

Western Pennsylvania Diversity Initiative

Progress Report

Presented By

A-TEAM

June 29, 2007

Logo Selection

- There was a total of 51 respondents who helped determine the Western Pennsylvania Diversity Initiative Logo.
- The respondents ranged from the ages of 20-45. The majority of the respondents being in the 20-24 age range.
- The respondents were asked to look at two versions of three logo designs and to rate them from unattractive to extremely attractive. They were then asked to designate which versions of the three designs did they prefer.

Logo Selection Design Preferences



Image 1



Image 2

- This image was considered *Design 1*. The image was entirely the same except for the color of the text.

- According to the data, the respondents preferred image 1.
- This image was mostly rated as “semi-attractive”.
- Image 1 was said to be “bold and the colors stand out more”.

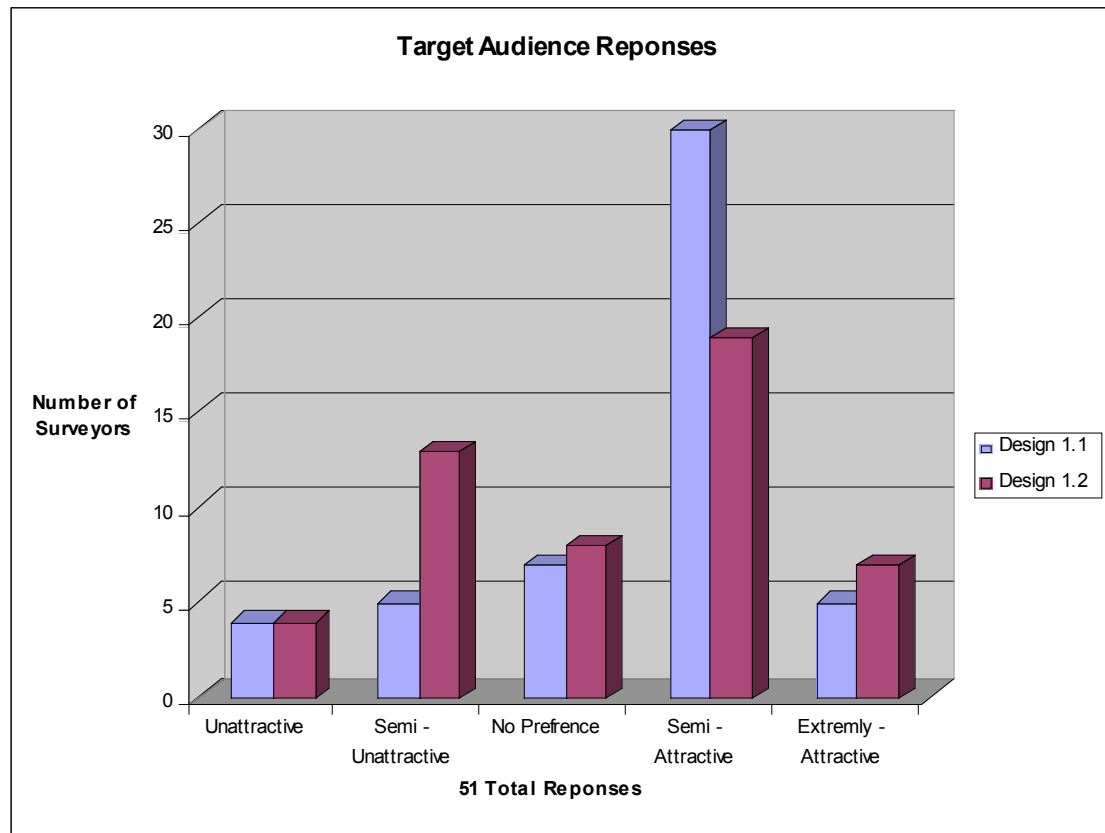




Image 1



Image 2

- This image was considered *Design 2*. The image was entirely the same except for the color of the text.

- The respondents found Image 2 to be most appealing.
- This image was mostly rated as either “semi-attractive” or “extremely attractive”.
- Design 2 was said to be “likely to catch attention”.

