



BRAND GUIDELINES

FOR THE LEAVE NO TRACE COMMUNITY & BEYOND

BRAND GUIDELINES OVERVIEW

This document is a road map to help guide you through Leave No Trace's distinctive voice and unique look. Please use this as a filter for all creative work, so that we communicate compellingly and consistently.



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SECTION 1
WHO WE ARE

#love mis

WHO WE ARE | Brand Story

There's no substitute for nature. From neighborhood walks to backcountry treks, we're drawn to it. It sustains us. Connects us. Inspires us. There is a place for everyone in the outdoors.

But it all has an impact. More use, over use, trash, endangered wildlife. And around it all: climate change. The nature we love is at risk.

It's time to reimagine how we #outdoors. Where getting out is about more than views. And taking actions that protect the nature we can't live without happens everywhere, every time.

We're Leave No Trace. We empower people to be the solution to conservation. We pioneer science and insights, build sustaining partnerships, and activate our proven learning system. Because it takes more than checklists to protect our lands. It takes all of us.

When you leave no trace, you show you care. And that makes the difference. Because when we all do our part, we keep forests healthy, protect our parks, keep wildlife strong and ensure everyone is welcomed to enjoy these remarkable places together.

No matter where or why you get outside, it's yours to protect.

It's Your Nature.



THE NEED | We must inspire people to protect the outdoor places we can't live without.

WHY

AT LEAVE NO TRACE, WE BELIEVE THERE IS NO SUBSTITUTE FOR NATURE.

WE ACCOMPLISH OUR MISSION WITH:

1. Science

2. Education for all

3. Stewardship to support & protect nature

HOW

SINGLE-MINDED PROPOSITION

At Leave No Trace, people are the solution to conservation. We make environmental stewardship part of every outdoor experience.

BRAND ATTRIBUTES

- Source of the original 7 Principles of Leave No Trace that help anyone visiting the outdoors protect wildlife and wild places.
- Relied on by land managers for research to better understand use and impact, and programs that apply new approaches and strategies.
- Reaching millions of people every year and providing education on how people can minimize their impacts outdoors while enhancing their enjoyment.
- Active partner with brands and movements to increase the awareness of responsible outdoor recreation and advance the outdoors as an inclusive space for all people to enjoy.

WHAT

PRODUCT DESCRIPTION

Using the power of science, education and stewardship, Leave No Trace is on a mission to ensure a sustainable future for the outdoors and the planet.

EXPRESSION

BRAND PERSONALITY

Naturally Inspiring — A stand for the outdoors and everyone who can protect it, our positively honest vibes mean we're not afraid to get real.

BRAND ROLE


The Inner Child — We awaken the joy, curiosity and potential of deepening your relationship with the outdoors.

FUNCTIONAL BENEFIT

Leave No Trace advances conservation practices that help everyone from the institutions that manage lands to first-timers in the outdoors.

EMOTIONAL BENEFIT

I'm motivated to share how I care and hopeful for the outdoor places I love.



SECTION 2

VISUAL PRINCIPLES

PRIMARY LOGO

Our primary logo color is Charcoal.

If Charcoal does not work in an application, Green and White are available. Use the color that best suits the application.

All logo colors are available in PMS, CMYK and RGB formats. A black version of the primary logo should only be used when color reproduction is limited.

PRIMARY LOGO



ALTERNATE COLORS



Green



White

SUPPORTING TEXT LOCKUP

Use this logo lockup when including our tagline, partners or global affiliations.

Use sentence case in HK Grotesk Medium, left-aligned to the logo name, to ensure legibility and to create a clear hierarchy between our name and supporting text.



LOGO CLEAR SPACE

When applying our primary logo, ensure that there is ample clear space around the logo to ensure no graphic elements, type or paper edge competes or interferes with the logo. The height of the “O” is a good guide, but the more space the better.



LOGO MISUSES

Consistent use of our logo ensures it’s always clear, legible and builds brand cohesion.



