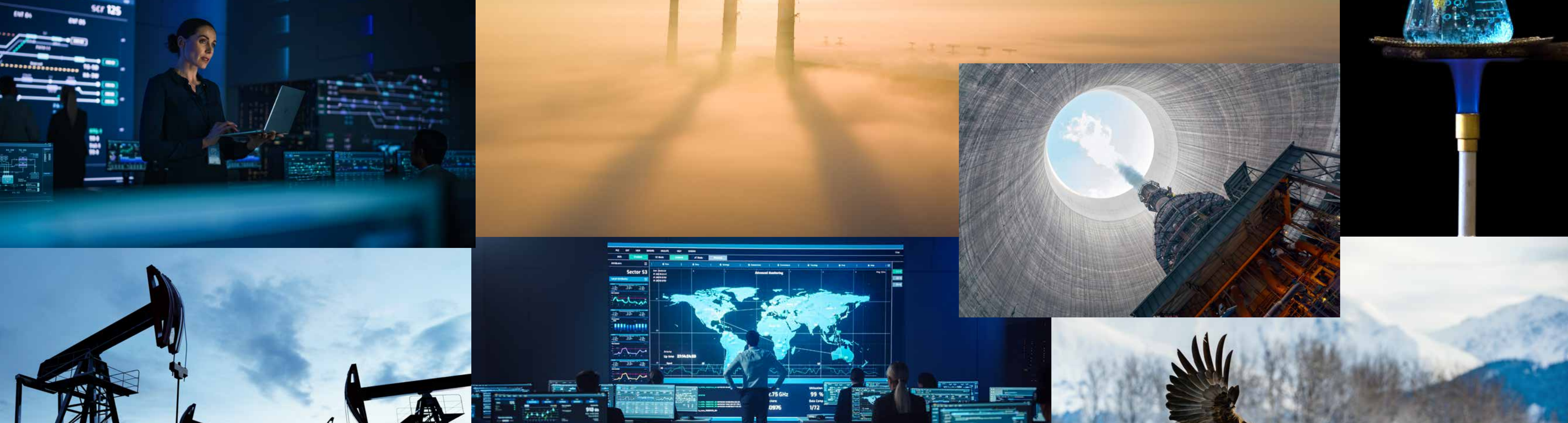


Case Study Vetergy Group

Full Rebranding Services



About Vetergy

Led by decorated military veterans, Vetergy Group empowers organizations to achieve peak performance through operational resilience and human optimization. Leveraging proven tactics from demanding environments, Vetergy provides customized program development, assessments, workshops, and professional coaching. Their data-driven approach and collaborative customer focus deliver measurable results, improving efficiency, reducing risks, and enhancing overall performance. Vetergy serves diverse industries, including aviation, healthcare, manufacturing, energy, transportation, and government.

Bringing Vetergy into the Spotlight

Old



vetergy

New

VETERGY

Challenges & Objectives

Vetergy recognized the need to elevate its brand to effectively communicate its value proposition and resonate with its target audience. Guided by Detour, the company identified key areas for improvement:



Messaging Modernization

Update messaging to reflect Vetergy's comprehensive approach to sustainability, emphasizing innovative solutions and environmental responsibility.



Enhanced Brand Awareness

Increase Vetergy's visibility and establish it as a leader in the industry, attracting new customers and expanding market reach.



Cohesive Brand Identity

Create a consistent and unified brand identity across all platforms, ensuring a seamless customer experience.

Full Rebranding & Website Development: A Fresh Start for Vetergy

By addressing its challenges and investing in rebranding and website development, Vetergy aimed to achieve:



**Increased
Brand Relevance**



**A modern
brand identity**



**Improved
Market Positioning**



**Legacy
Preservation**



**Cost-Effective
Growth**

Solutions



Repositioning Vetergy for Growth: A Strategic Brand Elevation Plan

To catapult Vetergy to new heights, Detour crafted a comprehensive brand development and rebranding strategy, encompassing the following key elements:

