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PUMP Unveils New Advocacy and Public Policy Agenda and New Brand Identity

- New brand reveals PUMP's commitment to activate and engage the public through advocacy work across its current and planned programming
- Advocacy and Public Policy Agenda pushes for diversity, equality of opportunity, equitable access to health and wellness, and resident engagement
- "Get Active. Be Connected. Create Change." tagline reflects resident empowerment and mission-driven approach

Pittsburgh (September 27, 2017) -- Pittsburgh Urban Magnet Project (PUMP) unveiled a new advocacy and public policy agenda and new brand identity today, co-designed to support the organization's goal of engaging and activating the region's young people and professionals across its programs and events.

"As we continue to grow our advocacy efforts, the new brand reflects more fully who we are as an organization and how we continue to be driven by both our mission and the changing needs of the region," said Brian Magee, the organization's CEO.

The new logo is the first update since the organization's founding in 1995. The grass-roots initiative was originally focused on keeping young people in Southwestern Pennsylvania, explicitly referenced in its full Pittsburgh Urban Magnet Project name.

In the intervening years it has grown to become a regional platform for civic engagement, advocacy, policy, and education in addition to running the wildly popular Pittsburgh Sports League. To reflect this new paradigm as part of the rebranding process the organization will be simply known as PUMP.

PUMP's new 16-point advocacy and public policy agenda is centered on equity and comprises four categories: a vibrant, diverse, connected region; equitable opportunities for success; equitable access to health and wellness; and active, engaged residents.

View the agenda and learn more at pump.org/agenda.

Starting in 2016, PUMP launched a deliberative and strategic process involving its board, staff, members, and key stakeholders to identify and articulate a community-driven advocacy and public policy agenda for the organization and the region. PUMP's Advocacy and Public Policy

Committee hosted a diverse group of 50 young professionals leaders for an ideation session which generated 637 concrete ideas for discussion and debate.

After vetting and winnowing these down to core concepts, the organization sought public feedback both in person and online, generating 11,111 responses. This valuable information was categorized and analyzed by the committee as it worked with the board to craft the final advocacy agenda.

“It was an intensive, collaborative process that brought great ideas and insights from the greater community,” said Lindsay Cashman, advocacy and public policy coordinator, PUMP. “The degree of participation really proves how passionate and thoughtful the public is about the region’s future.”

PUMP’s Advocacy and Public Policy Committee is chaired by Arthur Pang, government affairs representative, PPG, and comprises PUMP’s Board Chairperson Allyce Pinchback, principal, Pinchback Consulting, LLC; Shenay Jeffrey, outreach coordinator for the office of PittServes, University of Pittsburgh; and Harry Johnson, Pittsburgh community manager, BMe Community.

“Our network of more than 25,000 people under the age of 40 wants to bring about a more inclusive and equitable Pittsburgh for future generations,” said Magee. “PUMP’s Advocacy and Public Policy Agenda provides a platform and call to action for us to make positive change.”

The new brand and “Get Active. Be Connected. Create Change.” tagline is designed to engage new and existing stakeholders and more accurately represent the value the organization brings to the Pittsburgh region through its strengthened advocacy agenda.

The new logo visually elevates and underlines the “you,” representing the platform PUMP provides to its members. The mark also features a friendly, approachable typeface that speaks to the openness of the organization and its members to the larger community. The navy blue color was chosen to represent stability, strength, integrity, and success. The kelly green color is a link to PUMP’s former logo and history.

The complete story of how PUMP developed its new brand is at <http://pumpbrandstory.com/>

The comprehensive brand redesign was achieved with the expertise of Shift Collaborative, an award-winning, full-service communication and design firm based in Pittsburgh.

“The core of our efforts began with the agency’s proprietary exerciseShift, in which we conducted an intense and collaborative series of discovery sessions with PUMP’s staff, board, and members,” says Sarah Mayer, partner, Shift Collaborative. “Our specialized modules help to identify and solve messaging, branding, and design challenges.”

To more fully guide the rebranding process, Shift surveyed the membership base about their perception of the old visual identity and their thoughts about future visual needs. A complete brand audit of the existing website, social media, and all collateral materials was conducted in addition to key stakeholder interviews with members, funders, collaborators, and partners.

Underscored by intensive collaboration, the designs began with sketches, then progressed through digital mockups and examples of collateral showing the brand application. After settling on a logo design, PUMP conducted a survey to help it determine the color palette that best represented the new brand and the organization's advocacy approach.

"Community engagement has always been core to our mission," said Magee. "We reached the conclusion that our new look and message should represent all of the ways we are involved in our region, with special attention to the advocacy and public policy component."

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The Pittsburgh Urban Magnet Project (PUMP) is a membership organization with a mission to make Pittsburgh the most dynamic and diverse place by engaging, educating, and mobilizing all young people to create change in our community.

We envision a Pittsburgh where young people have an active role in advocating and caring for our City, making Pittsburgh the first choice for everyone to live, work, and play. Each year, we serve over 25,000 people. Join PUMP today to get connected and make a difference.