

# KEEP IT THE LAST BEST PLACE

## Montana Leave No Trace Brand Standards Guide



The goal of this guide is to establish a clear, consistent and universal identity for the Leave No Trace initiative produced through VisitMT and Leave No Trace Partnership. This guide further serves to inform VisitMT's third-party partners about proper use of the Montana Leave No Trace Principles and toolkit elements created through the partnership.

### THIRD-PARTY PARTNERS

"Third-Party Partner" means any person, group, organization or corporate entity that is not VisitMT or Leave No Trace. These partners must complete a sublicensing agreement, as well as adhere to all brand standards discussed in this guide. If third-party partners wish to use the 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 the Leave No Trace organization.

### MONTANA LEAVE NO TRACE PRINCIPLES

- Third-party partners are encouraged to use principles created through the partnership on websites and social media. These partners may not alter the text of the principles created through the partnership for this use.
- These principles must be referred to as the Montana Leave No Trace Principles and be followed by "©Leave No Trace: www.LNT.org."

### USE OF SOCIAL MEDIA GRAPHICS

Leave No Trace and VisitMT should be tagged in any social media posts referencing the partnership, the initiative and/or any of the locally tailored principles and messaging.

#### MONTANA

- Facebook: @visitmontana
- Instagram: @visitmontana
- Twitter: @visitmontana

#### LEAVE NO TRACE

- Facebook: facebook.com/LeaveNoTraceCenter
- Instagram: instagram.com/leavenotraceorg
- Twitter: twitter.com/leavenotrace

When using the toolkit social media posts, partners are welcome to use their own photos in conjunction with the provided copy from the Montana Leave No Trace Principles. If you'd like a version of the social media graphic with an image that represents your region, please contact us at [content.visitmontana@mt.gov](mailto:content.visitmontana@mt.gov) for help swapping an image.



### USE OF POSTERS AND RACK CARD

Third-Party partners may not alter the design of the Leave No Trace Principles poster or rack card. This includes, adding or removing text, changing the colors of the art, removing logos or adding logos. If you'd like a version of the poster or rack card with an image that represents your region, please contact us at [content.visitmontana@mt.gov](mailto:content.visitmontana@mt.gov) for help swapping an image.