DO NOT alter the color of the logo



DO NOT rotate the logo



DO NOT skew or stretch the logo



DO NOT use the logo on busy photographic backgrounds



DO NOT create your own version of the logo



DO NOT reinterpret the logo with different type, graphics or colors

COLOR PALETTE

Inspired by the natural vibrancy of the outdoors, our brand colors convey confidence, joy and urgency for a distinct and cohesive look.

PRIMARY COLORS

Use these colors to emphasize important words or phrases, as background colors, in illustrations and to help guide image selection.

ACCENT COLOR

This color should be used sparingly, such as in illustrations or to emphasize a critical word or short phrase.

PRIMARY COLORS

CHARCOAL
PMS 2380 C
CMYK 90, 76, 46, 43
RGB 40, 51, 74
HEX #28334A

WHITE
PMS Opaque White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF

GREEN
PMS 356 C
CMYK 89, 27, 100, 15
RGB 0, 122, 51
HEX #007A33

GOLD
PMS 7409 C
CMYK 5, 31, 98, 0
RGB 240, 179, 35
HEX #F0B323

ACCENT COLOR

RED
PMS 3546 C
CMYK 13, 100, 100, 4
RGB 205, 0, 26
HEX #CD001A

TYPOGRAPHY

Our contemporary but timeliness sans serif, HK Grotesk, is confident but welcoming, inviting everyone to be part of our mission.

HEADLINE + SUBHEADLINE | ALL CAPS BLACK

HK GROTESK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY | INITIAL CAPS LIGHT, REGULAR, OR MEDIUM

HK Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

A man with a beard and glasses, wearing a white t-shirt, black shorts, and a green baseball cap, stands in a desert landscape. He is holding several large, flat, greyish-brown rocks in his hands. The background features large, rounded, reddish-brown boulders and green shrubs. The ground is sandy and covered with dry, yellowish grass. The sky is blue with some light clouds.

SECTION 3
**USES BY
COMMUNITY**

USES BY COMMUNITY

FREE TO ALL

Leave No Trace has a growing body of free resources for all people, whether affiliated with Leave No Trace or not. From sharable social media content to Leave No Trace Basics, wildfire information, our latest research and a large library of Leave No Trace Skills videos, access to and sharing of these resources is encouraged. Many resources are available in Spanish.

[You can access the Free Leave No Trace Resource Kit here.](#)

[You can find the Leave No Trace YouTube channel here.](#)

The channel houses a library of Leave No Trace Skills videos and more, many of which are accessible in Spanish. These free videos provide Leave No Trace skills, programs, education and tips on a range of outdoor-related subjects.



FEDERAL LAND AGENCIES

The Leave No Trace organization shares a Memorandum of Understandings with the following federal land management agencies:

- National Park Service
- Bureau of Land Management
- USDA Forest Service
- US Fish and Wildlife Service
- US Army Corps of Engineers

The logo and copyrighted Leave No Trace Seven Principles are available to Leave No Trace’s Federal Land Agency partners for all of their areas they manage. Logo and Leave No Trace Seven Principles use (with © *Leave No Trace: www.LNT.org*) is subject to the same stipulations as all other partner groups.

REVIEW

Everything bearing Leave No Trace language or logos is subject to review from the Leave No Trace organization. All copyright information must be visible.

USES

Land management agency partners may use the logo to educate visitors and promote the partnership onsite, at visitor centers, on signs, social media, websites, maps and more. Logo use may not be used on business cards, letterhead, email signatures and other personal identifiers. Please see products section for logo use specifications. Check with your Leave No Trace representative for more information.

FEDERAL LAND AGENCIES

PRODUCTS & MERCHANDISE

Our federal agency partners may not produce and sell their own products bearing the Leave No Trace logo or name. Examples of products include Leave No Trace merchandise, apps, vehicle wraps or decals, patches, digital badges, educational materials, outdoor gear, videos, books, website or other social media sites, courses, webinars, educational merchandise and more.

Under certain circumstances, federal agency partners may, in coordination with the Leave No Trace organization, produce custom booklets, posters, stickers, banners, t-shirts, badges/patches as free, giveaway products. Contact your Leave No Trace representative for more information.