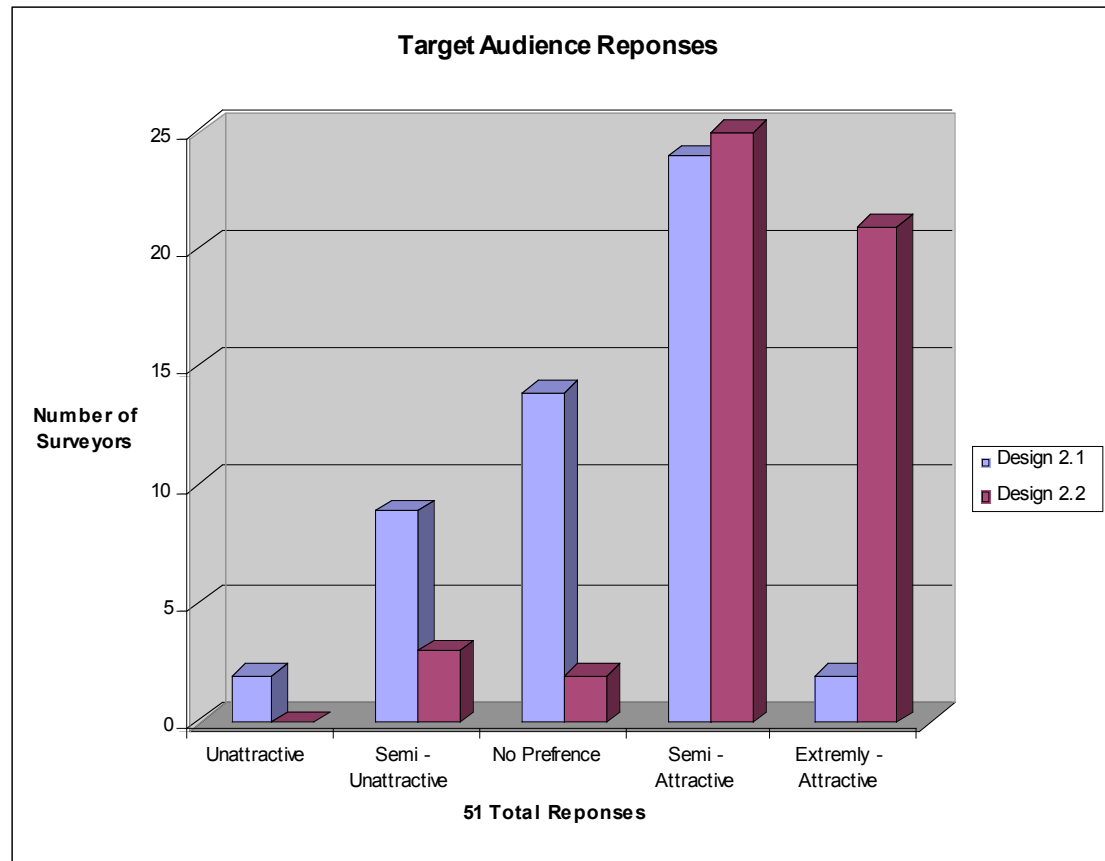




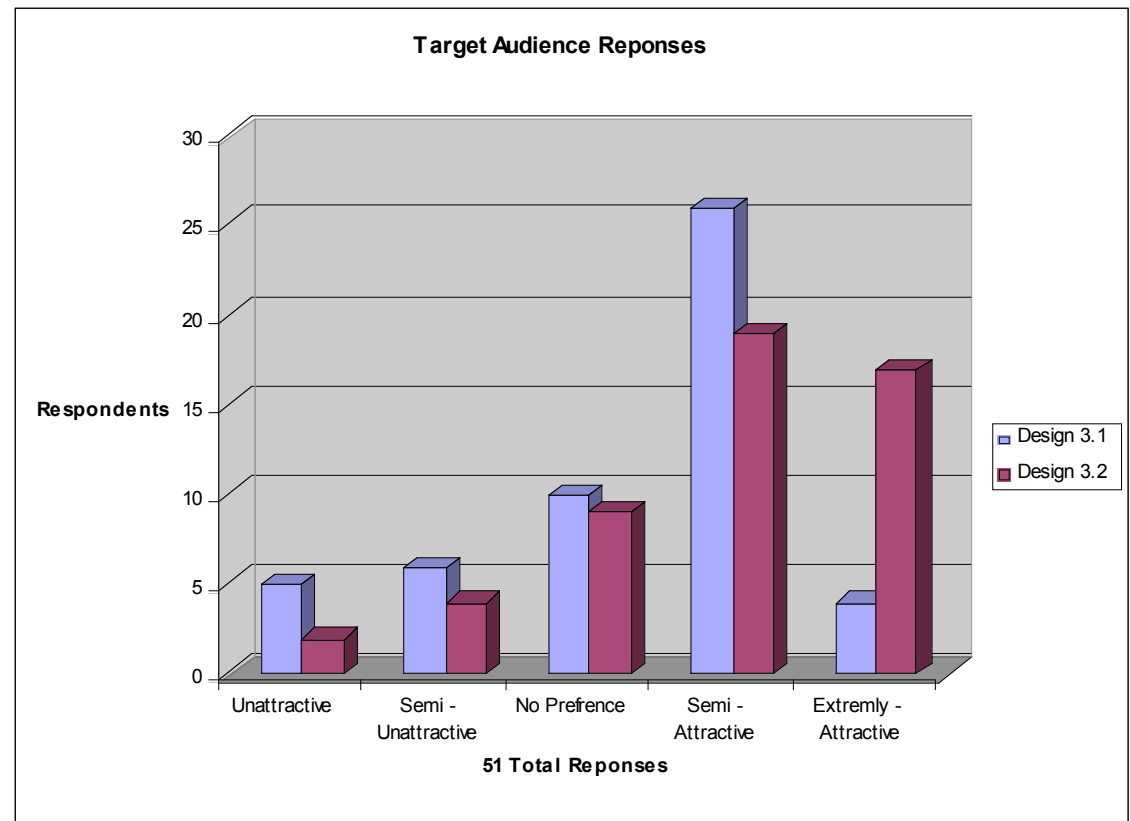
Image 1



Image 2

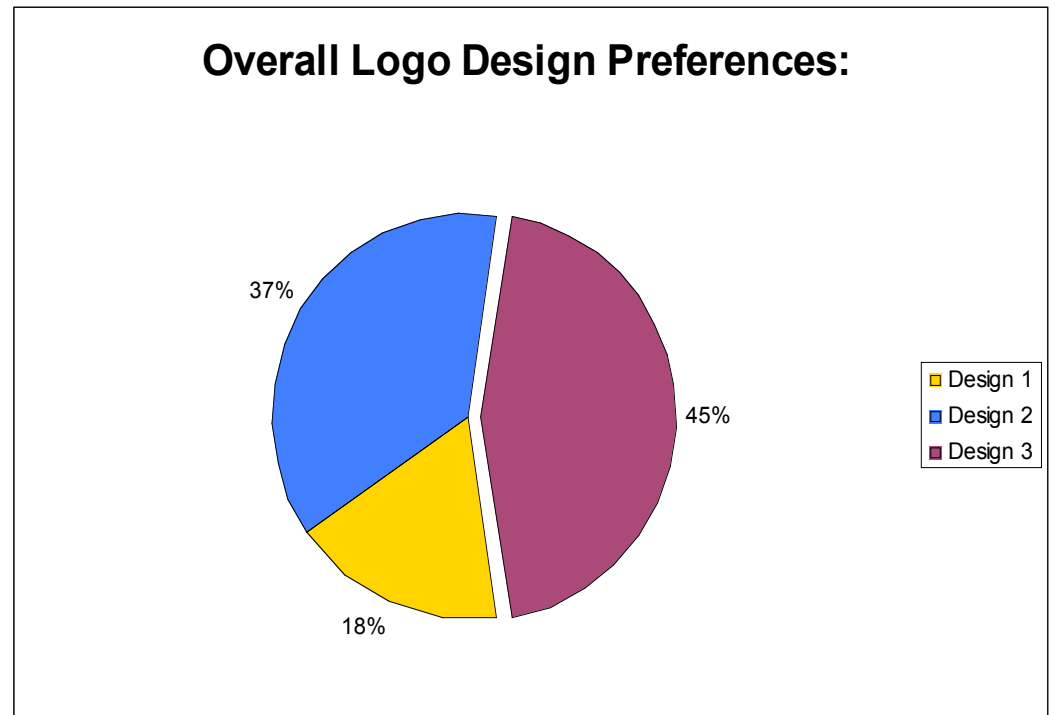
- This image was considered *Design 3*. The image was entirely the same except for the color of the text.

- The respondent found Image 2 to be most appealing.
- Image 2 was highly rated as “semi to extremely” attractive.
- Design 2 was said to be “easy to read” and able to convey the message of diversity.



Logo Selection

- The survey concluded that the majority of the respondents preferred *Design 3*.
- *Design 3* was said to “emphasize the concept of diversity”.



- Data indicated that respondents preferred Design 3 oppose to the other two designs. Image 2 was the highest rated of the two versions. They believe this image emphasized diversity in various ways.
- However, Design 2, Image 2 was rated as the most attractive logo design.



