Western Pennsylvania Diversity Initiative

Progress Report

Presented By

A-TEAM

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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".

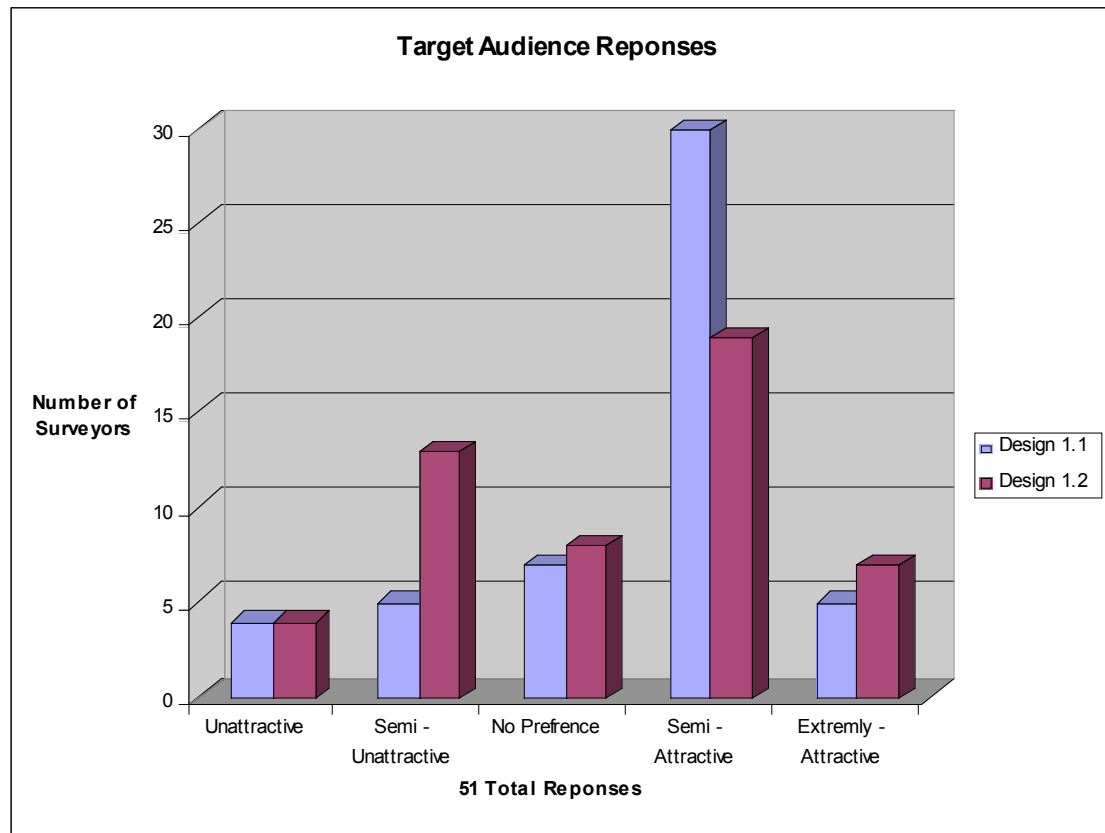- Image 1 was said to be "bold and the colors stand out more".