The logo may not be altered in any way and is intended for use in conjunction with the Leave No Trace organization, programs, partnerships, concept, skills and ethics. Further, the words "Leave No Trace" may not be configured into art, logos, patches, digital badges or any other artistic renderings. Products and more may not be named "Leave No Trace" products.



THE LANGUAGE OF LEAVE NO TRACE

The organization that administers the Leave No Trace program is called Leave No Trace.

When referencing Leave No Trace in text, the name should always be spelled out. Refrain from using LNT.



THE LEAVE NO TRACE SEVEN PRINCIPLES & COPYRIGHT LANGUAGE

All versions of the Leave No Trace Seven Principles and their supporting text hold copyrights by the Leave No Trace organization. Leave No Trace has derivations of the principles that correspond with various groups, activities or environments such as Basics for First Timers, Kids, Mountain Biking, International, Fishing, Western River Corridors and many more.

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. Please use the copyright directly below the 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

© *Leave No Trace: www.LNT.org*

THE LEAVE NO TRACE SEVEN PRINCIPLES & COPYRIGHT LANGUAGE

ALTERATIONS AND REVIEW

Leave No Trace works with our Federal Agency partners to customize elements of the Leave No Trace Principles, providing locally or culturally relevant Leave No Trace information. The Leave No Trace Seven Principles should not be rewritten. Instead, bullets or segments may be added or removed from the principles to provide more relevant information. Additionally, federal agency partners may remove an entire principle if it is not applicable to their area. Please work with your Leave No Trace representative to make alterations.

USE IN VIDEO CONTENT

Any videos produced about or containing Leave No Trace information from Federal Agency Partners must complete the educational review from Leave No Trace. Leave No Trace reviews all video content including script, imagery and final draft to ensure videos are effectively communicating Leave No Trace practices.

THIRD PARTIES REPRESENTING PARKS

Third party agencies such as design or PR firms and friends' groups must have a representative from the Federal Land Agency contact Leave No Trace for the logo and other key assets.

CORPORATE & COMMUNITY PARTNERS

Since 1994, the Leave No Trace organization has partnered with select companies and organizations that share a passion and commitment for protecting the natural world. Leave No Trace, along with our partners, believe in the health of wildlife, perpetuation of biodiversity in the outdoors and share a commitment to sound science, research and training. These important partners contribute their voices and resources to further the important work of Leave No Trace.

Many classifications of corporate and community partners exist as do partner benefits such as logo use. Learn about partnerships at: LNT.org/partnership and contact your Leave No Trace representative if you have questions about benefits and uses. Corporate and community partners must be current and dues-paying to take advantage of partnership benefits. Partner affiliates, branches, chapters, councils/troops of a larger entity, etc. are not considered partners and are not able to access partner benefits. State parks, state park systems, municipal parks, private and other lands join as official Leave

No Trace community partners to enjoy the full benefits of the program and to use the logo. Learn more at LNT.org/Partnership/Community-Partnership.

In general terms, corporate and community partners are permitted to use the Leave No Trace logo and Leave No Trace Proud Partner logo to promote the partnership and education for their constituents and customers on websites, in marketing, social media and more. Specifications for each partner level apply. Logo use is prohibited on business cards, letterhead, email signatures and other personal identifiers. Please see products and merchandise section for logo use specifications. Check with your Leave No Trace representative for more information.



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

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 Leave No Trace 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 Leave No Trace. 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.

"Leave No Trace" is trademarked. Companies, organizations agencies and individuals should refrain from using it in conjunction with programs, products, education sessions,

conference and more that are not associated with the Leave No Trace organization. The words "Leave No Trace" should not be configured into art, logos, patches, digital badges, or other artistic renderings. Products should not be labeled as "Leave No Trace" products.

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The organization that administers the Leave No Trace program is called Leave No Trace.