Design 3, Image 2



Design 2, Image 2

Color Schemes

- Based on either logo selection, the website will be created in a color scheme that compliments the image. The team is currently experimenting with dark brown values to promote a warm or majestic experience.
- The following images were preliminary layout designs. Each design offers key elements that will be applied to the revised website layout. *Some of the images have been distorted to fit the presentation.*



The header of the revised site will contain a logo that will flow into an available image.

The screenshot shows the website header with a gold background on the left containing the logo "Western Pennsylvania DIVERSITY INITIATIVE" and a cityscape image on the right. Below the header is a navigation bar with buttons for Home, Who is WPDI, Diversity, Friends, Events, Attractions, and Living. The main content area has a black background with the title "Welcome to the Western Pennsylvania Diversity Initiative" in gold. There are two columns of content. The left column has a "New to the Site ?" button followed by four questions: "Are you a Human Resource Professional?", "Are you considering moving to Pittsburgh?", "Are you already living in Pittsburgh?", and "Are you searching for jobs in Pittsburgh?". Below these is a link "Want to meet the Design Team? A-TEAM". The right column has an "Upcoming Events" button followed by the date "August 16-19 2007" and the event title "2007 DiverseCity Pittsburgh Festival". Below this is a paragraph: "The Greater Pittsburgh Diversity Festival invites you take part in the First Annual Celebration of our region's ethnic and cultural diversity." and a link "Click here to view more events" next to a clipboard icon. At the bottom, there are two buttons: "Mission Statement" and "Trivia Game". Below the "Mission Statement" button is a paragraph: "The mission of the Western Pennsylvania Diversity Initiative is to promote regional economic growth by providing resources to employers in the Pittsburgh region to attract, hire, and retain employees from a variety of". Below the "Trivia Game" button is a question: "Q. What is the name of Pittsburgh's football team?" and a copyright notice "© Thieves" next to a small logo.

Western Pennsylvania
DIVERSITY INITIATIVE

Home Who is WPDI Diversity Friends Events Attractions Living

Welcome to the Western Pennsylvania Diversity Initiative

New to the Site ?

Are you a Human Resource Professional?
Are you considering moving to Pittsburgh?
Are you already living in Pittsburgh?
Are you searching for jobs in Pittsburgh?

Want to meet the Design Team?
A-TEAM

Upcoming Events

August 16-19 2007

2007 DiverseCity Pittsburgh Festival

The Greater Pittsburgh Diversity Festival invites you take part in the First Annual Celebration of our region's ethnic and cultural diversity.

[Click here to view more events](#)

Mission Statement

The mission of the Western Pennsylvania Diversity Initiative is to promote regional economic growth by providing resources to employers in the Pittsburgh region to attract, hire, and retain employees from a variety of

Trivia Game

Q. What is the name of Pittsburgh's football team?

© Thieves



Welcome to the Western Pennsylvania Diversity Initiative

Home

Who is the WDI?

Pittsburgh Attractions

Diversity in Pittsburgh

Moving to Pittsburgh

Events

Our Corporate Partners

Contact Us

Mission Statement:

The mission of the Western Pennsylvania Diversity Initiative is to promote regional economic growth by providing resources to employers in the Pittsburgh region to attract, hire, and retain employees from a variety of diverse backgrounds and perspectives.

Upcoming Events:

August 16 - 19, 2007

2007 DiverseCITY Pittsburgh Festival!

The Greater Pittsburgh Diversity Festival invites you to take part in the First Annual Celebration of our region's ethnic and cultural diversity.

[Click here to view more events](#)

Trivia Game

What museum is America's first contemporary art museum?

- The Carnegie Museum of Art
- National Gallery of Art
- Corcoran Gallery of Art

New to Our Site?

[Are you a Human Resource Professional?](#)

[Are you considering moving to Pittsburgh?](#)

[Are you already living in Pittsburgh?](#)

[Are you searching for jobs in Pittsburgh?](#)

The site will contain left hand navigation .



The overall color scheme will be white with brown accents.



Home > Who is WPD? > Diversity > Attractions > Living in Pitt > Corporations > Jobs

Today is: June 26, 2007

Welcome to the Western Pennsylvania Diversity Initiative

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August 16 - 19, 2007
[2007 DiverseCITY Pittsburgh Festival](#)

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[Are you searching for jobs in Pittsburgh?](#)

Recently Added...

- The team had the pleasure of meeting with Karen Berntsen this afternoon. She expressed many good ideas to help the site development. On Monday, July 2, 2007 we will present the new image along with a variety of new ideas during our 1pm meeting.