BRAND GUIDE FOR THE
LEAVE NO TRACE

Community

LEAVE NO TRACE

BRAND GUIDES | 2024

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For the love of the outdoors, let's Leave No Trace.

We love nature, but we all have an impact.
More use, trash, compromised wildlife, fire and climate change. The nature we love is at risk.

We are Leave No Trace
Leave No Trace is one of the world's leading organizations that addresses this risk by teaching people how to take care of the outdoors. Research says that people trained in Leave No Trace are five times more likely to protect nature, yet many still don't have the education they need to do so. Leave No Trace is here to change that.

How we do it:
1. Advancing the Science
2. Providing Education and Training for All
3. Increasing Environmental Stewardship & Advocacy

At Leave No Trace, we empower people to be the solution to conservation. To do this, we are advancing the science of Leave No Trace with research that supports the health of the outdoors. We are leading the way with Leave No Trace education and training for all people to ensure everyone has the tools they need. Leave No Trace is also building sustaining partnerships and activating communities through critical education and restoration programs.

Because when we Leave No Trace, we keep forests healthy, protect our parks, keep wildlife strong, prevent wildfires and ensure everyone is welcome to enjoy these remarkable places.

Leave No Trace Logo

Logo use is reserved for current partners in good standing.

Primary logo

Primary logo on dark background

Recommended clear space around logo/brandmark (the total height of the swirl mark all around the brand) and the grid space for the programs lockup.

primary dusk 0E2942 PANTONE 2767 C	primary sky 00A6E9 PANTONE 2995 C	secondary marine 006C81 PANTONE 322 C	secondary green 8AC641 PANTONE 7488 C	secondary autumn F991C PANTONE 1375 C
		tertiary bark 33241D PANTONE Black 4 C		

Primary Font for headlines and body text

Hanken Grotesk Black	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**	ALTERNATE SYSTEM FONT IS ARIEL TO BE USED IN POWERPOINT, ETC.
Hanken Grotesk Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**	
Hanken Grotesk Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	
Hanken Grotesk Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	

Secondary font for call outs, stats, quotes, etc

Ibarra Real Nova Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**	ALTERNATE SYSTEM FONT IS TIMES ROMAN TO BE USED IN POWERPOINT, ETC.
Ibarra Real Nova SemiBold Italic	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**	
Ibarra Real Nova Italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	

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 and be accompanied by the Leave No Trace copyright.

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 Others

© Leave No Trace: www.LNT.org

CONTACT INFORMATION

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

For courses and workshops, logo use is permissible 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.

USES BY COMMUNITY | FEDERAL LAND AGENCIES

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.

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 Others

© *Leave No Trace: www.LNT.org*

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.

USES BY COMMUNITY | CORPORATE & COMMUNITY PARTNERS

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, 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 unless otherwise approved by the organization.

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

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 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, 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. The Leave No Trace logo must accompany any mention of the principles whenever space allows. This applies even when it is only one principle mentioned e.g. "Travel and Camp on Durable Surfaces." 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 Others

© 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 or Community Partner. 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 reach the same volume of people without our Community 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

CORPORATE & COMMUNITY PARTNERS

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 and Corporate 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. Incorporation of Leave No Trace or the Seven Principles must be reviewed by the organization's Education Department.

PRODUCTS & CORPORATE PARTNERS
Under special circumstances, select Corporate Partners may work with Leave No Trace to create a product where the Leave No Trace logo or name appears. A royalty fee, independent of partnership dues, applies and the product must be approved prior to its 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. The Leave No Trace logo must appear at the end of the video, there must be verbal acknowledgement of the video being made in partnership with Leave No Trace and the videos cannot just be about general Leave No Trace, instead they must be about how Leave No Trace or the Principles apply to that area or activity.

USES BY COMMUNITY | TOURISM PARTNERS

TOURISM PARTNERS

The Leave No Trace organization works with state and regional tourism entities 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 a state, regional or local tourism agency or organization, 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 tourism organization, agency or office 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. "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.

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 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, 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 and should be accompanied by the Leave No Trace logo whenever space allows. Please use the copyright directly below the principles.

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 Tourism Partner by emailing tourism@LNT.org or visiting LNT.org/partnership. 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.

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.

ALTERATIONS AND REVIEW

Leave No Trace works with Tourism Partners to customize the Seven Principles to address the primary recreation-related impacts effecting their destination. In order to be able to do this level of customization, partners must have a signed IP Licensing Agreement and work with their Leave No Trace representative before making any changes. If you are interested in customizing the Leave No Trace principles to your destination, please reach out to your Leave No Trace representative.

LOGO LOCK UP

A key element of any Leave No Trace Tourism partnership is the creation

TOURISM PARTNERS

of a logo lock-up or logo/badge for the initiative. The Leave No Trace organization's logo should be used for this purpose. Creation of a new Leave No Trace logo, art, etc. for the initiative is not permitted per Leave No Trace's brand standards. The logo lock-up should be used on press/media releases, webpages, videos as well as all print and digital collateral created around the principles and partnership. The logo lock-up should be used on press/media releases, webpages, videos as well as all print and digital collateral created around the principles and partnership.

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.

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 and 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.

Facebook: @LeaveNoTraceCenter
Instagram: @LeaveNoTraceOrg
LinkedIn: @Leave-No-Trace
X/Twitter: @LeaveNoTrace
TikTok: @LeaveNoTraceOrg
YouTube: @LeaveNoTraceCenter
Threads: @LeaveNoTraceOrg
Bluesky: leavenotraceorg.bsky.social

USE IN VIDEO CONTENT
Any videos produced through the partnership must utilize the locally-tailored Leave No Trace principles and include the logo lockup 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 or 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 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 and digital collateral. These partners may not alter the text of the principles created through the partnership.

USES BY COMMUNITY | MEMBERS & THE PUBLIC

MEMBERS & THE PUBLIC

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 encourages. Contact Leave No Trace at marketing@lnt.org for details.

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

THE LEAVE NO TRACE NAME
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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 Others

© 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. Visit www.LNT.org to learn more.

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.

LEAVE NO TRACE

Contact info@LNT.org wiith any brand use questions.