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

THE LEAVE NO TRACE SEVEN PRINCIPLES & COPYRIGHT LANGUAGE

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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. Please use the copyright directly below the principles:

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4. Leave What You Find
5. Minimize Campfire Impacts
6. Respect Wildlife
7. Be Considerate of Other Visitors

© *Leave No Trace: www.LNT.org*

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

USE OF THE LEAVE NO TRACE SEVEN PRINCIPLES & OTHER LEAVE NO TRACE COPYRIGHTED TEXTS

We ask that companies and other businesses who are not yet partners and wish to post the Leave No Trace Seven Principles, free resources or other Leave No Trace copyrighted texts, join as a corporate partner at LNT.org/partnership. As the Leave No Trace organization relies on generous support from corporate partners to fund research, on-the-ground conservation work, training and more, we couldn't do the scope of volume of work without our partners.

Further, we request corporations, NGOs, parks, municipalities and more as well as all other entities do not rewrite, reorder, recreate, alter or redefine the Leave No Trace Seven Principles or portions of principles and brand them as their own. Years of research, resources and testing define the Leave No Trace Seven Principles, their derivations as well as other key Leave No Trace

information and texts. Opportunities to partner with Leave No Trace and customize use to fit your constituents' needs are available. Please contact Leave No Trace for more information.

ALTERATIONS AND REVIEW

Leave No Trace works with our Community Partner groups to customize elements of the Leave No Trace Principles to provide locally or culturally relevant Leave No Trace information. The Leave No Trace Seven Principles should not be rewritten. Instead, bullets or segments may be added or removed from the principles to provide more relevant information. Additionally, partners may remove an entire principle if it is not applicable to their area. If you are a current partner that seeks to customize an element of the Leave No Trace Seven Principles, please work with your Leave No Trace representative.

PRINT & DIGITAL PUBLICATIONS

For books, textbooks, guidebooks and other similar publications, using the Leave No Trace Seven Principles with accompanying copyright is permitted, as is use of the Leave No Trace logo. The

logo must appear directly above the Leave No Trace Seven Principles, and may not appear on book covers or jackets, suggesting an official endorsement. For questions or a project review, please contact info@LNT.org.

Use of the copyrighted Leave No Trace Seven Principles with accompanying copyright is permitted to appear in blogs and online articles, as the Leave No Trace organization.

PRODUCTS

The Leave No Trace logo and name may not be used as a selling point for any product. Group and individuals may not produce, sell or distribute products bearing the Leave No Trace logo or name. Examples of products include Leave No Trace videos, apps, vehicle wraps or decals, backpacks, patches, digital badges, educational materials, outdoor gear, books, website or other social media sites, courses, webinars, educational merchandise and more.

PRODUCTS & CORPORATE PARTNERS

Select corporate partners can occasionally arrange creating a product where the Leave No Trace logo or name appears. A royalty, independent of partnership dues applies and the product must be approved prior to creation.

The logo may not be altered in any way and is intended for use in conjunction with the Leave No Trace organization, programs, partnerships, concept, skills and ethics. Further, the words "Leave No Trace" cannot be configured into art, logos, patches, digital badges or any other artistic renderings. Merchandise and more cannot be named "Leave No Trace" products.

PRODUCTS & COMMUNITY PARTNERS

Under certain circumstances, community partners may, in coordination with the Leave No Trace organization produce custom posters, stickers, banners, t-shirts, badges/patches as free, give away products. Community partners may not produce and sell Leave No Trace merchandise. Please contact your Leave No Trace representative for more information.

The logo may not be altered in any way and is intended for use in conjunction with the Leave No Trace organization, programs, partnerships, concept, skills and ethics. Further, the words “Leave No Trace” cannot be configured into art, logos, patches, digital badges or any other artistic renderings. Merchandise and more cannot be named “Leave No Trace” products.

USE IN VIDEO CONTENT

Any videos produced about or containing Leave No Trace information from corporate and community partners must complete educational review from Leave No Trace. Leave No Trace reviews all video content including script, imagery and final draft to ensure videos are effectively communicating Leave No Trace practices.

