

# GALVANIZING A COMMUNITY AROUND NEW BRAND IDENTITY

## OPPORTUNITY

Helicopter Association International (HAI) recognized that the vertical aviation industry has a more expansive future ahead of it, beyond (but inclusive of) pilot-manned helicopters. The 75-year-old trade association needed a new brand that energized the industry around their leadership – using that momentum to acquire new members in vertical aviation while re-engaging the existing helicopter industry.

## INSIGHT

For decades, helicopters were the solution to taking off and landing vertically, without a runway. **Into the future, “up” can mean much more.** Up means flight. Up means innovation. Up means growth. Up means optimism. Up means exploration. Up means sustainability. Up means openness. Up means progress. Up means agility. Up means freedom. Up means access. Up means possibility.

## SOLUTION

We developed a new brand strategy, name, logo, visual identity, and tagline: **Vertical Aviation International: Powering Up.** It’s rooted in a revamped mission: to fuel the growth and upward trajectory of the entire industry through connection, education, safety, and advocacy—so that communities around the world are strengthened by the power of UP (vertical flight). We established an evolved brand personality—the trailblazing team leader—with brand values of **Trust, Passion, Service, Innovation, Inclusion, and Safety** that laid the foundation for a new visual identity which emphasizes the forward and upward energy of vertical lift.

## & IDEA

Their tentpole member benefit and annual industry convention – HAI HELI-EXPO – also needed a refresh. We saw this as another opportunity to push the envelope, creating a truly memorable and distinctive annual convention brand that a trailblazing team leader like VAI would host. Enter: **VERTICON, powered by VAI.**

## RESULTS

The new brand was announced at their annual expo on February 26, 2024, and has been met with resounding positivity from the industry—generating increased excitement and significant pre-registration activity for the inaugural VERTICON event in 2025.

*Read more about Yes&'s rebrand of VAI in action.*

[www.verticalmag.com/news/hai-becomes-vertical-aviation-international/](http://www.verticalmag.com/news/hai-becomes-vertical-aviation-international/)

### PROJECT COMPONENTS

- Quantitative & Qualitative Research
- Audience Insights
- Brand Strategy
- Naming
- Copywriting
- Visual Identity
- Event Branding & Design
- Website Design & Development
- Collateral Design



Previous Logo



New Logo



**OWNERS**

LIGHT · REGULAR · MEDIUM · BOLD · BLACK

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**OWNERS NARROW** - Light · Regular · Medium · Bold · Black

Our vision is to be the world's most vital membership association leading the evolution and expansion of vertical flight. We work to fuel the growth of the vertical aviation industry through connection, education, and advocacy so that communities around the world are strengthened by the power of vertical flight.



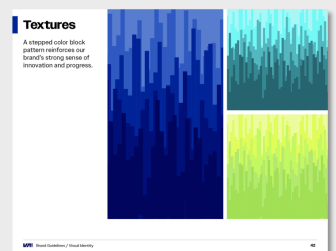
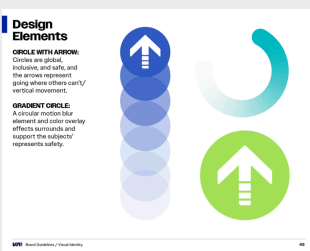
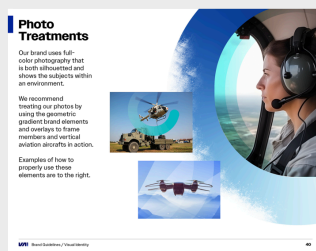
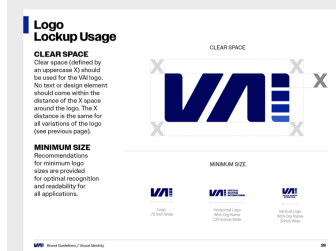
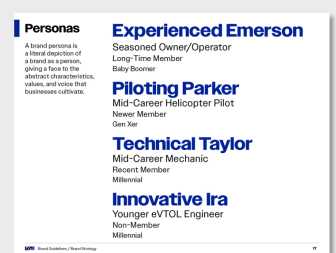
Stylescape



