Leave No Trace

BRAND STANDARDS GUIDE

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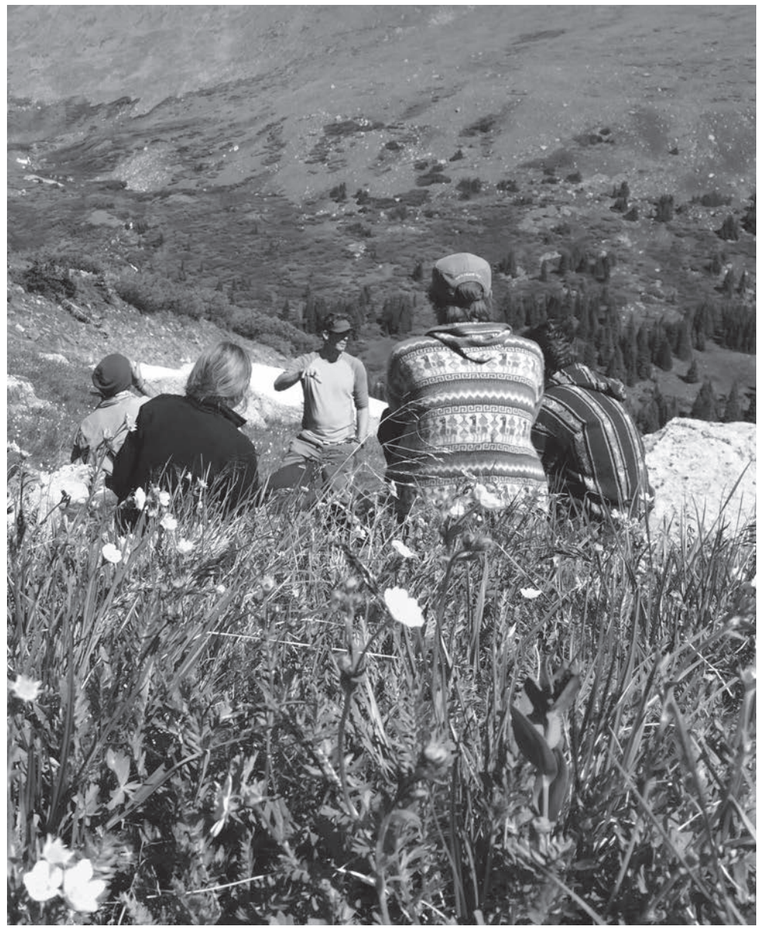
THE LEAVE NO TRACE IDENTITY

The goal of this Brand Standards Guide is to establish a clear, consistent and universal visual identity for the Leave No Trace organization, program and movement. The visual identity builds on Leave No Trace's brand by combining the most recognized existing elements — our name and insignia — with progressive elements and messages. Uniform graphic elements and messages provide the framework for establishing a visual identity. This guide sets out the prime elements needed to produce approved Leave No Trace materials and communications.

This guide further serves to inform the Leave No Trace Center for Outdoor Ethics' vast network of partners about proper and appropriate use of the Leave No Trace brand. The first section defines the basic elements of the Leave No Trace visual identity and discusses its applications and proper usage. The remainder of the guide explores the language of Leave No Trace, as well as regulations, protections, and who to contact for further information or questions about logo use.



About the Leave No Trace Center for Outdoor Ethics

LEAVE NO TRACE VISION

To sustain healthy, vibrant natural lands for all people to enjoy, now and into the future. Every person who ventures outside puts leave no trace practices into action.

LEAVE NO TRACE MISSION

The Leave No Trace Center for Outdoor Ethics is a national, 501 (c) (3), nonprofit organization dedicated to protecting the environment by teaching people to enjoy it responsibly.

ABOUT THE LEAVE NO TRACE CENTER FOR OUTDOOR ETHICS

The Leave No Trace Center accomplishes this mission through education, research, partnership and volunteerism. The Leave No Trace Center has delivered successful educational program in the United States and internationally since 1994. The Leave No Trace program is built upon the premise that conservation of our outdoor resources is possible only when people know how to respect them and prevent impacts from their activities. Today, many trails have become human highways, wildlife are harassed and put down due to heavy human interaction, human-caused invasive species are strangling native flora, and trash clogs our waterways.

At the Leave No Trace Center for Outdoor Ethics, we understand that if we neglect to protect our natural environment, fail to help our children appreciate and respect the relevance of our wild lands, and forgo practices that minimize our human impacts, we then risk allowing our behavior and attitudes to irreversibly change our world, destroying the magnificence of nature in the process. This is why Leave No Trace education is imperative. Leave No Trace Education provides a foundation to build a nationwide outdoor ethic of critical importance.

