

# BRAND STANDARDS 2026



**CATALYST CONNECTION®**  
WE GROW MANUFACTURING

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# INTRODUCTION

Official logos, brand guidelines, executive bios, and media information for Catalyst Connection.

Catalyst Connection serves as a catalyst for the growth and adoption of advanced manufacturing technologies and the connection for communities to high-paying manufacturing careers across southwestern Pennsylvania. This page provides approved brand assets and media information for partners, sponsors, media outlets, and stakeholders.

# ABOUT CATALYST CONNECTION

## **Short Boilerplate (75 words)**

Catalyst Connection is a nonprofit economic development organization dedicated to advancing manufacturing across southwestern Pennsylvania. As part of the Pennsylvania Industrial Resource Center (IRC) Network and the NIST Manufacturing Extension Partnership (MEP), Catalyst Connection helps small and mid-sized manufacturers strengthen operations, adopt advanced technologies, and build a skilled workforce to compete globally.

## **Standard Boilerplate (150 words)**

Catalyst Connection is a private, nonprofit economic development organization serving manufacturers across southwestern Pennsylvania. As part of the Pennsylvania Industrial Resource Center (IRC) Network and the National Institute of Standards and Technology (NIST) Manufacturing Extension Partnership (MEP), Catalyst Connection provides management consulting, technical assistance, workforce development programs, and access to funding resources.

The organization supports small and mid-sized manufacturers in areas including automation, robotics, AI adoption, process improvement, supply chain optimization, cybersecurity, quality systems, and leadership development. Through hands-on training at SkillMill19 and regional workforce initiatives, Catalyst Connection connects communities to family-sustaining manufacturing careers.

Catalyst Connection's mission is to serve as a catalyst for advanced manufacturing growth and the connection to high-paying manufacturing jobs across the region.

# MISSION AND VISION

## **Mission**

To serve as a CATALYST for the growth and adoption of advanced manufacturing technologies and the CONNECTION for communities to high-paying manufacturing jobs.

## **Vision**

Southwestern Pennsylvania will be a global leader in advanced manufacturing, fostering opportunities for all members of our community to thrive and prosper.

## THE LOGO

Catalyst Connection’s logo serves as its singular, complete brand identifier, designed to establish a strong and modern presence in the marketplace. The elements of the logo are intentionally arranged in a precise, proportional relationship. To maintain brand integrity, neither the arrangement nor the individual components should be modified in any way.

### PRIMARY LOGO



### REVERSED LOGO



### MONOGRAM

The monogram is not a substitute for the primary logo and should only be used selectively. It serves as a complementary accent on promotional materials and other applications, enhancing rather than replacing the primary logo.



# LOGO CONSTRAINTS

To ensure consistent visibility and impact, the logo should remain unobstructed by objects, imagery, or other design elements. Always preserve a clear space around the logo and follow the recommended minimum size guidelines when incorporating it into a design.

## CLEAR SPACE

Always maintain at least 1x distance of clear space around the logo. "x" distance is equal to the height of of the "icon" in the logo.



## MINIMUM SIZE

Maintain a minimum size of 1.5 inch in width.



## STANDARD SIZE

Maintain a maximum size of 4 inches in width.

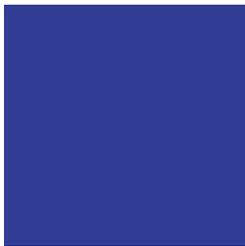


# BRAND COLORS

Color is used to enhance vitality, reinforce positive brand attributes, and distinguish the logo from other elements. These colors are integral to the brand system and should be applied consistently and carefully to maintain their integrity.

## THE COLOR PALETTE

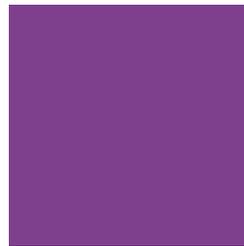
This palette consists of the colors to be used for the majority of the brand design and supporting assets.



HEX # 313D95  
R:49 G:61 B:149  
C: 0.67 M: 0.59  
Y:0 K: 0.42



HEX # 49C8F4  
R:73 G:200 B:244  
C: 0.77 M: 0.18  
Y:0 K:0.04



HEX # 7E408C  
R:126 G:64 B:140  
C: 0.1 M: 0.54  
Y:0 K:0.45



HEX # 8BC53F  
R:139 G:197 B:63  
C: 0.29 M: 0  
Y:0.68 K:0.23



HEX # E3B52F  
R:227 G:181 B:47  
C: 0 M: 0.2  
Y:0.79 K:0.11



HEX # DF7E30  
R:223 G:126 B:48  
C: 0 M: 0.43  
Y:0.78 K:0.131



HEX # 63666A  
R:99 G:102 B:106  
C: 0.07 M: 0.04  
Y:0 K:0.158



HEX - Linear 90  
degrees  
# 81478e, 313d95

# TYPOGRAPHY

Arial - Bold is the primary font used with all caps for headline treatments. Body copy is to use Arial - Regular. This font family should be used for all branded web, print, and marketing collateral. Always maintain consistent weights and text stylings.

## TYPOGRAPHY STYLES

### H1

**PRIMARY HEADLINE**  
**AABBCCDDEEFFGGH**  
**HIJJKKLLMMNN**

Font Name: Arial  
Weight: Bold  
Font Size: 20  
Line Height: 22  
Color: #313d95

### H2

**SECONDARY HEADLINE**  
**AABBCCDDEEFFGGH**  
**HIJJKKLLMMNN**

Font Name: Arial  
Weight: Bold  
Font Size: 16  
Line Height: 20  
Color: #49c8f4

### H3

**PARAGRAPH BODY HEADLINE**  
**AABBCCDDEEFFGGH**  
**HIJJKKLLMMNN**

Font Name: Arial  
Weight: Bold  
Font Size: 14  
Line Height: 16  
Color: #636669

### H3

Paragraph body text  
AaBbCcDdEeFfGgH  
hIjJkKlLmMnN

Font Name: Arial  
Weight: Regular  
Font Size: 12  
Line Height: 12  
Color: #636669

# EXECUTIVE LEADERSHIP

Petra Mitchell  
President & CEO



## Short Bio (Media Use)

Petra Mitchell is President and CEO of Catalyst Connection, leading initiatives that strengthen advanced manufacturing competitiveness, technology adoption, and workforce development across southwestern Pennsylvania. She has more than three decades of experience in manufacturing operations and economic development.

## Speaking Topics

- AI adoption for small and mid-sized manufacturers
- Advanced manufacturing competitiveness
- Workforce strategy & apprenticeship models
- Energy infrastructure & manufacturing supply chains
- Regional economic development

# **MEDIA CONTACT**

For interviews, speaking engagements, or media inquiries:

**Catalyst Connection**

**Matt Holjes**

**Managing Director, Business Development**

mholjes@catalystconnection.org

412-430-2276

**Website: [www.catalystconnection.org](http://www.catalystconnection.org)**