



BRAND STANDARDS

LEAVE NO TRACE CENTER FOR OUTDOOR ETHICS



TABLE OF CONTENTS

Brand Identity

The Leave No Trace Identity	03
About the Leave No Trace Center for Outdoor Ethics ...	04

Visual Elements

Basic Logo Elements	06
Logo Color Variations	07
Partner Logos	08
Logo Clear Space & Safe Area	09
Minimum Logo Sizes	10
Colors	11
Fonts	12
Logo Misuse	13

Use by Type

Land Management Agencies	14
Corporate, Community & Tourism Partners	15
Members & Individuals	16

Applications

The Leave No Trace Name, Seven Principles & Other Copyright Text	17
The Leave No Trace Seven Principles & Copyright Text	18
Products	19
Signage	20
Other Uses	21
The Language of Leave No Trace	22

Contact

Who to Contact	23
----------------------	----

THE LEAVE NO TRACE IDENTITY

The goal of this Brand Standards Guide is to establish a clear, consistent and universal identity for the Leave No Trace organization, program and movement. The visual identity builds on the Leave No Trace's identity by combining the most recognized existing elements — our name and logo — with progressive elements and messages. 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 logo and other elements. 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

What is Leave No Trace?

Leave No Trace is an international movement, nonprofit organization and educational program dedicated to protecting the outdoors by teaching people to enjoy it responsibly. The organization, The Leave No Trace Center for Outdoor Ethics, accomplishes this mission by delivering cutting-edge education and research to millions of people across the country every year.

Why Leave No Trace?

Nine out of ten people who visit the outdoors are uninformed about Leave No Trace or how to minimize their impacts.

With over 13 billion trips into the outdoors in the U.S. every year, people are causing significant preventable damage, and that damage is adding up. Leave No Trace is on the forefront of changing this troubling trend—the littered parks and damaged trails, the formidable impacts of fire, polluted waterways and serious wildlife issues. Consider this...



Americans pay \$2.1 billion to fight fires in parks and forests, almost 90% of which are caused by campfires left unattended, the burning of debris or negligently discarded cigarettes.



Wildlife in our parks are routinely relocated or euthanized due to conflicts with humans. The National Park Service cites human garbage as the origin of many of these unfortunate and unnecessary conflicts.



Grand Canyon National Park has \$11 million in trail maintenance needs. More than \$5 million in critical trail work is needed at Great Smoky Mountains National Park.

Protecting wildlife, appropriate use of fire, clean water, healthy parks and trails—all become a reality when people learn about and practice Leave No Trace. Costly and irreversible damage to nature is eliminated or substantially reduced through Leave No Trace education, training and outreach. Better yet, research shows that people who learn about Leave No Trace change their behavior in the outdoors and are highly likely to share their knowledge with peers.

**It all starts with your commitment.
We can't do it without you.**

ABOUT THE LEAVE NO TRACE CENTER FOR OUTDOOR ETHICS

About the Center

The nationally recognized, and award-winning Leave No Trace Center For Outdoor Ethics plays an essential role in the care of our cherished public lands. The Leave No Trace Center for Outdoor Ethics conducts training and provides education programs in 50 states and many countries reaching 15 million people annually.

Government Supported

Government-endorsed programs and supported through a Memorandum of Understanding with the National Park Service, U.S. Fish and Wildlife Service, Bureau of Land Management, U.S. Forest Service and the Army Corps of Engineers.

Science Based

Practices have been scientifically proven to protect natural lands and improve visitors' experiences.

Broad Message

Program is universal and can be taught or delivered by anyone, including agency personnel, the public, group leaders, concessioners, guides, outfitters and campground hosts.

Public Response

Education and onsite messaging are widely accepted and embraced by the public.

Pro-Recreation & Access

Programs do not limit recreation or access but instead promote responsibility and stewardship, opening opportunities for continued visitation and recreation. Education of users is an alternative to regulation of use, ultimately enlarging the carrying capacity of public lands.

Partnerships

Proven and effective partner model with 600 public and private partners from federal to local land management agencies, to NGOs and large corporations.

BASIC LOGO ELEMENTS

The Leave No Trace Center for Outdoor Ethics logo is the only permissible logo for external communications material that reaches the media or general public. It is our prime program and organization 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 use 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 two variations, plus additional 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. This ensures that it is fully readable when reduced in size.



VISUAL ELEMENTS

LOGO COLOR VARIATIONS

LOGO + CENTER & URL



LOGO + CENTER



PARTNER LOGOS

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 Proud Partner logo. Use varies depending on partnership type.