TOURISM PARTNERS

The Leave No Trace organization works with state and regional tourism partnerships to provide a consistent message of sustainable tourism to visitors in states and communities across the country. Tourism provides an excellent framework to teach and share Leave No Trace and to expand its sphere of influence. Partnerships with state and regional tourism offices provide unique opportunities to expose outdoor visitors to Leave No Trace first while planning their visits and then at specific touch-points all throughout their trip.

If you are an agency representing state, regional or local tourism, visit: lnt.org/partnership/tourism/ to learn more.

While Tourism Partners generally work with Leave No Trace on custom Leave No Trace messages and content, the following guidance applies.



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

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 Leave No Trace 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 organization. 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.

“Leave No Trace” is trademarked. Companies, organizations agencies and individuals should refrain from using it in conjunction with programs, products, education sessions,

conference and more that are not associated with the Leave No Trace organization. The words “Leave No Trace” should not be configured into art, logos, patches, digital badges, or other artistic renderings. Products should not be labeled as “Leave No Trace” products, suggesting an endorsement.

THE LANGUAGE OF LEAVE NO TRACE

The organization that administers the Leave No Trace program is called Leave No Trace.

When referencing Leave No Trace in text, the name should always be spelled out. Refrain from using LNT.

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

THE LEAVE NO TRACE SEVEN PRINCIPLES & COPYRIGHT LANGUAGE

All versions of the Leave No Trace Seven Principles and their supporting text are copyrighted by the Leave No Trace organization. Leave No Trace has derivations of the principles that correspond with various groups, activities or environments such as Basics for First Timers, Frontcountry, Kids, Mountain Biking, International, Fishing, Western River Corridors and many more.

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. Please use the copyright directly below the principles.

Leave No Trace encourages Tourism partners to use the frontcountry version of the Leave No Trace Seven Principles for both the development of their customized principles as well as a placeholder while their local principles are being developed. These principles should be accompanied by the copyright:

© *Leave No Trace: www.LNT.org*

USE OF THE LEAVE NO TRACE SEVEN PRINCIPLES & OTHER LEAVE NO TRACE COPYRIGHTED TEXTS

We ask that companies and other businesses who are not yet partners and wish to post the Leave No Trace Seven Principles, free resources or other Leave No Trace copyrighted texts, join as a corporate partner at LNT.org/partnership. As the Leave No Trace organization relies on generous support from corporate partners to fund research, on-the-ground conservation work, training and more, we couldn't do the scope of volume of work without our partners.

We ask groups and individuals do not recreate, rewrite, alter or redefine the Leave No Trace Seven Principles or portions of principles and brand them as their own. Years of research, resources and testing define the Leave No Trace Seven Principles, their

derivations as well as other key Leave No Trace information and texts. Opportunities to partner with Leave No Trace and customize use to fit your constituents' needs are available. Please contact Leave No Trace and follow those channels.

ALTERATIONS AND REVIEW

Leave No Trace works with our Community Partner groups to customize elements of the Leave No Trace Principles to provide locally or culturally relevant Leave No Trace information. The Leave No Trace Seven Principles should not be rewritten. Instead, bullets or segments may be added or removed from the principles to provide more relevant information. Additionally, partners may remove an entire principle if it is not applicable to their area. If you are a current partner that seeks to customize an element of the Leave No Trace Seven Principles, please work with your Leave No Trace representative.

LOGO LOCK UP

A key element of any Leave No Trace Tourism partnership is the creation of a logo lock-up or logo/badge for the initiative.

The Leave No Trace organization's logo should be used for this purpose. The element should always be used in conjunction with any of the messaging and on collateral created through the partnership. Creation of a new Leave No Trace logo, art, etc. for the initiative is not permitted per Leave No Trace's brand standards. This Logo Lock-Up should be used in press/media releases, webpages, all print collateral related to or produced as part of the partnership, video and digital collateral.

PRODUCTS & TOURISM PARTNERS

Under certain circumstances, Tourism partners may, in coordination with the Leave No Trace organization, produce custom posters, stickers, water bottles, banners, t-shirts, badges/patches as free, give away products. Tourism partners may not produce and sell Leave No Trace merchandise. Please contact your Leave No Trace representative for more information.

