



CAMP HARLAM

STYLE GUIDE

Radio Ln
Elaine Dr

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HELLO!

Welcome to the Camp Harlam style guide!

This tool will provide you with the information you need to successfully promote Camp Harlam. Please make sure to review all of the pages thoroughly and do not hesitate to reach out if you have any questions!



When creating a presentation, social media post, graphic, or any other item to promote camp, please use the following colors.

PRIMARY



HEX #f36a22
RGB 243, 106, 34

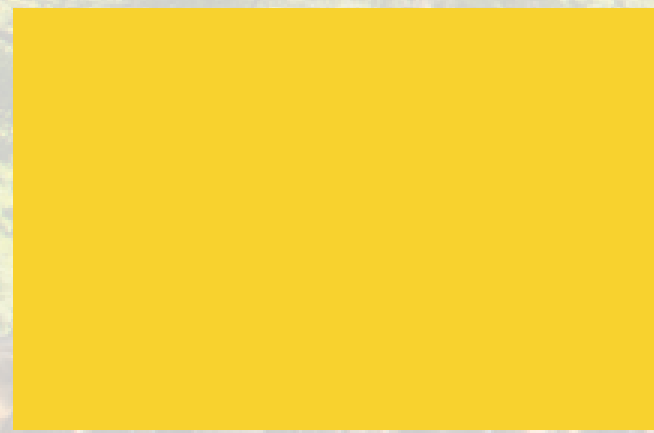


HEX #212155
RGB 33, 33, 85

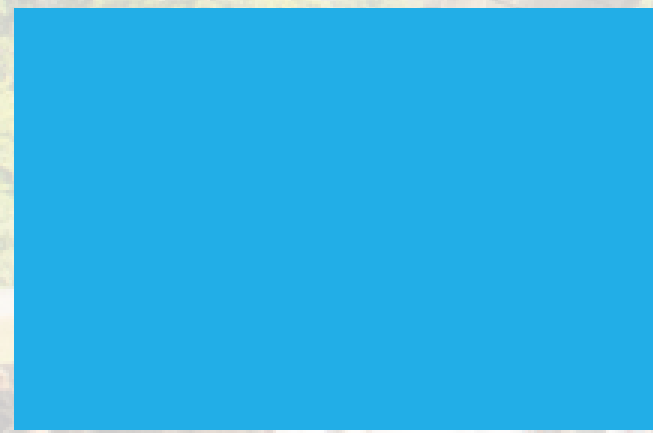


HEX #839913
RGB 131, 153, 19

SECONDARY



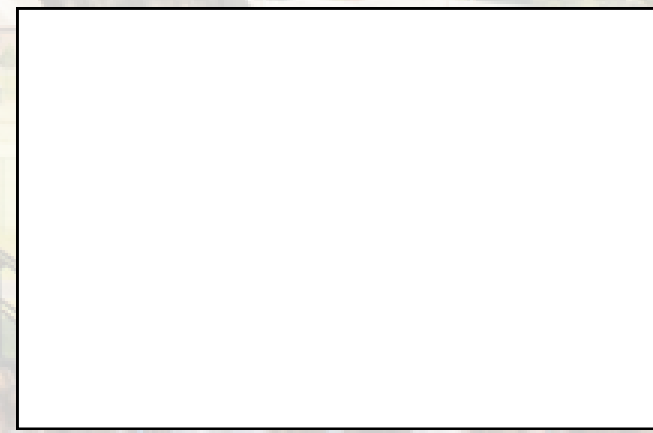
HEX #f8d22e
RGB 248, 210, 46



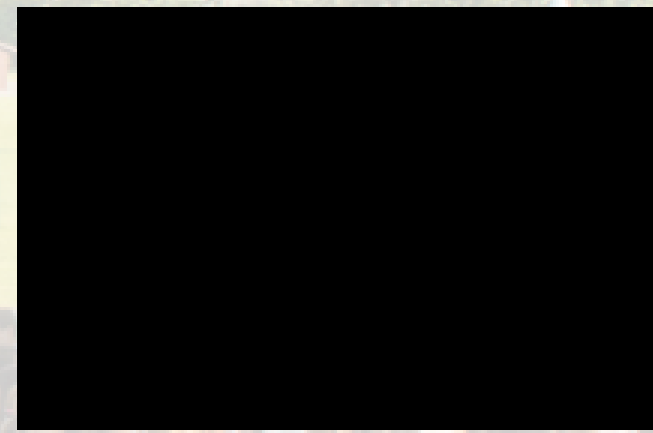
HEX #22aee7
RGB 34, 174, 231



HEX #f44d67
RGB 244, 77, 103



HEX #ffffff
RGB 255, 255, 255



HEX #000000
RGB 0, 0, 0

TYPOGRAPHY

All fonts can be downloaded at the names below:

MAIN HARLAM FONT: TOONISH REGULAR

The following fonts should be used in all Camp Harlam promotional materials for subheading and body text. Other fonts may be used but it should be sparingly.