VISUAL ELEMENTS

LOGO CLEAR SPACE & 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 height as the capital “N” all the way around the logo.



MINIMUM LOGO SIZES

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



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.

PRIMARY COLORS

Use these primary colors in all Leave No Trace collateral with visual and graphic elements.



PANTONE 382 C
R: 194 G: 213 B: 0
C: 30 M: 1 Y: 100 K: 0
HEX: c2d500



PANTONE 445 C
R: 77 G: 88 B: 88
C: 69 M: 54 Y: 54 K: 30
HEX: 4d5858

SECONDARY COLORS

Use these colors sparingly and only for visual accents. These should not be used in place of Leave No Trace green or gray.



PANTONE 302 C
R: 0 G: 58 B: 93
C: 100 M: 74 Y: 40 K: 32
HEX: 003a5d



PANTONE 1797 U
R: 208 G: 79 B: 83
C: 14 M: 84 Y: 65 K: 2
HEX: cf4e53

FONTS

The Leave No Trace brand primarily uses the Gibson font family. The following are approved weights and their general uses. This font should be used in upper-lowercase or uppercase only. In instances where Gibson is unavailable, substitute Arial Regular. Gibson Bold and Regular font can be purchased at the link below. Arial font files are among free default font files installed on a vast majority of computers.

Wicked Grit and Trend HM Sans may be used very sparingly on specialty graphics for the Center. These may be used on youth collateral, but should be used cautiously and paired with Gibson.

www.myfonts.com/fonts/canadatypography/gibson

PRIMARY FONT FAMILY

GIBSON BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GIBSON SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GIBSON REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GIBSON LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GIBSON ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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 THE TYPE



DO NOT CHANGE THE TAG LINE



DO NOT CHANGE THE FONT



DO NOT EDIT THE ICON



DO NOT REMOVE TAGLINE



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 the land and water they manage. 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 17 and 18 for copyright information.

State Parks, State Lands, Municipalities, Private and Other Lands

All groups are able to use and post the Leave No Trace Seven Principles with the appropriate copyright information. State parks, state park systems, municipalities, private and other lands must join as official Leave No Trace partners to enjoy the full benefits of the program and to use the logo. Learn more at LNT.org/Partnership/Community-Partnership.

Third Parties Representing Parks

Third party agencies such as design or P.R. firms and friends groups must have a representative from the agency they are working with contact Leave No Trace for logo, principles and more.

Review

Everything produced is subject to review from the Leave No Trace Center and all copyright information must be visible.

Uses

Land management partners are permitted to use the logo to promote the partnership and educate visitors on websites, in visitor centers, on signs, in blogs and on social media. Specifications for each partnership type apply. Logo use is prohibited on business cards, letterhead, email signatures, etc. Please see the products section of this document for logo use specifics on merchandise and more. Check with your Leave No Trace representative for more details.

CORPORATE, COMMUNITY & TOURISM PARTNERS

Since 1994, the Leave No Trace Center for Outdoor Ethics has partnered with select companies and organizations that share a passion and commitment for protecting our cherished outdoor resources. These magnificent and unique landscapes nourish our sense of adventure, wonder, fellowship and solitude.

The Leave No Trace Center, along with our partners, believe in the health of wildlife, perpetuation of biodiversity of our natural world and share a commitment to sound science and research. These important partners contribute their voices and resources to further the important work of Leave No Trace.

Each partner type is granted varying logo use specifications. Please contact your Leave No Trace representative for logo use for your partner types.

Learn about partnership at: [lnt.org/partnership](https://www.lnt.org/partnership)

Corporate and Community Partners

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 may 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.

In general terms, corporate and community partners are permitted to use the logo to promote the partnership and educate their customers and constituents on websites, marketing materials, in blogs and on social media. Marketing materials are defined in our partner guide by type. Please see your partner guide for details. Specifications for each partnership type apply. Logo use is prohibited on business cards, letterhead, email signatures, etc. Please see the products section of this document for logo use specifics on merchandise and more. The logo may not be altered or manipulated in any way to accommodate merchandise. Check with your Leave No Trace representative for more details.

Corporate and community partners also enjoy extended use of additional Leave No Trace assets. Please see your partner guide for the specifics.

Tourism Partners

If you are an agency representing state, regional and local tourism, please contact the Leave No Trace Center for Outdoor Ethics about programs and options for Leave No Trace logo and program use.

MEMBERS & INDIVIDUALS

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, the trademarked term “Leave No Trace” 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.

Links to the Leave No Trace website are permissible, as are blogs, social media or online/print-based articles about Leave No Trace, its education programs, 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 17 and 18 for copyright information.