For the purposes of product creation, the logo may not be altered in any way and is intended for use in conjunction with the Leave No Trace organization, programs, partnerships, concept, skills and ethics. Further, the words "Leave No Trace" cannot be configured into art, logos, patches, digital badges or any other artistic

renderings for this purpose. Merchandise and more cannot be named “Leave No Trace” products.

LOCALLY TAILORED SEVEN PRINCIPLES

The words Leave No Trace must be included in the title of the locally tailored Seven Principles (E.g. Care for Colorado Leave No Trace Principles, Outdoor NC Leave No Trace principles.)

The words Leave No Trace must be included on any print, digital, video or social media collateral that includes the locally-tailored messaging. Inclusion of the Leave No Trace name helps ensure consistency in messaging across the country thereby strengthening the message developed through the partnership. The copyright: ©Leave No Trace: www.LNT.org must always be included with these jointly created principles. In instances when the full name of the locally tailored principles cannot be written out, including but not limited to print collateral with limited space or social media posts with limited characters, the logo lock-up and copyright information must still accompany the locally-tailored principles. Partners must have this approved by Leave No Trace.

USE ON SOCIAL MEDIA

Any social media imagery or graphics including the words of any of the jointly-developed principles or messaging should include the logo lock-up and the following copyright: © *Leave No Trace*: www.LNT.org. Whenever referring to the co-developed principles in social media posts the words Leave No Trace must always be included. When referring to the co-developed principles in social media posts, visitors should be directed to the Leave No Trace initiative’s webpage or www.LNT.org for more information. The Leave No Trace organization should be tagged in any social media posts referencing the partnership, the initiative and/or any of the locally-tailored principles and messaging.

USE IN VIDEO CONTENT

Any videos produced through the partnership must utilize the locally-tailored Leave No Trace principles and include the logo lock-up and the copyright: © *Leave No Trace*: www.LNT.org. Leave No Trace must review all video content including script, imagery and final draft to ensure videos are effectively communicating Leave No Trace practices. Please acknowledge that the video and Leave No

Trace program/principles were produced in partnership with Leave No Trace.

THIRD PARTY PARTNERS

“Third Party Partner” means any person, group, organizational, or corporate entity that is not the Tourism partner and the Leave No Trace organization. These partners must sign the sublicensing agreement, as well as adhere to all brand standards discussed in this guide. If Third Party Partners wish to use standard Leave No Trace logo or any Leave No Trace language messaging beyond the locally-tailored messaging, this must be done in direct conjunction with Leave No Trace.

Third Party Partners may use partnership logo lock-up as is. The logo lockup must not be altered in any way. The logo should always be used in connection with the principles and messaging created through the partnership initiative. Third Party Partners are welcome and encouraged to use principles created through the partnership on websites, social media, newsletters, visitor guides, brochures and other print collateral. These partners may not alter the text of the principles created through the partnership.



FREE TO ALL

Leave No Trace has a growing body of free resources for all—Leave No Trace members as well as the general public. From sharable social media content to Leave No Trace Basics, wildfire information, our latest research and a large library of Leave No Trace Skills videos, access to and sharing of these resources is encouraged. You can access the Free Leave No Trace Resource Kit at: https://drive.google.com/drive/folders/1wmpiAtO6_wn2FS-0lc5uUo-EqM5Nh-Uo

ADDITIONAL LEAVE NO TRACE ASSETS

The Leave No Trace copyrighted Leave No Trace Seven Principles, trademarked logo, associated artwork, and texts are copyrighted by the Leave No Trace organization. Neither Leave No Trace members nor non-members may use the Leave No Trace 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, courses and training 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 posts or online/print-based articles about Leave No Trace, its educational skills and ethics, and comment on the Seven Principles. The copyright (© Leave No Trace: www.LNT.org) must accompany any listing of the Leave No Trace Seven Principles for educational purposes.