Rebranding

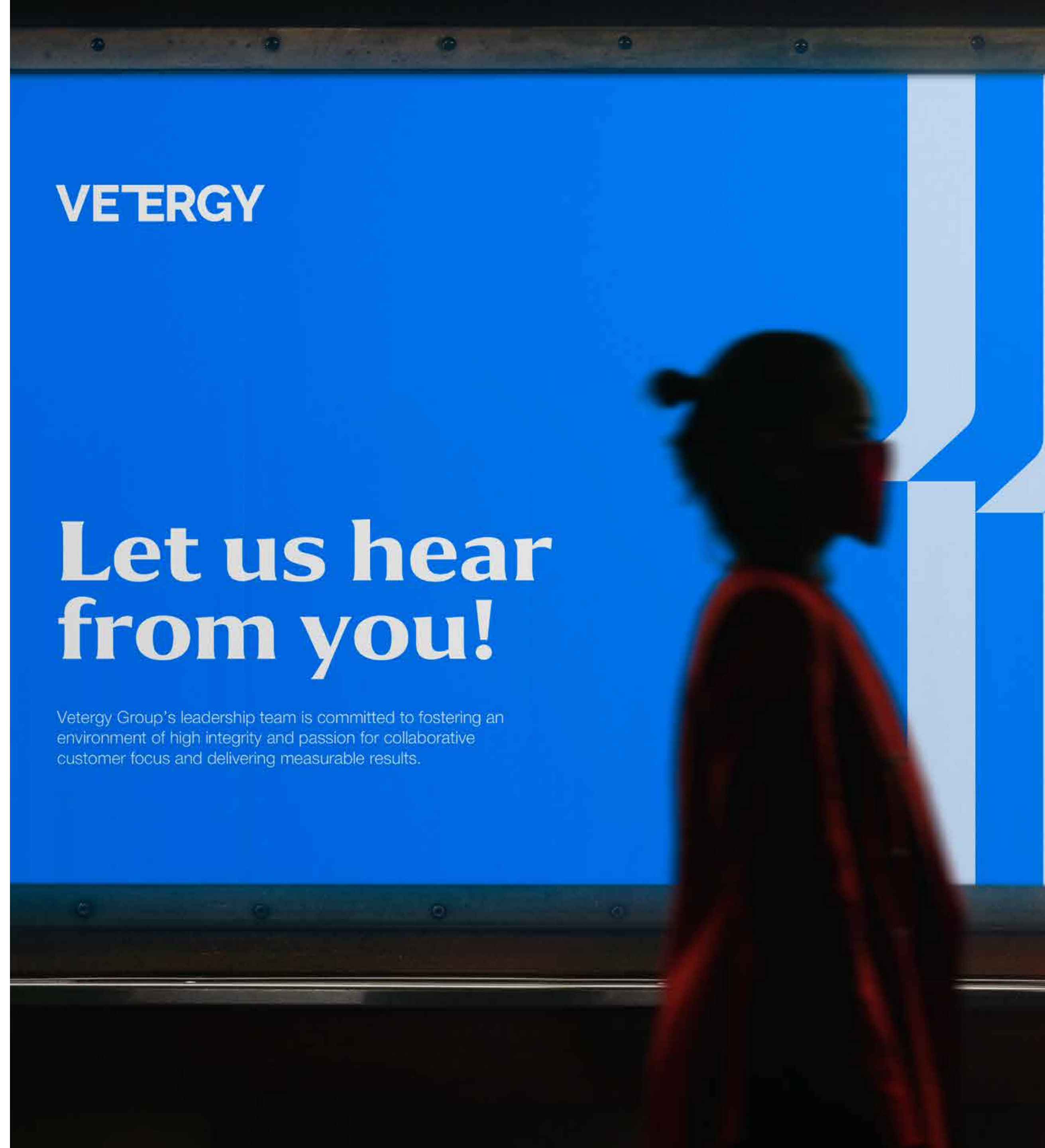
A new Chapter for Vetergy

Detour collaborated with Vetergy to develop a powerful brand story that resonated with its target audience. This narrative highlighted Vetergy's unique value proposition, unwavering commitment to sustainability, and cutting-edge data-driven approach to energy management. It showcased Vetergy's ability to deliver customized solutions, optimize energy consumption, and empower clients to make informed decisions, ultimately driving positive environmental and financial outcomes.

VETERGY

Let us hear from you!

Vetergy Group's leadership team is committed to fostering an environment of high integrity and passion for collaborative customer focus and delivering measurable results.