Join the Movement

Costly and irreversible damage to nature is eliminated or substantially reduced through Leave No Trace education and training. Learn about membership at: Int.org/give/join

We can't do it without you.

THE LEAVE NO TRACE NAME, SEVEN PRINCIPLES & OTHER COPYRIGHTED TEXT

The Leave No Trace Name

“Leave No Trace” is trademarked and we ask that companies, organizations, agencies and individuals refrain to use it in conjunction with programs, products, educational sessions, conferences and more that are not associated with the Leave No Trace Center for Outdoor Ethics.

The Leave No Trace Seven Principles

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, 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” or “Leave No Trace 7 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.

The Leave No Trace Seven Principles and Other Copyrighted Text

The Leave No Trace Seven Principles with copyright language may be used by journalists, book authors and other select groups with written permission for the purpose of explaining the basic elements of the programs or for educational purposes, individuals may also share the Leave No Trace Seven Principles with copyright language blogs, social media and other outlets. We encourage all individuals who believe in and use the principles and program elements to join Leave No Trace as members. Int.org/give/join

We strongly recommend that businesses and corporations that wish to post the Leave No Trace Seven Principles or use other Leave No Trace Center for Outdoor Ethics-derived texts join the Leave No Trace program as partners Int.org/partnership. As the Leave No Trace Center for Outdoor Ethics relies on generous funding from partners to support program developments, on-the-ground conservation work, research, and training programs, we couldn't do the scope or volume of work without partners.

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.

Alternation and Review

Some partner groups may customize elements of the Leave No Trace Seven Principles to provide locally or culturally relevant Leave No Trace information. The Leave No Trace Seven Principles, however, should not be rewritten. Instead, if an element of information that lives under each principle needs customization, it is possible. All alternations need to receive formal review from the Leave No Trace Center for Outdoor Ethics

THE LEAVE NO TRACE SEVEN PRINCIPLES & COPYRIGHT TEXT

The Leave No Trace Seven Principles

- Plan Ahead and Prepare
- Travel and Camp on Durable Surfaces
- Dispose of Waste Properly
- Leave What You Find
- Minimize Campfire Impacts
- Respect Wildlife
- Be Considerate of Other Visitors

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

Printed Publications

For books, textbooks, 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.

Digital Publications

Use of the copyrighted Leave No Trace Seven Principles is permitted in blogs, on websites, and in online articles. Please include a direct link to the Leave No Trace website and the Leave No Trace Seven Principles and copyright information.

Social Media

Publishing the copyrighted Leave No Trace Seven Principles is permissible with copyright information and a link to www.LNT.org.

Always Include Copyright Language

Whenever posting the Leave No Trace Seven Principles, please include: © 1999 by the Leave No Trace Center for Outdoor Ethics: www.LNT.org.

PRODUCTS

The logo may 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, vehicle wraps or decals, backpacks, patches, t-shirts, educational materials, outdoor gear, books, websites and any products or education 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 select corporate partners**). For this purpose, please use the Leave No Trace Proud Partner logo.

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.

**Leave No Trace benefit product give-aways are sometimes granted through formal agreement with the Leave No Trace Center for Outdoor Ethics.*

SIGNAGE

Select 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 Leave No Trace Center for Outdoor Ethics logo, as well as the website, www.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

Posting the Leave No Trace Seven Principles and copyright text is permissible. Use of the Leave No Trace logo and additional texts or other Leave No Trace-related assets are subject to partnership.

lnt.org/partnership

Review

Any alterations or additions to the Leave No Trace Seven Principles or other Leave No Trace-related texts are subject to formal review from the Leave No Trace Center for Outdoor Ethics. Please contact the organization for details regarding review.

OTHER USES

The Leave No Trace Name

“Leave No Trace” is trademarked and we ask that companies, organizations, agencies and individuals refrain to use it in conjunction with programs, products, educational sessions, conferences and more that are formally associated with and in collaboration with the Leave No Trace Center for Outdoor Ethics.

Any company, organization, group or agency that wishes 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. Official Leave No Trace groups such as volunteer State Advocates, Chapters and International Leave No Trace organizations are exempt from this regulation.

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 Teams 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. Please refrain from using “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

- Plan Ahead and Prepare
- Travel and Camp on Durable Surfaces
- Dispose of Waste Properly
- Leave What You Find
- Minimize Campfire Impacts
- Respect Wildlife
- Be Considerate of Other Visitors

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

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

Leave No Trace Center for Outdoor Ethics
P.O. Box 997
Boulder, CO 80304

303-442-8222
www.LNT.org