What began as a calling to preserve the wilderness has evolved into an endeavor to inspire a more global, daily commitment to Leave No Trace. The environmental stewardship created by the Leave No Trace Center extends beyond outdoor enthusiasts to include anyone concerned about people's relationship with nature. Join the movement. Enjoy your world. Leave No Trace.

LOGO ELEMENTS

The Leave No Trace logo is the only permissible insignia for external communications material that reaches the media or general public. It is our prime brand identifier, reflecting the tradition and values of the organization. Therefore, maintaining its visual and conceptual integrity is a high priority. The Center's policies regarding logo usage are designed to ensure that the public recognition of our primary identifier — the Leave No Trace logo — is not diluted by other insignia or artwork.

LOGO VARIATIONS

The logo has three variations in regards to content — basic logo, logo and Center for Outdoor Ethics, logo and Center for Outdoor Ethics and URL — and three variations in regards to color — color, black, white, and gray scale.

LOGO SIZES

Strict regulations and guidelines outline the use of the Leave No Trace logo. The logo cannot be recreated, cropped, enhanced, distorted, stretched or otherwise altered. The logo must not be reduced beyond the minimum sizes stated in this guide here. This ensures that it is fully readable when reduced in size.

Basic Elements

HORIZONTAL LOGO

Leave No Trace™

HORIZONTAL LOGO + TAGLINE AND URL

Leave No Trace™

Center for Outdoor Ethics | LNT.org

HORIZONTAL LOGO + TAGLINE

Leave No Trace™

Center for Outdoor Ethics

* The Center recommends that the logo and Center for Outdoor Ethics and URL are used for most projects. Please consult with the Center for the use of the other variations.

LOGO VARIATIONS

Logo + Center for Outdoor Ethics

FULL COLOR

BLACK AND WHITE

GRAYSCALE

ONE COLOR

REVERSED

LOGO VARIATIONS

Logo + Center for Outdoor Ethics and URL

FULL COLOR

BLACK AND WHITE

GRAYSCALE

ONE COLOR

REVERSED

LOGO PARTNERS

Logos are available for current Leave No Trace partners. These logos are subject to the same guidelines and regulations for logos described in this guide. Please contact your Leave No Trace representative if you qualify for the use of the logo and for applicable uses.

Leave No Trace Proud Partner

FULL COLOR

BLACK AND WHITE

GRAYSCALE

LOGO SPECIFICATIONS

LOGO CLEAR SPACE AND SAFE AREA

The “protected space” of the logo refers to the clear space surrounding it. This clear space ensures the unobstructed and visible placement of the Leave No Trace logo. Graphics, type, photography, and illustrations should not enter the illustrated clear space around the logo. As shown, the clear area should measure the same higher as the capital “N” in the logo type.

Logo Clear Space and Safe Area

LOGO

LOGO + TAGLINE AND URL

LOGO + TAGLINE

Brand Colors

The Leave No Trace brand colors are as follows. Please do not alter or introduce new colors to the Leave No Trace logo or brand collateral.

Patone 382 can be used on subheadlines and larger typography, but should be used sparingly in order to maintain an effect of denoting importance or contrast with the surrounding layout.

Pantone 445 should be used for most headlines and contrasting visual and graphic elements, as well as all body copy, when possible.

Pantone 382
CMYK 29 | 01 | 100 | 00
RGB 196 | 214 | 000
HEX# C3D600

Pantone 445
CMYK 68 | 54 | 55 | 30
RGB 079 | 088 | 088
HEX# 4F5858

Brand Fonts

The Leave No Trace brand uses the Gibson font family. The following are approved weights and their general uses. In instances where Gibson is unavailable substitue Arial Regular. Gibson Bold and Regular font can be purchased here:

http://www.myfonts.com/fonts/canadatype/gibson/

Arial font files are among free default font files installed on a vast majority of computers.

Use of Gibson Bold or Regular in Pantone 382 should be used (sparingly) to highlight important text or special captions. This font should be used in upper-lowercase or uppercase only.

Gibson Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Gibson Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

LOGO SPECIFICATIONS

Minimum Sizes

The logo must not be reduced beyond the minimum sizes illustrated here. This ensures legibility at small sizes.

