



PACT Launches New Brand Focused on Innovation and Entrepreneurship

Strategy committed to early- and growth-stage technology and healthcare companies throughout the Delaware Valley

Philadelphia, PA, October 14, 2016 – The Philadelphia Alliance for Capital and Technologies (“[PACT](#)”), officially launched its new brand, which is laser focused on early- and growth-stage companies in the Greater Philadelphia region along with complimentary drivers of innovation and entrepreneurship.

PACT’s new brand strategy includes a new logo, new print/digital collateral, a refreshed newsletter renamed PACT Times, and a complete website redesign. This marks the first update to PACT’s brand since 2010, when PACT formed through the merger of the Eastern Technology Council and the Mid-Atlantic Capital Alliance. Together with [Zer0 to 5ive](#)’s design and [LiquidHub](#)’s platform development, PACT unveiled its new website to further engage the community and move the brand forward. By placing PACT members at the forefront, the brand showcases the ever-growing innovation in Philadelphia’s technology and healthcare sectors.

“As we’ve worked through our strategic plan over the last year, it became apparent to PACT’s Board that we also needed to update our image and website to reflect the energy and resources PACT brings to the region,” commented Dean Miller, President and CEO of PACT. “The website acts as a rallying point for community-first information and interaction. The website would not be possible without the hard work of Zero to Five and LiquidHub. Both organizations worked day and night to make PACT’s new brand a reality and we are incredibly thankful to them both.”

PACT is at an inflection point in its own development. The organization continues to commit to producing top quality events that serve to connect the entrepreneurial and capital ecosystems. In addition, as a result of the strategic planning effort, PACT will increasingly look to provide needed services to its entrepreneurial constituents that benefit the entire ecosystem. Access to capital, connections to customers, and executive coaching are three core elements of PACT’s expanded service offerings. IMPACT’s successful Lion’s Den initiative and the recent launch of Mentor Connect are two examples of these offerings that will continue to grow in scale and scope.

PACT’s new brand reflects its updated vision to be the “go-to” resource for technology and healthcare companies throughout the Delaware Valley. The brand’s mark and colors are designed to reflect acceleration, innovation and collaboration with other organizations in the region that are also focused on supporting entrepreneurship and business success. PACT released its new logo and brand vision at the 23rd Annual Enterprise Awards on May 12th in preparation of the brand launch. Take a look at the [video](#) showcasing PACT’s vision for the Philadelphia region.

About PACT

Philadelphia Alliance for Capital and Technologies (PACT)’s vision is to be the go-to resource for fast growing companies, and a driver of entrepreneurship and innovation in the

Philadelphia region. PACT provides its members with valuable content and connections to capital, coaching, and customers that will accelerate their growth and success, and to collaborate with other organizations to drive innovation and entrepreneurship in the region. Visit www.philadelphiapact.com for more information.

Media Contact

Amanda Nardi

609-790-6206

anardi@philadelphiapact.com

###