JOIN THE MOVEMENT

Interested in Leave No Trace and using Leave No Trace resources? We encourage you to join as a member. Your membership supports research, education, training and resources that ultimately protect our cherished outdoors. Leave No Trace. It's Your Nature. Learn about membership at: <https://lnt.org/give/why-give/>

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

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THE LANGUAGE OF LEAVE NO TRACE

The organization that administers the Leave No Trace program is called also called Leave No Trace.

When referencing Leave No Trace in text, the name should always be spelled out. Refrain from using LNT.

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4. Leave What You Find
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6. Respect Wildlife
7. Be Considerate of Other Visitors

© Leave No Trace: www.LNT.org

USE OF THE LEAVE NO TRACE SEVEN PRINCIPLES & OTHER LEAVE NO TRACE COPYRIGHTED TEXTS

The Leave No Trace Seven Principles with accompanying copyright may be used by journalists, authors and other groups for the purpose of explaining the basic elements of the program for educational purposes. The general public is also permitted to post the Leave No Trace Seven Principles with accompanying copyright on social media, blogs and other outlets. You can access the [Free Leave No Trace Resource Kit here](#) if you are interested in more sharable resources.

We ask that companies and other businesses who are not yet partners and wish to post the Leave No Trace Seven Principles, free resources or other Leave No Trace copyrighted texts, join corporate partners at LNT.org/partnership. As the Leave No Trace organization relies on generous support from corporate partners to fund research, on-the-ground conservation work, training and more, we couldn't do the scope of volume of work without our partners.

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Use of the copyrighted Leave No Trace Seven Principles with accompanying copyright is permitted to appear in blogs and online articles, as the Leave No Trace organization.

PRODUCTS

The Leave No Trace logo and name may not be used as a selling point for any product. Group and individuals may not produce, sell or distribute products bearing the Leave No Trace logo or name. Examples of products include Leave No Trace videos, apps, vehicle wraps or decals, backpacks, patches, digital badges, educational materials, outdoor gear, books, website or other social media sites, courses, webinars, educational merchandise and more.

PRODUCTS & CORPORATE PARTNERS

Select corporate partners can occasionally arrange creating a product where the Leave No Trace logo or name appears. A royalty, independent of partnership dues applies and the product must be approved prior to creation.

The logo may not be altered in any way and is intended for use in

USES BY COMMUNITY | Leave No Trace Members and the Public

conjunction with the Leave No Trace organization, programs, partnerships, concept, skills and ethics. Further, the words “Leave No Trace” cannot be configured into art, logos, patches, digital badges or any other artistic renderings. Merchandise and more cannot be named “Leave No Trace” products.

PRODUCTS & COMMUNITY PARTNERS

Under certain circumstances, community partners may, in coordination with the Leave No Trace organization produce custom posters, stickers, banners, t-shirts, badges/patches as free, give away products. Community partners may not produce and sell Leave No Trace merchandise. Please contact your Leave No Trace representative for more information.

