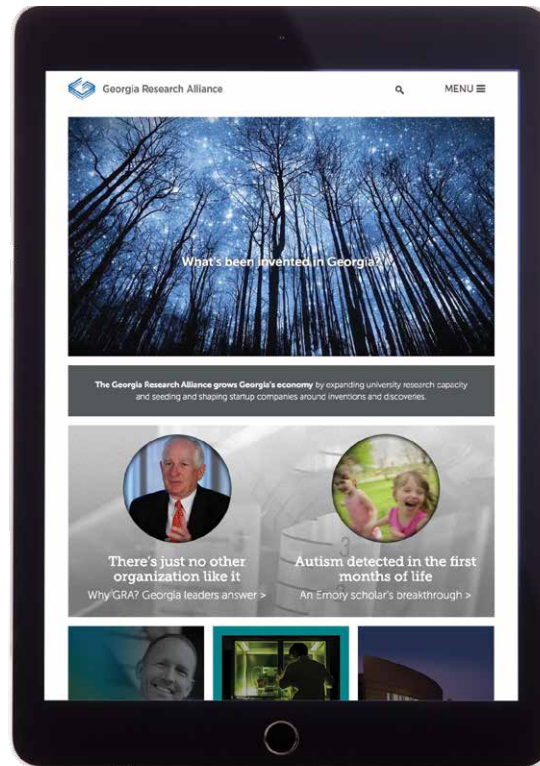
The Georgia Research Alliance helps Georgia's universities do more research and start more companies.

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



**VERSAL**



**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.

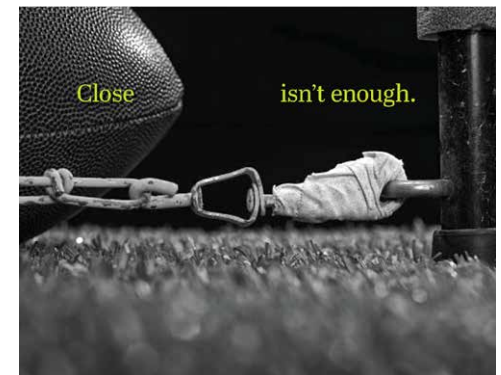
We weaved these elements together into a branding document that also provided a fresh (and precise) "back story" for the young company.

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.

The collage features three overlapping cards. The top card, titled 'Introducing: X-factor authentication.\*', lists key features: 'Introduces a new factor', 'Works stand-alone or integrates into existing IAM', and 'Stands up to the most sophisticated attacks'. The middle card shows a golf ball on a green with the text 'Close isn't enough.' and 'certainty is now within reach.' The bottom card shows a shattered mirror with the text 'How your enterprise network sees an employee\*' and 'What we saw surprised us: The identity of a person seeking legitimate access to an enterprise network resembled someone looking into a shattered mirror.'

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

<b>2FA</b> Something you know, have	<b>MFA</b> Something you know, have, are and / or do	<b>XFA</b> 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.