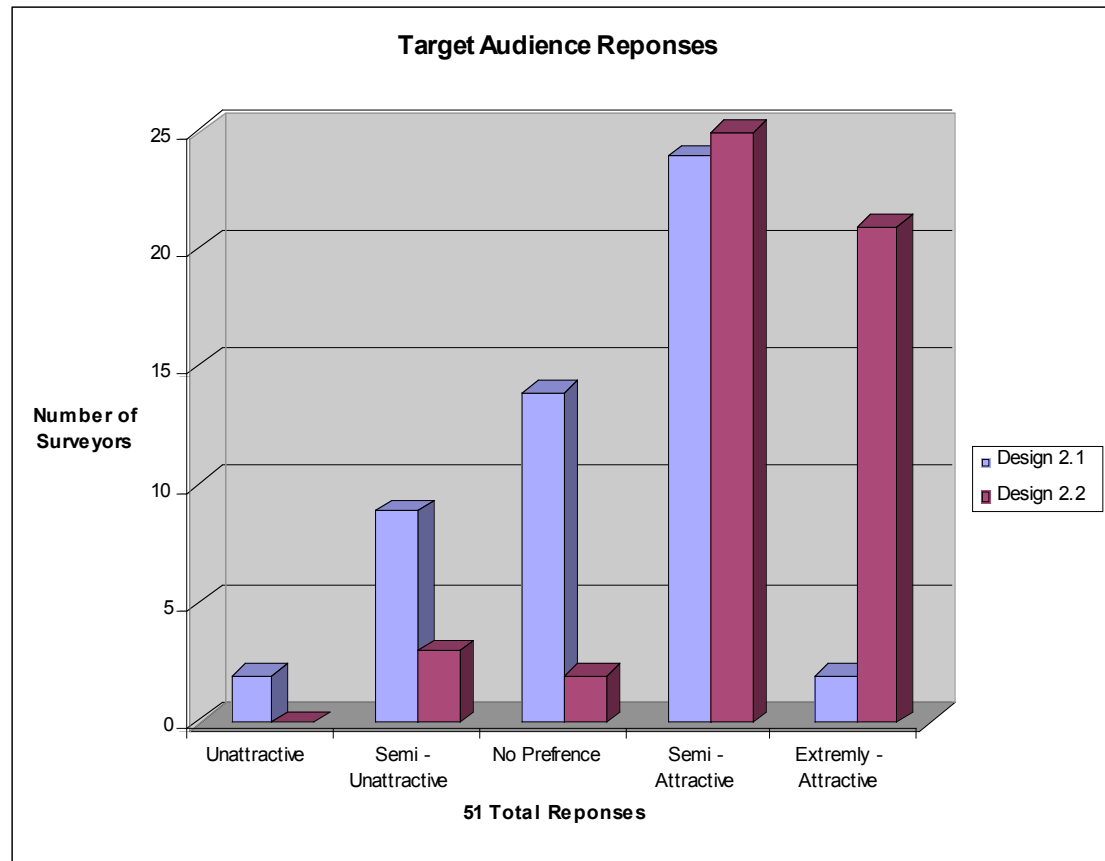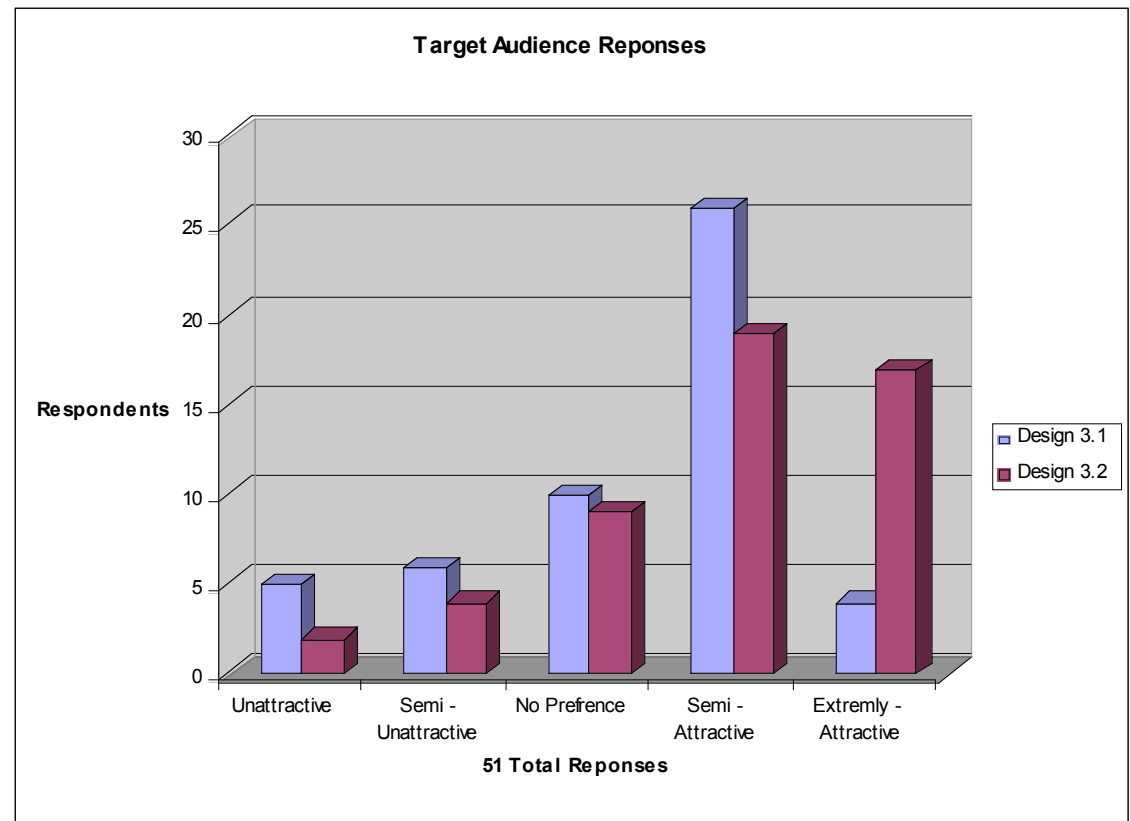**Target Audience Reponses**
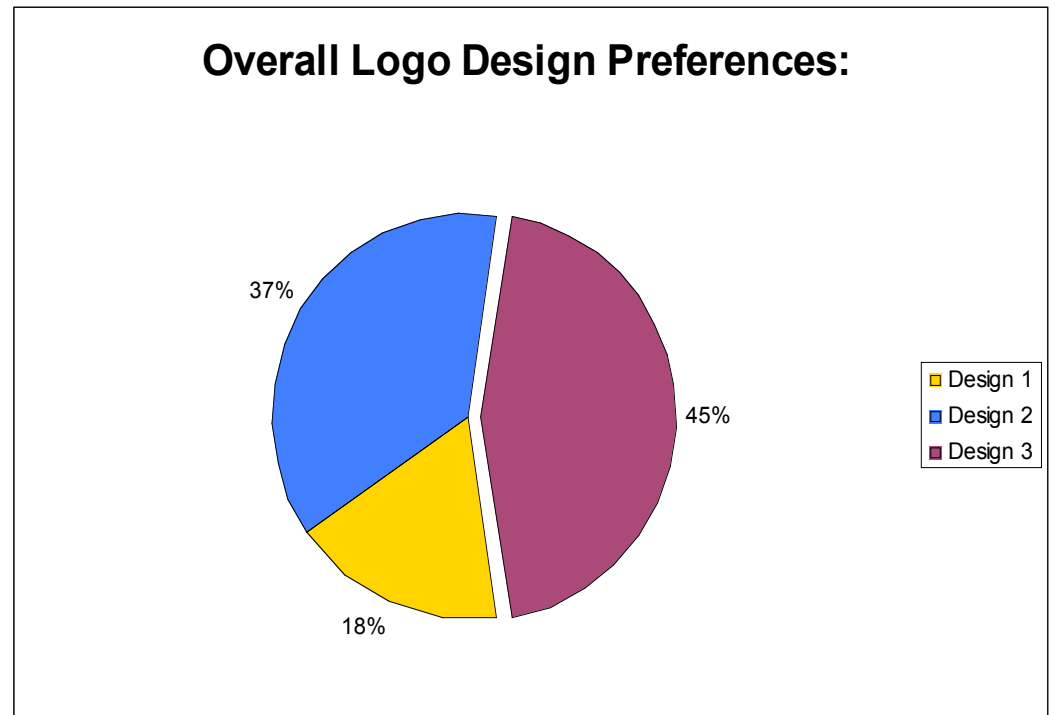
Image 1

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".

Target Audience Reponses

Number of Surveyors

Unattractive | Semi - Unattractive | No Prefrence | Semi - Attractive | Extremly - Attractive

51 Total Reponses

Design 2.1
Design 2.2

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.

Target Audience Reponses

Respondents

51 Total Reponses

Legend: Design 3.1, Design 3.2

Logo Selection

- The survey concluded that the majority of the respondents preferred *Design 3.*

- *Design 3* was said to "emphasize the concept of diversity".

Overall Logo Design Preferences:

37%

45%

18%

■ Design 1
■ Design 2
■ Design 3

- 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.

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 inites 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**

The site will contain left hand navigation .

The overall color scheme will be white with brown accents.

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.