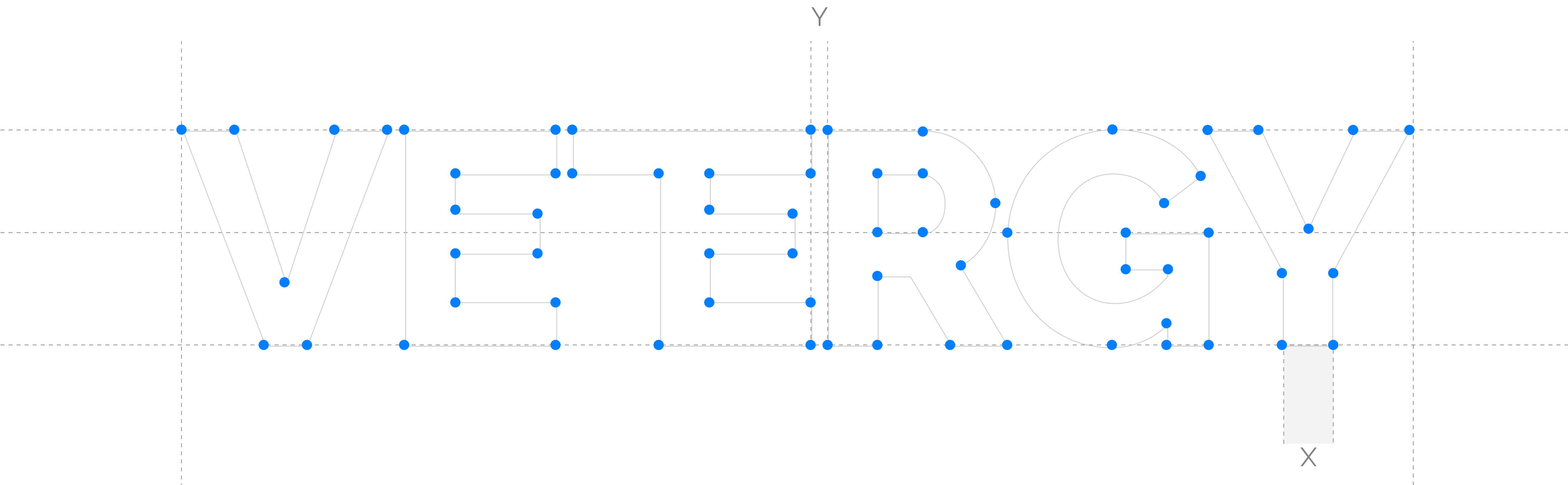


Visual Identity Design

Rebranding

Detour's team of experienced designers delved into Vetergy's brand story and uncovered its potential, crafting a visual identity that resonates with its target audience.

This comprehensive service encompassed:



Logo Design & Concepts

Brand Guideline Development

A comprehensive brand manual outlining the essential elements of Vetergy's visual identity.



Primary Logotype Lockups

Vetergy's emblem blends the 'T' and 'E' together, showing a mix of strength and adaptability. It symbolizes our innovative spirit. The 'T' stands for stability; surrounded by the 'E' representing agility. This fusion represents Vetergy's commitment to reliable, forward-thinking solutions for high-risk organizations, ensuring enduring success for our clients.

VETERGY



Typography

Secondary Font

Aa

Roboto

The full Adobe Fonts library is cleared for both personal and commercial use.

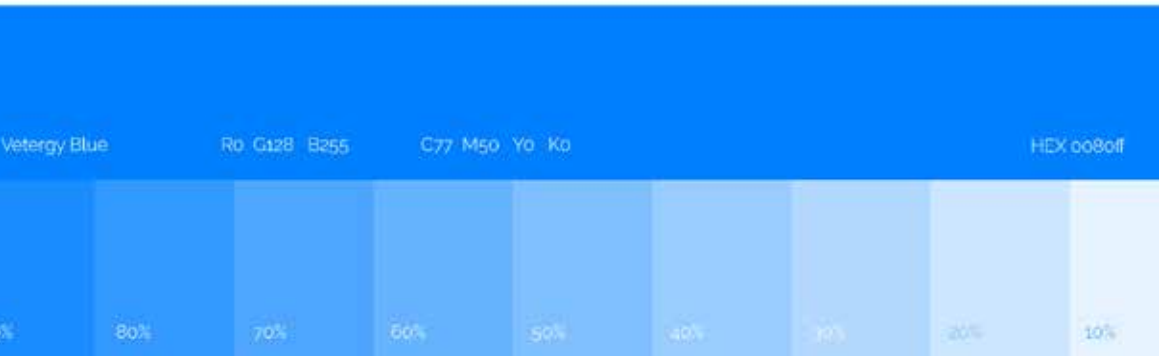
ABCDEFGHIJ
KLMNOPQR
STUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890
@#!\$%^!>?<>

Thin
Light
Regular
Medium
Bold

Color Palette

Primary Color



Stationery

Folder - Secondary Option



Digital

Social Media Post Design Templates



Digital

Website



Design and development of a cohesive stationery package, including business cards, letterhead, envelopes, folders, and promotional giveaways.

Stationery Package



Creation of a visually compelling and informative company profile, showcasing Vetergy's expertise and value proposition.

Company Profile Redesign

VETERGY

Company Profile

©COPYRIGHT | ALL RIGHTS RESERVED

vetergy.com

Meet Our Team



John Farnam
Consultant



Dr. Kari Strobel
Research &
Technology Scientist

What Makes Vetergy Stand Out?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