CREATING ON CANVA:

Cooper Hewitt Regular

Cooper Hewitt Bold

Cooper Hewitt Heavy

FOR A WORD PROCESSOR:

Calibri Light

Calibri Regular

Calibri Bold





LOGOS

If you are looking for a different logo or file type, please contact CampHarlam@urj.org.

PRIMARY LOGO



URJ OFFICIAL LOGO



SECONDARY LOGO



ICONS



SOCIAL MEDIA

Please share Harlam photos from families, graphics, or updates on your personal or congregation's social media pages. Graphics provided in this guide can get you started. Please keep an eye on our Facebook and Instagram for others throughout the year.

Sample Facebook and Instagram Posts

- *URJ Camp Harlam, the Reform Movement's camp in Pennsylvania, offers a unique environment for campers in grades 3-12. They create a vibrant, fun and caring camp community which enriches and strengthens Reform Jewish identity and values while cultivating lifelong friendships. Learn more: campharlam.org.*
- *[Name of Your Congregation] is proud to send our kids to URJ Camp Harlam, the Reform Movement's camp in Pennsylvania! They create a vibrant, fun and caring camp community which enriches and strengthens Reform Jewish identity and values while cultivating lifelong friendships. Learn more: campharlam.org.*
- *What is your child doing this summer? Consider a summer at Camp Harlam, the Reform Movement's camp in Pennsylvania! Learn more: campharlam.org.*



SOCIAL MEDIA GRAPHICS EXAMPLES

Click to download! More graphics can be found on our website.



ELEVATOR PITCH

With over 65 years of rich tradition and a commitment to innovation and excellence, Harlam provides a meaningful and fulfilling Reform Jewish camping experience. As part of our open and safe community, friends become family and campers can be their best and truest selves while creating lifelong connections in an environment filled with joyful Judaism.



CAMP SPECIFIC LANGUAGE

When referring to various facilities and programmatic areas, please make sure to use the following language, style, and spelling. If it is a Hebrew transliteration, make sure to italicize and include translation on first reference:



FACILITIES SPECIFICS

- *Chadar Ochel* (Dining Hall)
- *Beit* (Rec Hall)
- *New Beit* (Mini Rec Hall)
- *Bayit* (CIT Housing)
- *Mirpa'ah* (Health Center)
- *Mercaz* (Education Center)
- *Sifria* (Library)
- Rosenberg Welcome Center
- *Misrad* (Office)
- Hillside (Jr. Camp Village for Female/Non Binary Campers)
- Woodside (Jr. Camp Village for Male/Non Binary Campers)
- Chapel on the Hill (capitalize if calling it the Hill)
- Chapel in the Woods (capitalize if calling it the Woods)
- *Omanut* (Arts and Crafts Building)
- *Ulam* (K'far Noar Rec Hall)
- *Maon* (Leadership Housing)
- *Machsana* (Sports Hut - Also known as "Holly's Hut")

CAMP SPECIFIC LANGUAGE CON'T

These words are always capitalized

PROGRAM SPECIFICS

- *Nikayon* (Cleaning)
- *Menuchah* (Rest Hour)
- *Teva* (Nature)
- *Chugim* (Arts)
- *Maccabiah* (Color War)
- *Rikkudiah* (Dance Competition)
- *Zimriah* (Song Competition)
- Opening Day
- Closing Day
- S'Morning Camp Harlam (Morning Ritual)
- Siyyum L'Yom (Evening Ritual)
- *T'filah* (Prayer)

PEOPLE

- Professional Staff (Year-Round Staff)
- Leadership Team (Supervisory Staff)
- *Mishlachat* (Israeli Delegation)
- Specialty Counselor
- Cabin Counselor



CAMP UNITS

- *Carmel* (rising 3rd and 4th graders)
- *Sharon* (rising 5th graders)
- *Kineret* (rising 6th graders)
- *Arava* (rising 7th graders)
- *Galil* (rising 8th graders)
- *K'far Noar* (rising 9th graders)
- *Chavurah* (rising 10th graders)
- *Gesher* (rising 12th graders)

ADDITIONAL PROGRAMS

- Camp K'ton
- *Rishonim* (rising 3rd and 4th graders)
- *Avodah* (Vocational Education Program)

ACCESS TO PROMOTE CAMP PAGE

For more resources or
to access the graphics
found in this guide,
scan or click the QR
code to access our
Promote Camp page!





THANK YOU!

If you have any questions, email Camp Harlam at campharlam@urj.org.