

# THE ALEXANDER GRASS CAMPUS FOR JEWISH LIFE BRAND GUIDELINES

## FOR PARTNERS AND ON-CAMPUS ORGANIZATIONS

### CAMPUS BACKGROUND

Honoring the generations that came before us, and creating a legacy for the many more yet to come, The Alexander Grass Campus for Jewish Life is the central hub for our community to gather, to learn, to nurture, and to connect.

The 6+ acres campus and six spacious buildings provide ample space for a multitude of educational, cultural, philanthropic, and wellness programs for people 6 months to 106 years old.

### BRAND DETAILS

The Alexander Grass Campus for Jewish Life brand is lively, embracing, and purposeful. The brand's logo and color palette represents the energy and vibrancy of Jewish Harrisburg as well as its staying power, inspired by Jewish iconography that is inclusive to those of different faiths.

### LOGO AND USAGE [CLICK TO DOWNLOAD LOGO FILES](#)

The campus is home to many organizations, both Jewish and non-Jewish, who collectively strengthen and multiply the impact of the Grass Campus in our community. As a Campus partner, we encourage you to include The Alexander Grass Campus for Jewish Life branding into your printed and digital materials to emphasize our collective impact and provide a consistent sense of place for the individuals who participate in on-Campus programs and services. Various forms of the Campus logo are available for download [HERE](#). Please see below for a few ways we suggest to incorporate our branding into your communications.

- Include the Grass Campus logo (linked to [www.GrassCampus.org](http://www.GrassCampus.org)) in your website footer and/or on your contact page, wherever you indicate your physical location.
- Add "The Alexander Grass Campus for Jewish Life" above your mailing address  
*ex. Your Organization Name*  
*The Alexander Grass Campus for Jewish Life*  
*Building Name*  
*2986 N. 2nd Street, Suite XX*  
*Harrisburg, PA 17110*
- Include the Grass Campus logo in your print or promotional materials locked up with your own logo.



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QUESTIONS ABOUT LOGO AND BRAND USAGE? EMAIL US AT [MARKETING@JEWISHFEDHBG.ORG](mailto:MARKETING@JEWISHFEDHBG.ORG).