BASIC LOGO

LOGO + CENTER FOR OUTDOOR ETHICS

LOGO + CENTER FOR OUTDOOR ETHICS AND URL

LOGO SPECIFICATIONS

Logo Misuse

A logo must not be altered in any way. Approved uses are shown previously in this manual. The examples shown here illustrate misuse of the logo.

DO NOT CHANGE LOGO COLOR

DO NOT STRETCH

DO NOT MOVE TYPE

DO NOT CHANGE THE TAG LINE

DO NOT CHANGE FONT

DO NOT EDIT THE ICON

BRAND USE BY TYPE

Federal Land Management Agencies

FEDERAL LANDS

The Leave No Trace Center for Outdoor Ethics shares a Memorandum of Understandings with the following federal and state land management agencies:

NATIONAL PARK SERVICE

BUREAU OF LAND MANAGEMENT

USDA FOREST SERVICE

US FISH AND WILDLIFE SERVICE

US ARMY CORPS OF ENGINEERS

Logo and copyrighted Leave No Trace Seven Principle text use are available to those agency partners and are applicable to all of their lands and waterways. Logo and Leave No Trace Seven Principles (with © 1999 by the Leave No Trace Center for Outdoor Ethics: www.LNT.org) use is subject to the same stipulations as all other partner groups. See page 18 for copyright information.

STATE PARKS, STATE LANDS, MUNICIPALITIES, PRIVATE AND OTHER LANDS

State parks, state lands, municipalities, private and other lands must join as official Leave No Trace partners to enjoy the full benefits of the program. Learn more at www.LNT.org/about/parks-municipalities. The Center does extend a contingency for onsite signage. See page 21 for more information.

BRAND USE BY TYPE

Corporate & Community Partners

HOW TO BECOME A LEAVE NO TRACE PARTNER

Join over 600 businesses, agencies and organizations committed to playing a role in Leave No Trace education and conservation work. As a partner you:

- Have exclusive use of the Leave No Trace logo, which is recognized worldwide as the symbol of sustainable enjoyment of the outdoors.
- Demonstrate and solidify your business or organization's role as an active steward of the outdoors.
- Provide your constituents and customers with relevant Leave No Trace education and tools for enjoying the outdoors responsibly.
- Support your education and marketing goals by leveraging your partnership with the country's only organization providing comprehensive, environmentally-based education to the millions who enjoy our finite outdoor resources each year.
- Access to the Center's social media followers through Facebook, Twitter, Instagram, Snapchat, the Resource, YouTube, and our blog when relevant to Leave No Trace.

Learn more at: https://www.lnt.org/join/business

Corporate and community partners must be current and in good standing. Partner affiliates, branches, chapters, councils/troops, etc. are not considered partners. For example, a troop, council, or chapter that is part of an overarching nationwide organization or association that is a partner with Leave No Trace, does not have the rights to the Leave No Trace logo. Only primary partners are permitted to take advantage of the partner benefits, such as logo use. Partnership levels include: patron, corporate, small businesses, media, nonprofits, educational institutions, guide services, outfitters, parks, municipalities, and agencies.

BRAND USE BY TYPE

Members & Individuals

The Leave No Trace copyrighted Leave No Trace Seven Principles, trademarked logo, associated artwork, and texts are copyrighted by the Leave No Trace Center for Outdoor Ethics. Members of Leave No Trace are not permitted to use trademarked logo, or Leave No Trace name for any use, such as reprinting on clothing or product; blogs, websites, email signatures, letterhead, banners, business cards, personal marketing materials or social media group title or name; such as a logo on a blog, website, or social media group.

For more information about digital use, please see page 19.

Links to the Leave No Trace website are permissible, as are blogs posts or online/print-based articles about Leave No Trace, its educational ethics, and views on the Seven Principles. The copyright (© 1999 by the Leave No Trace Center for Outdoor Ethics: www.LNT.org) must accompany any listing of the Leave No Trace Seven Principles for educational purposes. With permission from the Leave No Trace Center for Outdoor Ethics and under specific circumstances, the organization extends use of its logos and texts. See page 18 for copyright information.

BENEFITS OF BECOMING A LEAVE NO TRACE MEMBER

Leave No Trace is the most important defense to protect the health and beauty of the outdoors — our trails, parks, forests and waterways. Every person's relationship with the natural world is unique, spending time in nature for adventure, sport, renewal or solitude. With wildlife at risk, forest fires commonplace and many waterways polluted, the future of our natural world is in jeopardy. Leave No Trace solves these issues with critical training for the public at large, ensuring that the outdoors is thriving and left in caring hands well into the future. Join the most effective movement to ensure that all our parks, waters and lands, remain places of wonder, inspiration and exploration. Learn more.