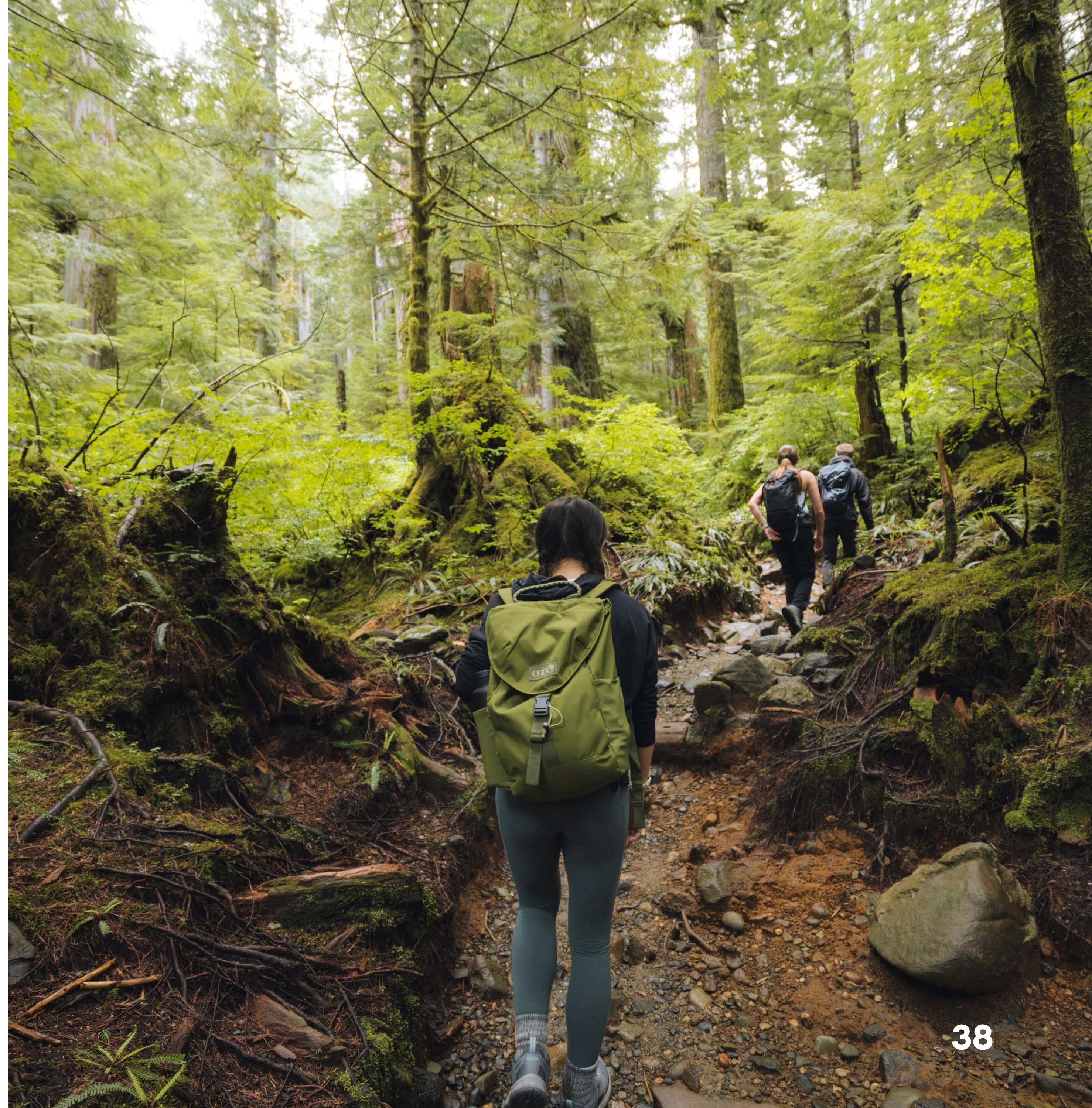
The logo may not be altered in any way and is intended for use in conjunction with the Leave No Trace organization, programs, partnerships, concept, skills and ethics. Further, the words “Leave No Trace” cannot be configured into art, logos, patches, digital badges or any other artistic renderings. Merchandise and more cannot be named “Leave No Trace” products.



EDUCATION & TRAINING

For courses and workshops, logo use is permissible for Leave No Trace Master Educators & Leave No Trace Trainers for presentations and to promote Leave No Trace-specific courses. It is available to non-affiliated educators with consent from the Leave No Trace organization. When accompanying the Leave No Trace Seven Principles, logo use in textbooks, guidebooks and other educational displays is encouraged. Non-partner websites are not acceptable examples of educational use of the Leave No Trace logo.

For non-affiliated groups, please email a description of your project, book, or text where the logo will appear to info@LNT.org for review.



THE LANGUAGE OF LEAVE NO TRACE

The organization that administers the Leave No Trace program is also called Leave No Trace. When referencing Leave No Trace in text, the name should always be spelled out. Refrain from using LNT.

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

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CONTACT INFORMATION

For information regarding branding, logo use, text use, or any other questions, please contact info@LNT.org