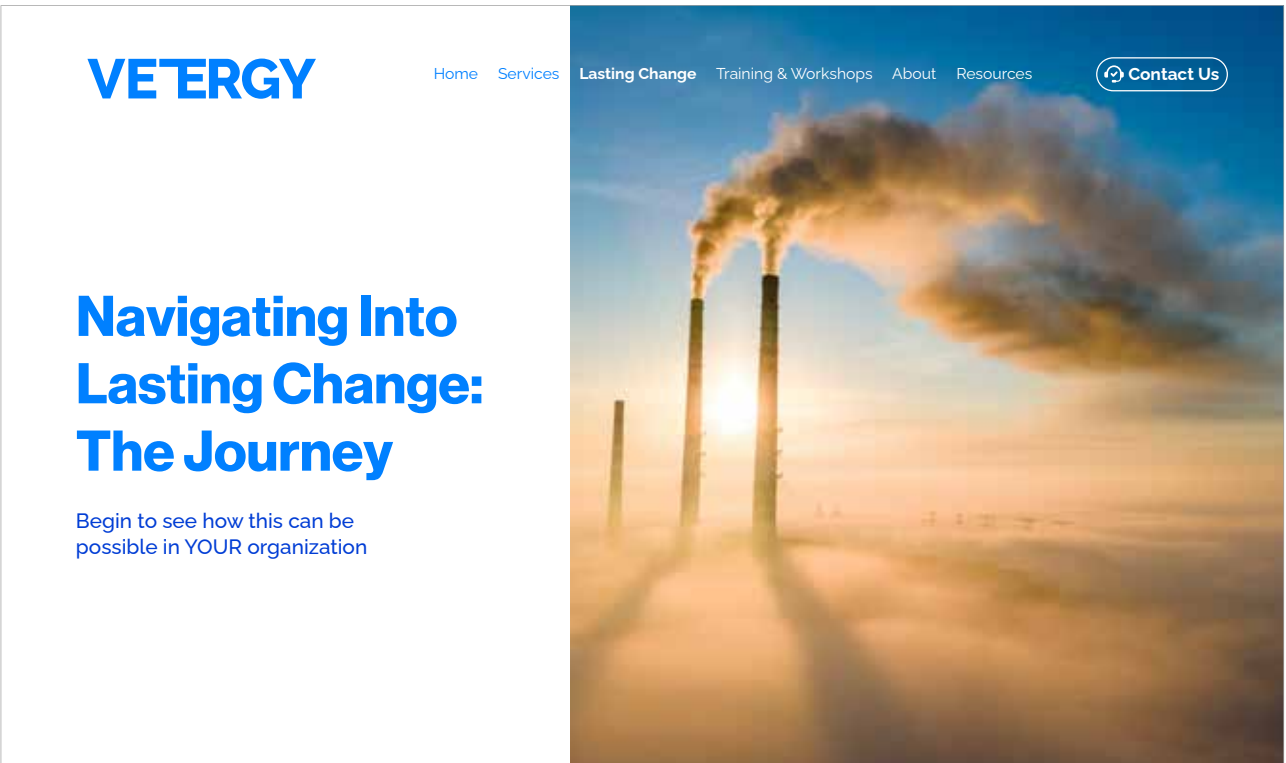
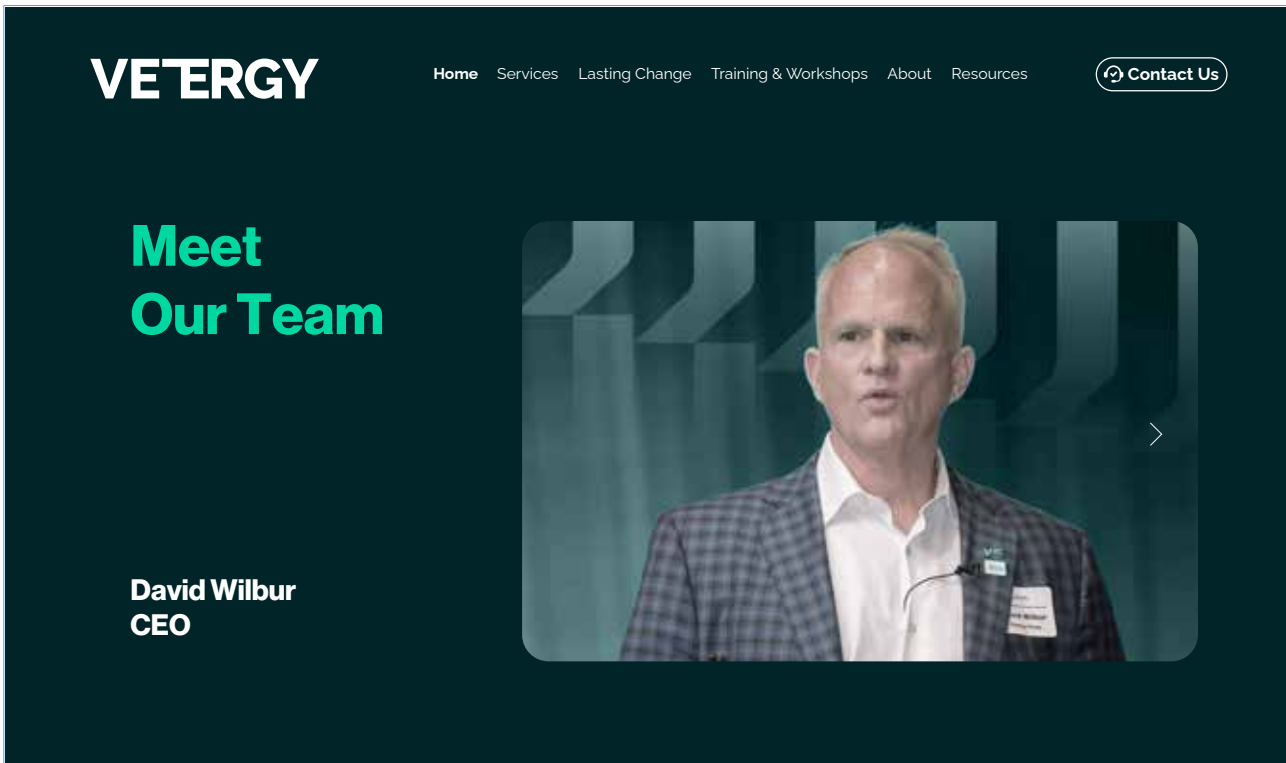
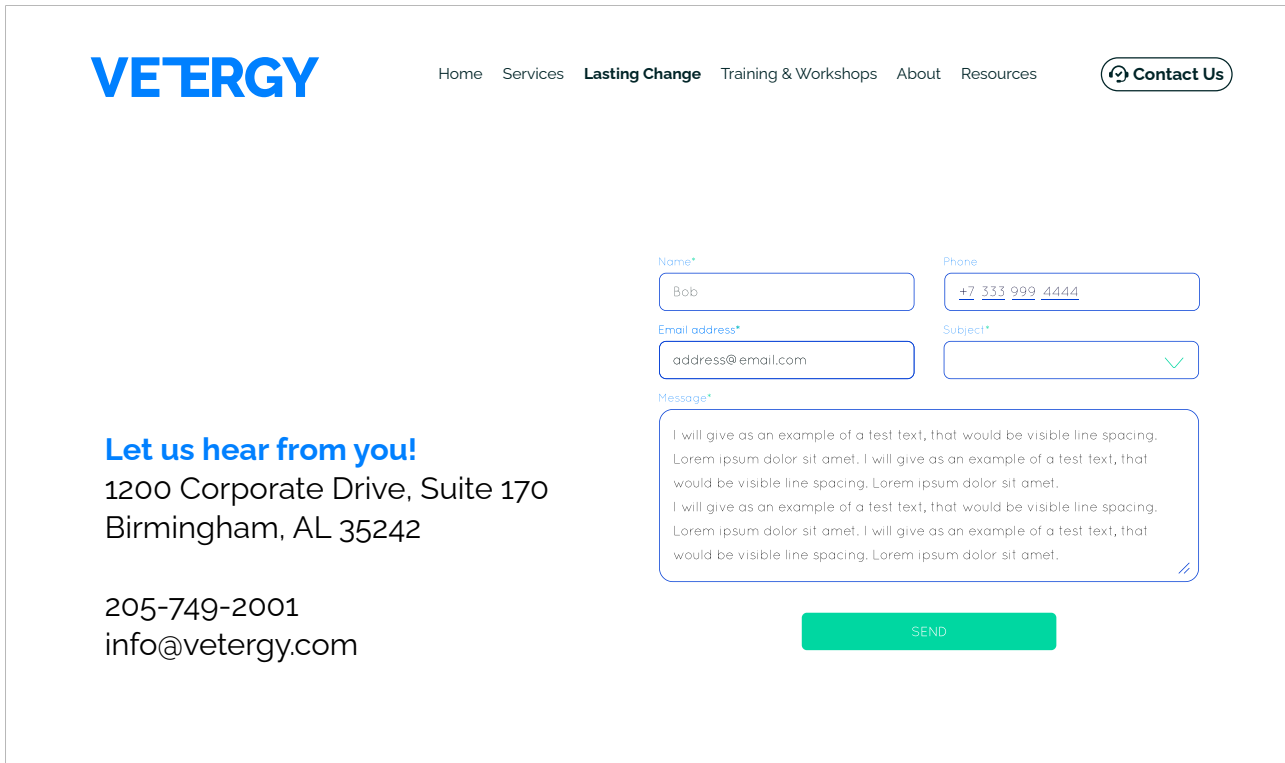