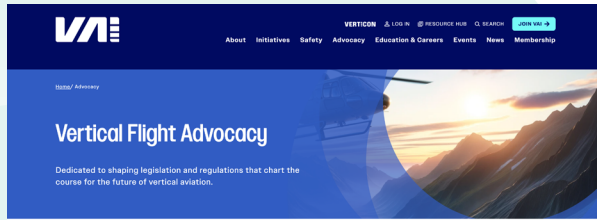
Press Release Template Envelope



Business Card

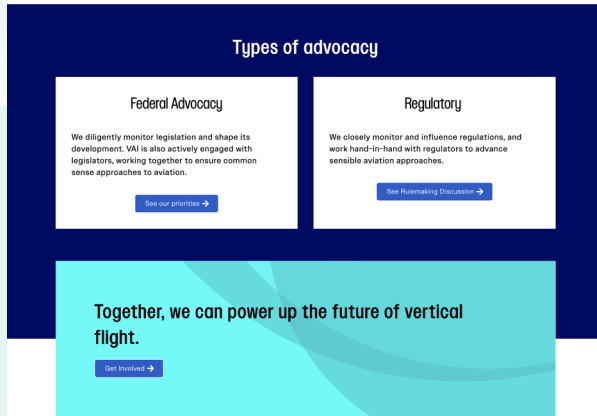


Brand Identity

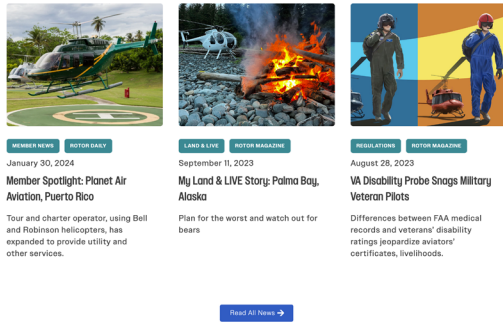


**Ensuring a brighter future for vertical flight**

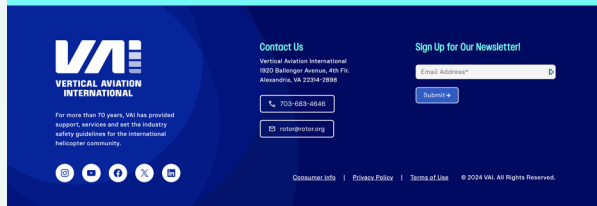
VAI's advocacy team is a force driving change at the local, state, federal or international levels, championing policies and advocating for regulations that can protect and propel our community forward. We are actively involved in the decision-making process, safeguarding the best interests of not only our members but the entire civil vertical flight industry.



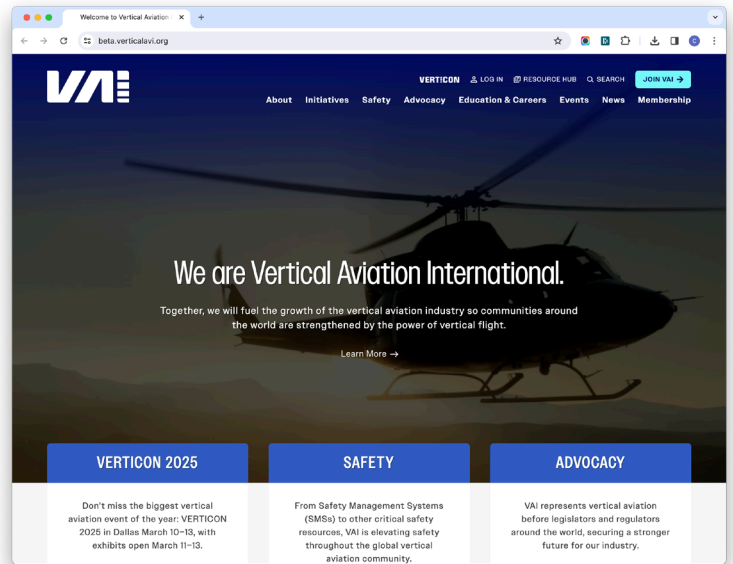
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VAI Beta Website Secondary Page



VAI Beta Website Homepage



Brand Launch Static Banner



VAI Social Media Profile

POWERED BY VAI

# VERT:CON

VAI Verticon Logo



VAI Verticon Stylescape



VAI Verticon Banner



VAI Verticon Program



VAI Verticon App



VAI Verticon Ad