

Velocity7: Empyrean Homes Case Study

Brand Integration, Style Guide and National Ad Campaign

Empyrean Homes of Acton, Massachusetts arrived early on the pre-fab housing scene and pioneered many new green concepts in design, environmentally friendly solutions, and process streamlining. Empyrean offers Energy-Star compliant homes. Over the course of its history, several new brands had been added to the core brand. Empyrean contacted Velocity7 to assist in brand realignment and integration of the existing brands: Empyrean Dwell Home, Deck House, and Acorn Homes.

Velocity7 created a style guide with three unique but inter-related identities. This style guide establishes clear perimeters for each distinct market, but also enhances credibility with a family of brands.

The first outing for these brands was a national ad campaign. Velocity7 managed the design and implementation of this campaign during Summer 2007.

Advertisements appeared in the *Washington Post*, and *Audobon*, *The Harvard Review*, *New England Home*, *Ideal Destinations*, and *Cape and Islands* magazines.