HOW TO USE THE PROMO MATERIAL FOR CHALLENGE LIVE IT CAMP

First of all you need to understand the different promotional pieces that are available to create and use for you summer camp using the Camp LIVE IT designs. This year we have 6 different design elements and templates to help you promote your camp.

- **LIVE IT Logos:**
    - Complete Color with tagline
    - Complete With ECYD
    - Color without tagline
    - Black & White without tagline

- **Simple 4 page flyer: (perfect for emailing out)**
    - PPT version with pix
    - PPT version no pictures
- **2 Page single fold brochure (perfect for printing)**
    - PPT version
    - PDF version as sample
- **Save the Date 1 Page Flyer (Email or print friendly)**
    - PPT version with pictures
    - PDF version as an example
- **Email header to send out reminders to parents or girls**
    - PPT version
    - PNG picture file version
- **11x 17 Print Poster (To be printed)**
    - PPT version
    - PDF version

General Instructions to use the Challenge Summer Camp Flyers and Promotional Templates:

1. Login to the Challenge Resource Center. All of the design files can be found on the Challenge website – under the [Adult Leader Resource Center](#) at the bottom of the page. You will need a password to access this section of the Challenge website. The password login for you is CH0401.

2. Download and install the fonts COLLEGED and QLASSIK bold. If you do not install the fonts, the flyer will not look right and the fonts will probably misalign. **Important:** To use the COLLEGED font, you need to type in CAPS, not lowercase. We suggest using this font for titles or headers but not the body of a paragraph. Qlassik bold font is meant to be used in the flyer as the body of the text or paragraph. Most people do not have these fonts on their computers, so you need to turn the flyer into a PDF before emailing it out.

Summer Camp Resources

2016 LIVE IT Summer Camp:

LIVE IT Logos with Background: Color – ECYD
LIVE IT Logos with Tagline: Color – B&W – ECYD
LIVE IT Logos Simple: Color – B&W – ECYD
LIVE IT Logo Words Only
LIVE IT Camp 4 Page Flyer: PDF – PPT
LIVE IT Camp 4 Page Flyer without pix: PPT
LIVE IT Camp 2 page brochure: PDF– PPT
LIVE IT Save the Date: PPT – PDF
LIVE IT Email Graphics: PNG – PPT – PDF
LIVE IT 11×17 Poster: PPT – PDF
Flyer Fonts: Colleged – Qlassik
LIVE IT Promo Instructions

Summer Camp Inspire:

Inspire Camp Logo
Inspire Camp Flyer PDF
Inspire Camp Flyer PPT

Summer Camp Jump:

Jump Camp Logo
Jump Camp Flyer PDF
Jump Camp Flyer PPT

Summer Camp Connect:

Connect Logo
Connect Camp Flyer Trifold
Connect Camp Flyer 4Page

3. Download the template files from the Resource center. We suggest that you first make the flyer and then do the other promo pieces. There are a few options for the flyers.

- Do you want to make 2 page single fold brochure? (great for printing) or a 4 page no fold flyer? (great for PDF and emailing)
- Do you want to use your own pictures ? Do you want to use the pictures provided in the templates?
- If you choose to use your own pictures, open that template and crop and rotate your pictures according to the instructions.
- Enter your text on each page.   Save the file as a Powerpoint file first so you can make changes or updates to the original file. To email out or to print, save as a PDF. (ie – SAVE AS, choose PDF.)

Specific Instructions about Each Promo Piece:

1- CHALLENGE CAMP LIVE IT 4 PAGE E-FLYER

- **Use:** Intended to be an e flyer that you can PDF and email out or post online.
- **2 variations:**
    - o Complete flyer with pictures provided
    - o Flyer without pictures- so you can add your own local pictures
- **Programs needed to customize**: Powerpoint – edit the text and PDF the file by choosing SAVE AS PDF.
- **If you are adding your own pictures:** Delete boxes and follow guidelines in the document to crop and rotate pictures.
- **Output and distribution**: 8.5 x11 Flyer. Make sure you PDF the Powerpoint file before sending out or all the fonts will go crazy. Meant to be emailed or downloaded. If you want to delete the registration form, just delete the last page.
- **Example:**

2- CHALLENGE CAMP LIVE IT SINGLE FOLD 2 PAGE BROCHURE

- **Use:** Intended to be printed two sided with a single fold down the middle.
- **Programs needed to customize**: Powerpoint – edit the text and PDF the file by choosing SAVE AS PDF before printing.
- **Output and distribution**: 8.5x11 file folded to be 8.5 x 5.5. PDF the file to be a two page document and then print front and back and fold the brochure.
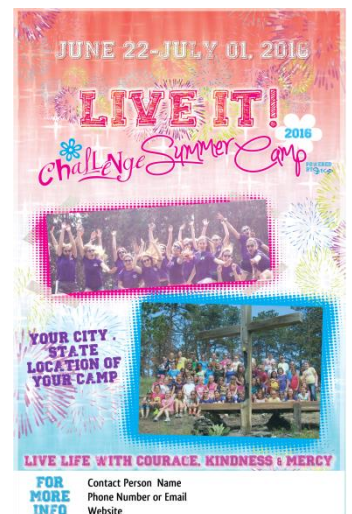- **Example:**

3- CHALLENGE CAMP LIVE IT SAVE THE DATE EFLYER

- **Use:** Intended to be PDF and emailed out or posted online.
- **Programs needed to customize**: Powerpoint – edit the text and save as PDF or save as picture and email out.
- **Output and distribution**: 8.5x 11. PDF or picture to be emailed.

4- CHALLENGE CAMP LIVE IT POSTER TEMPLATE

- **Use:** Intended to be saved as a PDF or picture and printed on 11x 17 paper.
- **Programs needed to customize**: Powerpoint- edit and add text, then PDF or save as picture and print.
- **Output and distribution**: Printed as 11x 17. PDF or JPEG.

5- LIVE IT CAMP EMAIL HEADER

- **Use:** Intended to be saved as a picture or PDF and emailed out.
- **Variations:** PPT version where you can edit text and simple PNG picture verson.
- **Programs needed to customize**: Powerpoint – edit the text and add your own things to get the girls excited for camp in the text. Then PDF or save as picture and attach or embed into email. Use it as header or banner for your websites too.
- **Output and distribution**: 8x4 . PDF or JPEG and insert it into email format.

6- CHALLENGE CAMP LIVE IT LOGOS

- **Use:** To insert in Flyers, your website, emails – whatever you need to brand for your camp .
- **Programs needed to customize**: If you would like to add your city to the logo, insert the image in PPT, add in you city and text. Select all and then SAVE AS PICTURE.
- **Output and distribution**: These are JPEG and PNG files that can be inserted and used in most programs.
- **Variations:**

*Challenge Camp LIVE IT Full color **with tagline & clear background***	*Challenge Camp LIVE IT Full Color-**with tagline & background***	*Challenge Camp LIVE IT Full Color **with tagline & Clear Background & ECYD***
*Challenge Camp LIVE IT Full Color **No Tagline & Clear Background***	*Challenge Camp LIVE IT Full Color with **Tagline** & **Background** & **ECYD***	*Challenge Camp LIVE IT Full color **No Tagline & Clear Background & ECYD***
*Challenge Camp LIVE IT **Black and White & No tagline***	*Challenge Camp LIVE IT **Black and White with Tagline***	*Challenge Camp LIVE IT Logo **Words only – No Fireworks***