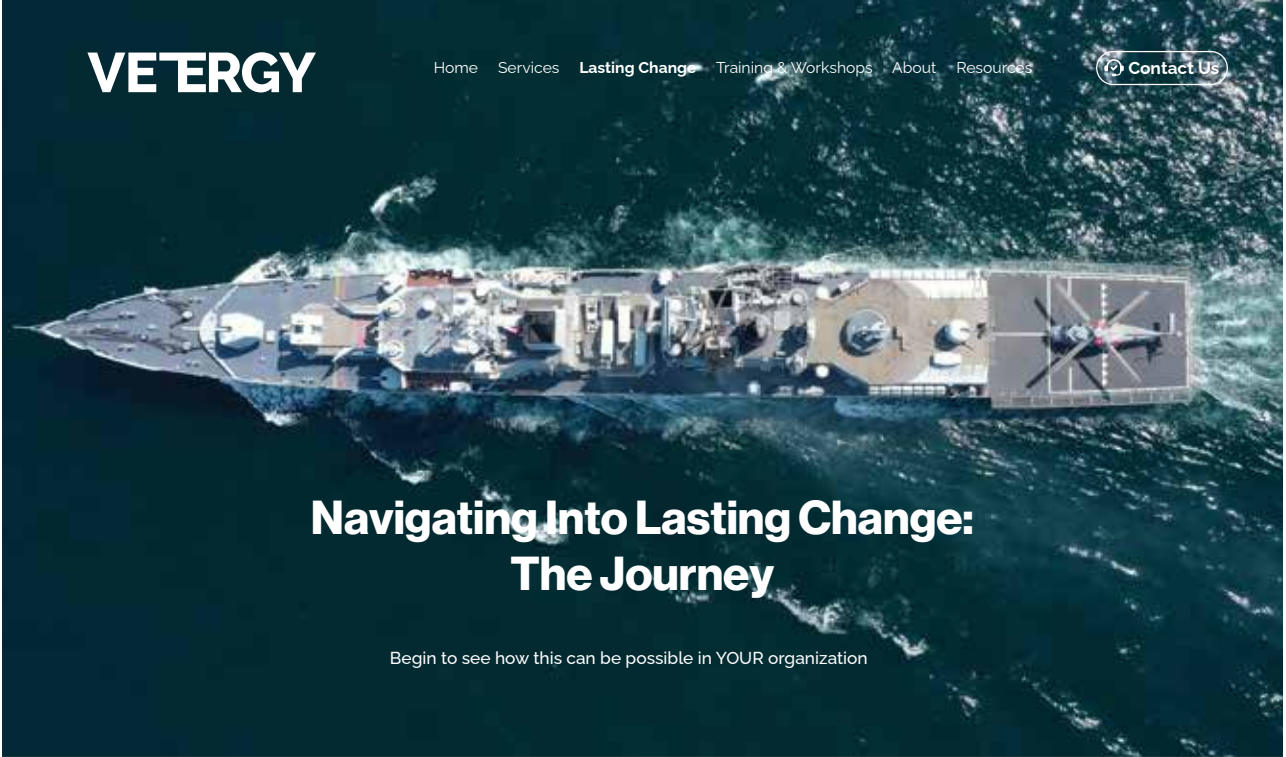
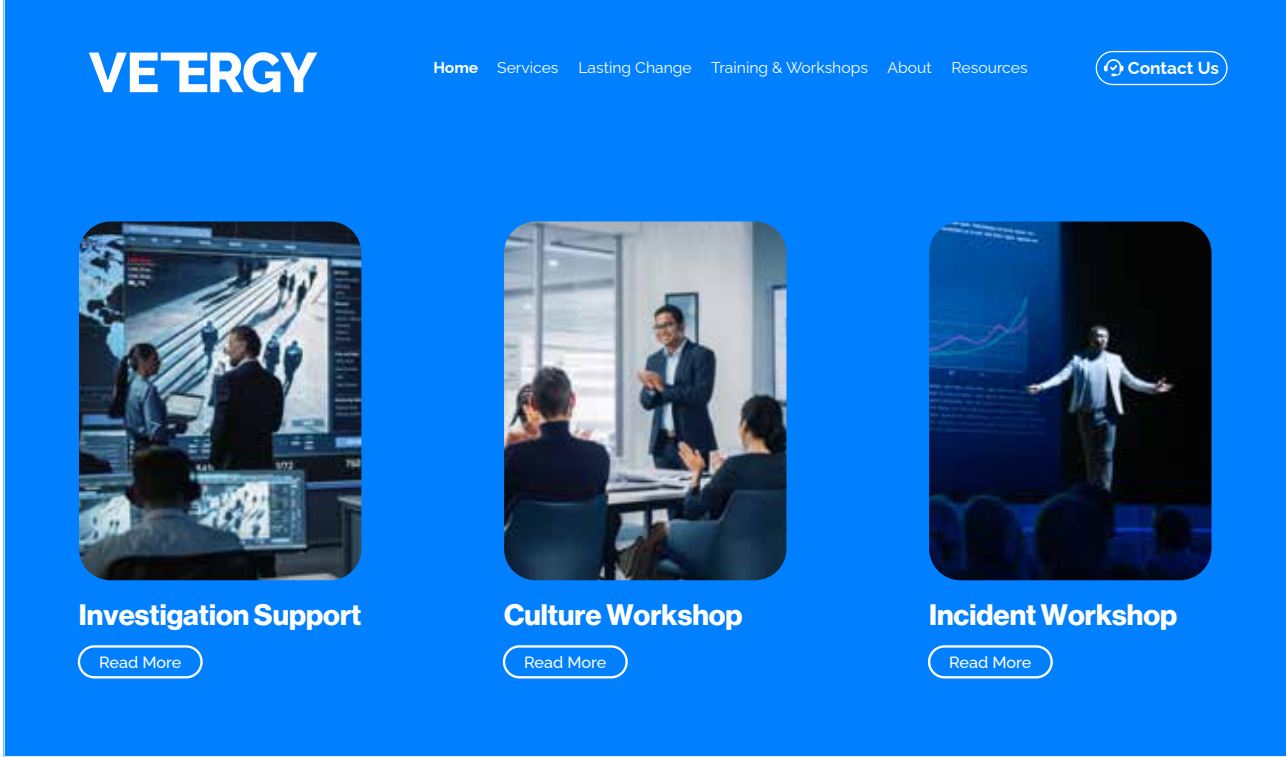
Detour's website development process ensured a seamless and impactful online experience for Vetergy's target audience.