(Use Membership URL: https://lnt.org/join/individual)

The Leave No Trace Seven Principles & Copyright Text

ALL INFORMATION AND CONTENT IN THE FOLLOWING WORKS ARE COPYRIGHTED:

- Leave No Trace Skills and Ethics Series
- Leave No Trace Brochures and Handbooks
- 101 Ways to Teach Leave No Trace
- Leave No Trace in the Outdoors
- Leave No Trace PEAK and Teen
- Training Manuals, Master Educator Handbook and other publications.

Please contact the Leave No Trace Center for Outdoor Ethics if you are interested in using a portion of these texts.

The Leave No Trace Seven Principles and their supporting text are copyrighted by the Leave No Trace Center for Outdoor Ethics. The Leave No Trace Center for Outdoor Ethics also has derivations of the principles that correspond with various activities and environments such as Frontcountry, Kids, Mountain Biking, Heritage Sites, River Corridors, Fishing, Urban, Climbing, Hunting, International, and many others — all of which are also copyrighted by the Leave No Trace Center for Outdoor Ethics.

The Leave No Trace Seven Principles must always be referred to as The "Leave No Trace Seven Principles." The Center encourages use and publication of the Leave No Trace Seven Principles including the following copyright language:

© 1999 by the Leave No Trace Center for Outdoor Ethics: www.LNT.org.

Private corporations, businesses, websites, or blogs may use the Leave No Trace Seven Principles with copyright language to promote the use of Leave No Trace, but are not permitted to use the Leave No Trace logo, as this suggests that the corporation, business, website or blog is a partner.

The Leave No Trace Seven Principles with copyright language may be used by journalists or select groups (with written permission) to explain the basic elements of the program or for educational purposes. Otherwise, posting Leave No Trace copyrighted content suggests partnership. Thus corporations, businesses, websites and other entities must be official partners of the Leave No Trace Center for Outdoor Ethics to publicly post the Leave No Trace Seven Principles or other copyrighted program elements.

The following are a selection from the Leave No Trace Seven Principles. © 1999 by the Leave No Trace Center for Outdoor Ethics: www.LNT.org.

The Leave No Trace Seven Principles & Copyright Text

THE LEAVE NO TRACE SEVEN PRINCIPLES

1. Plan Ahead and Prepare
2. Travel and Camp on Durable Surfaces
3. Dispose of Waste Properly
4. Leave What You Find
5. Minimize Campfire Impacts
6. Respect Wildlife
7. Be Considerate of Other Visitors

PRINTED PUBLICATIONS

For guidebooks and other similar publications, using the copyrighted language of the Leave No Trace Seven Principles is permitted, as is use of the logo, however the logo must appear above the Leave No Trace Seven Principles, and not on the outside of the book jacket or publication. If a guidebook or publication has extensive information on Leave No Trace, is using the logo or the copyrighted Leave No Trace Seven Principles, a review of the publication is necessary by the Leave No Trace Center for Outdoor Ethics.

For questions or a review of projects, please contact info@LNT.org. For printed articles, the use of the copyrighted Leave No Trace Seven Principles is permitted. However, contacting the Leave No Trace offices to ensure accuracy of the copyrighted Leave No Trace Seven Principles is highly recommended. For questions, please contact info@LNT.org.

DIGITIAL PUBLICATIONS

Use of the copyrighted Leave No Trace Seven Principles is permitted in blogs, on websites, and in online articles, as the Leave No Trace Center for Outdoor Ethics wants to promote the principles to protect the outdoors by teaching and inspiring people to enjoy it responsibly. A direct link to the Leave No Trace website and the Leave No Trace Seven Principles is recommended.

Personal discussion of the copyrighted Leave No Trace Seven Principles is permissible. Linking to the Leave No Trace website is recommended, as is verifying the accuracy of the information with Leave No Trace Center for Outdoor Ethics or the Leave No Trace Seven Principles online. If a blog, website, or online publication extensively uses and discusses the Seven Principles of Leave No Trace, a review may be necessary to ensure accuracy. For questions, please contact info@LNT.org.

Products

The logo my not be altered in any way, and is intended for use in conjunction with the Leave No Trace Center For Outdoor Ethics programs, partnerships, concepts, skills and ethics. It is not to be used as a selling point for products, and groups may not produce, sell or distribute products bearing the Leave No Trace logo or name as a primary point of interest. Examples include Leave No Trace apps, vehicles, backpacks, patches, t-shirts, educational materials, outdoor gear, books, websites and other merchandise.

