THE CONRAD PREBYS FOUNDATION

Brand Guidelines

The Conrad Prebys Foundation Name

The Conrad Prebys Foundation brand starts with our name. Consistency in how we refer to the Foundation's name strengthens our brand and provides clear reference for our audiences. The preferred name is "The Conrad Prebys Foundation."

"The Conrad Prebys Foundation" must be used on first reference. On second and subsequent reference, "the Foundation" may be used. The name should never appear simply as "Prebys Foundation," nor should an acronym, such as "TCPF" be used.

Additionally, when referring to Conrad Prebys, please use "Conrad Prebys" on first reference and "Mr. Prebys" on second reference. Avoid using "Conrad" alone, except for in direct quotes.

Logo

Grantees may use the Foundation logo or any copyrighted materials only as provided for any press materials, webpages, social media, emails and donor materials. To use the logo on signage, plaques, or execute naming rights for capital projects, matching campaigns, specific programming, scholarships, etc., the intended use must be submitted in writing in advance to the Foundation for review and revision.

The Conrad Prebys Foundation logo should not be replicated through typesetting. Do not recreate or modify the logo in anyway.

Clear space and size: Please allow for open space surrounding the logo placement. In all print applications, the logo should be no less than .25" tall.

Logo preference: The Conrad Prebys Foundation typically uses the "Original on Transparent" version of the logo, but the supplied alternate logos can be used where it works best with a specific design.

Please note that the Foundation logo is evolving, and we may provide you with updated variations in the future.

MINIMUM SIZE REQUIREMENTS AND CLEAR SPACE

The Conrad Prebys Foundation logos are available for download on the Foundation's Resources page.

Key Messages

- **Winter 2022 Grant Cycle:** The winter 2022 grant cycle is a continuation of our namesake's passion and legacy for philanthropic giving. The Conrad Prebys Foundation is honored to award over $28 million in grant funding to 135 grant projects.

- **Impact Areas:** The awarded applicants reflect a balance between focus areas of personal interest to Conrad Prebys and the urgent needs of our community, which has been upended due to the coronavirus pandemic. Impact areas include: health care, higher education, youth development, visual and performing arts, and medical research.

- **Stewardship:** With the highest levels of financial and organizational stewardship, The Conrad Prebys Foundation continues the legacy of Prebys' patronage, while evolving its funding focus to meet the needs of the community.

- **Inspiring Giving:** Conrad Prebys experienced incredible joy through the act of giving to causes he was passionate about, and the foundation hopes that these gifts – including several matching opportunities being funded – will inspire others to give as well.

- **Continual Improvement:** As the needs of the community evolve, the Foundation is committed to exploring innovative ways to maximize its impact in the region – from unique funding structures to strategic partnerships to the identification of urgent community needs.

Colors

The Conrad Prebys Foundation color palate includes the following:

#869CB8 #2C3C5B #5E738E

Find Us Online

Website: https://www.conradprebysfoundation.org/

LinkedIn: https://www.linkedin.com/company/the-conrad-prebys-foundation/