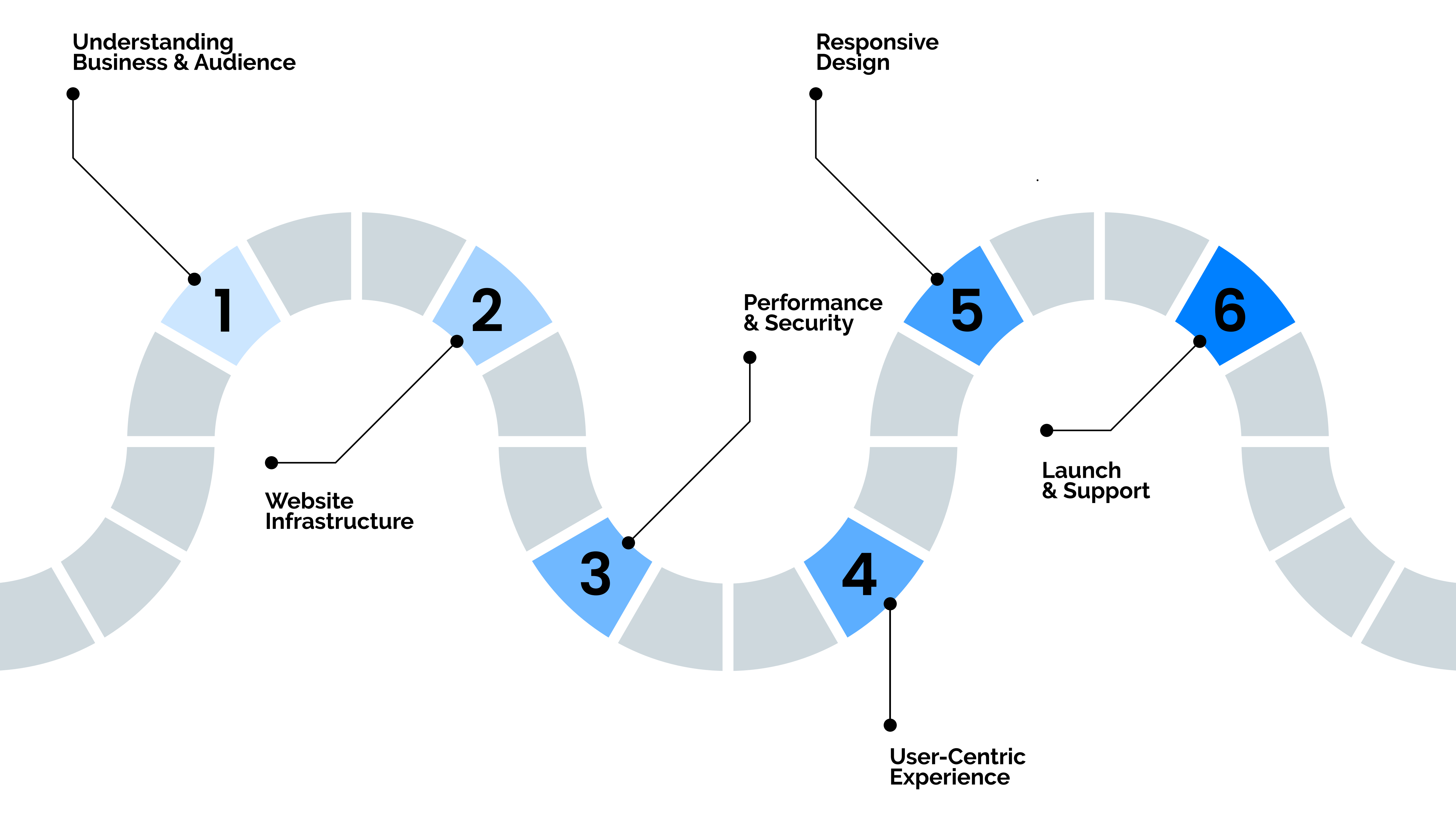
Website Design and Development

VETERGY



Digital Website





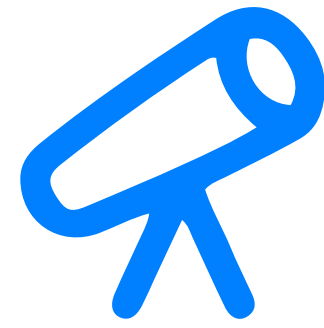
Results and Impact

A Modern and Sophisticated Visual Identity: Elevating Vetergy's Brand Image

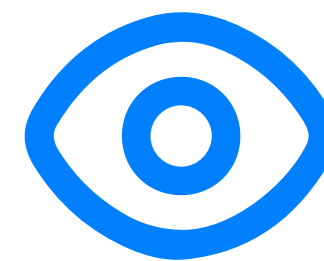
By combining a compelling brand story with a modern and sophisticated visual identity, Vetergy effectively communicated its value proposition, attracted new customers, and solidified its position as a leader in the energy management industry.



