



**PITTSBURGH
REGIONAL
ALLIANCE**

Uniting Leaders. Powering Progress.

Brand Guidelines

2026-2027

Who We Are

The Pittsburgh Regional Alliance is the private-sector-led partnership that unites leaders across Southwestern Pennsylvania to advance economic progress and civic vitality.

The organization builds on more than 80 years of regional leadership and continues the legacy previously associated with the Allegheny Conference.



Brand Promise:

Uniting Leaders. Powering Progress.

Brand Position

The Pittsburgh Regional Alliance serves as:



In-Market

The Public-Private Glue

Convening leaders across industries, institutions, communities, and government.



Out-of-Market

The Single Front Door

The entry point for investors, businesses, site selectors, and partners seeking to engage the region.

Messaging Pillars

Legacy + Future



Built on 80 Years. Built for What's Next

Integrated regional leadership



Where Civic & Economic Meet

Connection creates a competitive advantage



The Region's Connective Tissue

Unified Mission



Advancing Economic Progress & Civic Vitality Together

Logo System

Logos | Icon Use | Color System | Type Standards

About the Logo



DESIGN RATIONALE

ONE IDENTITY MOVING FORWARD

Incorporating strong angular/arrow elements evokes acceleration and progress. Designs leverage subtle motifs to point back to regional identifiers.

BORN FROM STEEL: DIE CUT DESIGN INSPIRATION

Application of Negative Space provides a unique contrast similar to die-cut steel and aluminum finished products used in manufacturing - A deep cultural root in our community

10 COUNTY VISUAL LANDMARK

Map outline of the 10-county region and serves as a SW PA symbol for external audiences

EQUITABLE TYPE DISBURSEMENT

Incorporating equal text stacking, we allow viewers to absorb the words as one phrase, rather than overemphasizing a singular component of the organization's name.

GRADIENT APPLICATION

Leveraging gradient coloring between Heritage Gold and Regional Blue creates a sense of transformation, improvement, and "brighter horizons." The gradient adds depth, supports a more modern look and feel, and ensures ADA compliance.

Logos & Icon Use

Primary



Use most often.

Secondary



For formal communications

Tertiary



For special uses.
Requires approval.

Icon Usage

The symbol should become a graphic device throughout the brand.

Preferred applications:

- Watermarks
- Section dividers
- Presentation backgrounds
- Website accents
- Event graphics

Avoid placing the full logo on every asset.



Brand shapes elements for stylized design use.

Emphasis on angular shapes and arrows that signify forward momentum.

Logos on Dark Background



Uniting Leaders. Powering Progress.



PITTSBURGH REGIONAL ALLIANCE

Color System

Across the 10 county seals, the strongest and most cohesive color story is rooted in heritage gold, regional navy, and civic green.

#fed206

HERITAGE GOLD
Primary color; represents optimism, industry, and momentum

#28387b

REGIONAL NAVY
Secondary color, Represents credibility, and regional unity

#2e6b3c

CIVIC GREEN
Tertiary color; Signals growth, community, and development

#4295bd

RIVER BLUE
Supporting color; represents waterways, infrastructure, and innovation

#b0bf9a

LAUREL SAGE
Soft supporting color; represents our landscape and Western PA's rolling hills

#d5dede

KEYSTONE STONE
Background color; represents architectural and industrial character

#2d2d2d

CHARCOAL
Typography and high-contrast applications

#ffffff

WHITE
Clean space and visual balance

Gradient Applications – *Light to Dark, Diagonal Only.*

Leadership Gradient

Charcoal > Heritage Gold

- Board materials
- Research reports
- Governance presentations
- Executive communications

Activation Gradient

Regional Navy > Heritage Gold

- Website
- Investor materials
- Marketing
- Event signage
- Presentation covers

Backgrounds

Charcoal > Regional Navy

- Website
- Investor materials
- Marketing
- Event signage
- Presentation covers

Color Mix

For PPT

Theme Colors

Typography Standards

Montserrat is the primary Pittsburgh Regional Alliance Typeface.
This font family can be downloaded via [Google Fonts](#)

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MONTSERRAT HAIRLINE
MONTSERRAT ULTRA LIGHT
MONTSERRAT LIGHT
MONTSERRAT REGULAR

MONTSERRAT SEMI BOLD
MONTSERRAT BOLD
MONTSERRAT EXTRA BOLD
MONTSERRAT BLACK

Digital

H1
56-64px
Montserrat Light

H2
36-48px
Montserrat SemiBold

H3
24-32px
Montserrat SemiBold

Body
16-18px
Montserrat Regular

Print

Headlines
24-36pt

Body Copy
10-16pt

Captions
8-9pt

ADA / WCAG Compliance

Americans with Disabilities Act / Web Content Accessibility Guidelines

Color and Contrast

- **Contrast ratios:** Ensure a minimum contrast ratio of 4.5:1 for regular text and 3:1 for large text or bold elements against their background.
- **Not color alone:** Never use color as the sole method to convey information, highlight an error, or define an interactive state. Always pair color changes with text labels, icons, or patterns.

Typography and Layout

- **Sans-serif fonts:** Use clean, readable sans-serif typefaces (like Arial, Helvetica, or Open Sans) to enhance legibility at various sizes.
- **Type size:** Maintain a baseline font size of at least 16px for body text on digital interfaces.
- **Alignment and spacing:** Align text to the left, avoid justified text tracking issues, and keep line heights roughly around 1.5.
- **Avoid text over images:** Do not layer text directly over busy background photos or low-contrast graphical patterns.

Imagery and Non-Text Content

- **Alternative text:** Provide clear, functional alt text for all meaningful images, and mark purely decorative graphics as hidden.
- **Avoid text as images:** Never upload flat images containing core text; text must remain real, scalable HTML text.
- **Clear infographics:** Support complex charts or data visualizations with descriptive captions or extended text summaries.