

# A New Brand for an Iconic City and Region Where Next Is Now.

Introducing Pittsburgh Region. Next is Now. Pittsburgh's new regional brand that's grounded in our essence: a proven and iconic region; a place for world-shapers, the purpose-driven, the iconic and the builders; and a place where authenticity, ingenuity, problem-solving and collaboration are embraced.

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## Narrative and Key Messages

Pittsburgh is a unique region that has proven itself as a place where next is now. It is not just a region, but a large community of innovators, builders and makers determined to solve the world's toughest problems. We welcome you, your business and your life. Our region can help you leave a legacy laced with meaning and impact. Don't wait for the opportunity. Seize it.



### Shape The World.

Here you will work on solving the world's toughest problems. Your creativity, passion and individuality matter. Make a real impact on the issues you care about.



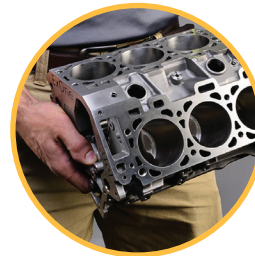
### Live With Purpose.

Enjoy your work and love your life outside of it in a safe and healthy environment. Pittsburgh offers a unique living experience. No matter what you want to do with your life, you can do it here.



### Be Iconic.

Authenticity is in our region's DNA. Stay true to your own unique identity and be embraced by a supportive and collaborative community investing in a future for all.



### Build It Here.

Pittsburgh is a place where you can create a legacy. It celebrates ingenuity and plays on a global stage. It is a place where you can make your mark and leave the world a better place if you build it here.

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*"This brand is designed to help our companies as they recruit talent from college campuses and bring to life what makes Pittsburgh unique. It's for our economic development organizations and partners to pitch companies on expanding and locating in Pittsburgh. It's for our travel and hospitality partners, including cultural, recreational and entertainment institutions, to boost their efforts to attract visitors and business. Ultimately, Pittsburgh Region. Next is Now. will help all of us describe – with one voice – the fabric of the region we call home." – Stefani Pashman, CEO, Allegheny Conference*

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## **Tone and Voice**



### **The brand voice is...**

Confident. Not boastful.  
Assertive. Not forceful.  
Welcoming. Not over-eager.  
Proud. Not obnoxious.  
Respectful. Not deferential.  
Polished. Not stuffy.



### **The brand tone is...**

Natural, friendly and positive, like talking to a new neighbor. It is a standing invitation to join us in building something remarkable in our 10-county region.



**There's something  
happening here.  
You have to be  
a part of it.**

**Discover our new brand at [PittsburghRegion.org](https://PittsburghRegion.org).**