**Brand Awareness
Amplified**



**Brand Perception
Elevated**



**Brand Differentiation
Solidified**

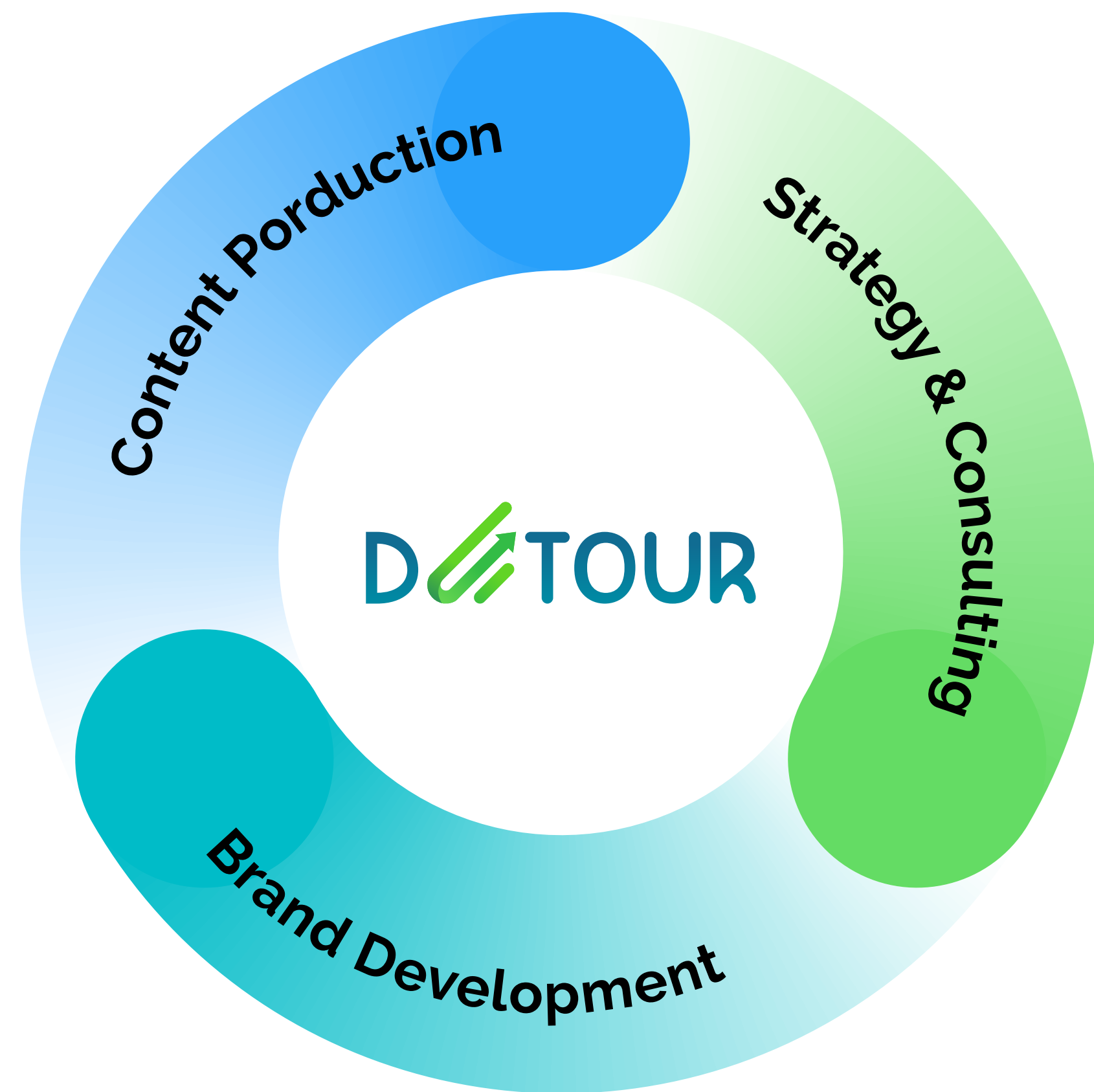


**Customer Engagement
Supercharged**

Vetergy successfully positioned for continued growth and success

Powered by Detour's strategic expertise, Vetergy's brand development and rebranding efforts successfully addressed the company's challenges and positioned it for continued growth and success in the industry.





Your Strategic Partner in Brand Transformation

Detour is a leading brand development agency with a proven track record of delivering impactful solutions for ambitious businesses like Vetergy. We combine strategic thinking, creative design, and data-driven insights to drive tangible results.

Our comprehensive approach goes beyond aesthetics, focusing on your brand's core values, target audience, and competitive landscape. We craft impactful solutions aligned with your business objectives and deliver measurable success. At Detour, we are your strategic partner in brand transformation. We foster a collaborative environment and work closely with you to achieve your desired outcomes.

Ready to Transform Your Brand & Accelerate Growth?

We go beyond aesthetics, focusing on every detail that shapes your brand's identity and impact, from core values and target audience to competitive landscape and visual representation.

Contact us today to schedule a consultation and discuss how we can help you achieve your business goals!

Contact Us Today!

📍 13873 Park Center Road,
Suite 150-O | Herndon,
Virginia 20171

☎ +1 (571) 357-4837
✉ info@detourb.com
🌐 www.detourb.com