If the Leave No Trace name or logo does appear directly on a product, it must first be approved by the Leave No Trace Center for Outdoor Ethics, and a royalty, independent of partnership dues, must also be arranged (note: this option is available to current corporate partners in good standing only). For this purpose, please use the Leave No Trace Proud Partner logo.

*Leave No Trace benefit products are permissable through formal agreement with Leave No Trace.

The words “Leave No Trace” cannot be configured into art, logos, patches, t-shirts or other artistic renderings. Products cannot be named “Leave No Trace” products, as it suggests a formal endorsement.

Signage

FEDERAL LAND

The use of the Leave No Trace logo and the copyrighted Leave No Trace Seven Principles (© 1999 by the Leave No Trace Center for Outdoor Ethics: www.LNT.org) are available to the below agency partners and are applicable to all of their lands and waterways. Federal agencies are permitted to use the logo with the Center's name, as well as the website, lnt.org.

The Leave No Trace Center for Outdoor Ethics has a Memorandum of Understandings with the following federal and state land management agencies:

NATIONAL PARK SERVICE

BUREAU OF LAND MANAGEMENT

USDA FOREST SERVICE

US FISH AND WILDLIFE SERVICE

US ARMY CORPS OF ENGINEERS

STATE PARKS, STATE LANDS, MUNICIPALITIES, PRIVATE AND OTHER LANDS

Though the Leave No Trace Center for Outdoor Ethics strongly encourages these entities to join the Leave No Trace program as partners (www.LNT.org/about/parks-municipalities), a contingency is given for onsite signage. The Leave No Trace Center for Outdoor Ethics does provide packaged logo and Leave No Trace Seven Principles art to these groups, specifically for onsite signs. Please inquire at info@LNT.org.

Other Uses

EDUCATIONAL PURPOSES

For educational purposes, logo use is permissible by non-partners with consent from the Leave No Trace Center for Outdoor Ethics. Particularly when accompanying the Leave No Trace Seven Principles, logo use in guidebooks, for articles, textbooks, etc.

Non-partner websites are not acceptable examples of educational use of the Leave No Trace logo.

Please email a description of your project, book, or text where the logo will appear to the Leave No Trace Center for Outdoor Ethics for review at info@LNT.org.

THE LEAVE NO TRACE NAME

Any company, organization, group or agency that wants to use the Leave No Trace name in their publications and materials must be a current, official partner in good standing. Though the Leave No Trace Center for Outdoor Ethics encourages all efforts to extend its message to the broadest possible audience, the term “Leave No Trace” is intended for the specific programs, publications and products of the Leave No Trace Center for Outdoor Ethics.

Thus, using or promoting the term Leave No Trace is not permissible as a selling point for products, companies, organizations, publications or websites.

Using the Leave No Trace name in conjunction with a social media group or regional group is not permissible

TRAINING & COURSES

Leave No Trace Master Educators and Trainers may use the Leave No Trace logo to publicize a Leave No Trace Trainer Course or Awareness Workshop, if they are current members of the organization. Events organized in conjunction with Leave No Trace for the Subaru/Leave No Trace Traveling Trainers may use the Leave No Trace logo.

Please contact the Leave No Trace Center for Outdoor Ethics to receive a current logo for this purpose.

The Leave No Trace logo is not available to Master Educators and Trainers for the production of merchandise, clothing or course give away pieces.

The Language of Leave No Trace

When referencing Leave No Trace in text, the name should always be spelled out. Do not use LNT.

The organization that administers the Leave No Trace program is called the Leave No Trace Center for Outdoor Ethics.

When referencing the copyrighted Leave No Trace Seven Principles in text, the principles should never be labeled as rules, but always as principles or guidelines. They should always be referred to as the Leave No Trace Seven Principles.

LEAVE NO TRACE SEVEN PRINCIPLES

1. Plan Ahead and Prepare
2. Travel and Camp on Durable Surfaces
3. Dispose of Waste Properly
4. Leave What You Find
5. Minimize Campfire Impacts
6. Respect Wildlife
7. Be Considerate of Other Visitors

WHO TO CONTACT

To obtain a current Leave No Trace logo or for information regarding branding, logo use, text use, or any other questions, please contact the Leave No Trace Center for Outdoor Ethics:

info@LNT.org

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