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 CONNECT designs. This year we have a number of design elements and templates to help you promote your camp.

- **CONNECT Logos:**
    - Complete Color Logo with purple background with tagline
    - Complete Color Logo without background with tagline
    - Complete Color Logo with purple background with tagline with ECYD
    - Complete Color Logo without background with tagline with ECYD
    - Simple Color without tagline
    - Black & White without tagline

- **Simple 4 page flyer: (perfect for downloading or emailing out)**
    - PPT version with pix
    - PPT version no pictures

- **2 Page single fold brochure (perfect for printing)**

- **Email header to send out reminders to parents or girls**
    - PPT version

- **11x 17 Print Poster (To be printed)**
    - PPT version
    - PDF version

- **Font downloads also included : Qlassik, Distro, Giddy Up, Distro Bevel**
    (Install fonts by clicking on file and then clicking INSTALL.)

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 CH0900.

2. Download and install the fonts QLASSIK, DISTRO and GIDDY UP. If you do not install the fonts, the flyer will not look right and the fonts will probably misalign. We suggest using Giddy Up font for titles or headers but not the body of a paragraph. Distro 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.

Other Resources

Summer Camp Resources
2017 CONNECT Summer Camp:
Connect Promo Material Instructions
Fonts to Download: Qlassik – Giddyup – Distro –
Distro Bevel
4 Page Flyer with Pictures: PPT – PDF example
4 Page Flyer without Pictures: PPT – PDF
example
11×17 Poster: With Pictures PPT – Without
Pictures PPT
Email or Web Header: PPT – PDF Example
Camp Connect Logos: Black and White A – Black
and White B
Color with Tagline – Color without Tag – Color
Simple
Color pb ECYD – Color pbECYD without Tag

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, just place your pictures over the existing images.
- 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.)
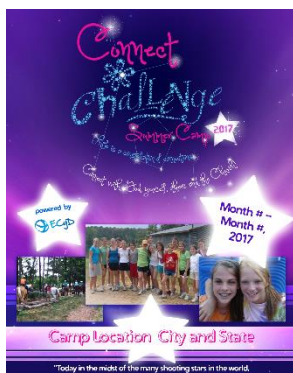
Specific Instructions about Each Promo Piece:

1- CHALLENGE CAMP CONNECT 4 PAGE E-FLYER

- **Use:** Intended to be an e flyer that you can PDF and email out or post online.
- **2 variations:**
    - Complete flyer with pictures provided
    - 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:** Open the template without pictures and insert your own pictures on top of the boxes.
- **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:**

Version with no pictures so you can insert your own.

2- CHALLENGE CAMP CONNECT 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**: Use the 4 page flyer template and print it to be 2 pages per slide. End result will be 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.

3- CHALLENGE CAMP CONNECT 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.
- There is a version with no pictures so you can insert your own.

4- CONNECT CAMP EMAIL HEADER OR BANNER FOR WEBSITE

- **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.

5- CHALLENGE CAMP CONNECT 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 CONNECT Full color **with tagline & ECYD**

Challenge Camp CONNECT Full Color- **with tagline & background**

Challenge Camp CONNECT Full Color **with tagline & Background & ECYD**

Challenge Camp CONNECT Full Color **with Tagline & Clear Background**

Challenge Camp CONNECT Full Color with **no Tagline & ECYD**

Challenge Camp CONNECT Full color **No Tagline & Clear Background**

Challenge Camp CONNECT **Black and White & No tagline**

Challenge Camp CONNECT **Black and White with Tagline**

Challenge Camp CONNECT Logo **Simple Color**