

BRAND STANDARDS GUIDE



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LEAVE NO TRACE CANADA BRAND STANDARD GUIDE

BRAND STANDARD GUIDE

The goal of this Brand Standards Guide is to establish a clear, consistent and universal, visual identity for Leave No Trace Canada. The visual identity builds on Leave No Trace's *international* brand by combining the most recognized existing elements: our name and insignia. Uniform graphic elements and messages provide the framework for establishing a strong and consistent visual identity.

This guide sets out the prime elements needed to produce approved Leave No Trace materials and communications, including digital publications and social media. It also serves to inform Leave No Trace Canada partners about proper and appropriate use of the Leave No Trace brand.

MISSION

To promote and inspire responsible outdoor recreation through education, research and partnerships

THE LOGO

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

LOGO VARIATIONS

The logo has three variations in regards to content — English, French, and bi-lingual. The black on white logo can also be used as all white.



LOGO SIZES

The logo cannot be recreated, cropped, enhanced, distorted, stretched or otherwise altered. The logo must be fully readable in all applications. The minimum size for the logo is not to be less than 1 inch/2.5 cm wide unless authorized by Leave No Trace Canada.



LOGO USE

Any organization that wishes to use the Leave No Trace Canada logo must be a current partner in good standing. Otherwise, special permission is required. All requests should be directed to info@leavenotrace.ca.

LOGO USE REQUIREMENTS

- ✓ The Leave No Trace Canada logo is provided in various sizes and is designed to be used "intact".
- ✓ The logo must be used as illustrated and cannot be altered in design.
- ✓ The Leave No Trace logo should be presented in the official language of the target audience.
- ✓ Whenever the logo is used on a website, a link to the Leave No Trace/Sans trace Canada website must be included. (www.leavenotrace.ca / www.sanstrace.ca)

Leave No Trace Canada reserves the right to ask to review all print materials containing the Leave No Trace Canada logo prior to printing, and all digital material prior to sharing on the web.

LOGO MISUSE

The logo must not be altered in any way. The examples shown here illustrate misuse of the logo.



USE OF LEAVE NO TRACE NAME

Any *organization* that wishes to use the Leave No Trace name to enhance their digital or print materials must be a current partner in good standing. The name can be used entirely in English, in French, or in a bilingual context. This choice should reflect the interests of the target audience.

Though Leave No Trace Canada encourages all efforts to extend its message, the terms "Leave No Trace" and "Sans trace" are intended for the specific products and publications of, and directly related to Leave No Trace Canada. Thus, using or promoting the terms "Leave No Trace" or "Sans trace" is *not permissible as a selling point* for products or publications unless permission is obtained from Leave No Trace Canada. Where permission is obtained, the name cannot be used independent of the logo on products for promotion or sale (e.g. T-shirts or other articles of clothing).

ENDORSEMENTS

Leave No Trace Canada does not endorse specific products, publications or companies. Partners should not use language that implies your product is "Leave No Trace", "Sans trace" or that your company is sponsored by Leave No Trace Canada. Also, if you were to create a webpage, Leave No Trace Canada should not be listed as a sponsor of events unless Leave No Trace Canada is an active partner in that event. As an organization, you are encouraged to say that you are applying the principles of Leave No Trace to help minimize the impacts of your service / product.

EXCLUSIVITY

Though Leave No Trace Canada does form project-specific partnerships, the organization does not create or participate in *exclusive* partnerships. Because of the organization's mission to promote Leave No Trace ethics with multiple populations, it must remain available to new partners and programs to reach new audiences.

LEAVE NO TRACE BRAND COLOURS & FONTS

BRAND COLOURS

The Leave No Trace brand colours are seen here. Please do not alter or introduce new colours to the Leave No Trace logo or brand collateral.

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

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

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

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

Gibson Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Gibson Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

BRAND FONTS

The Leave No Trace brand uses the Gibson font family. The following are approved weights and their general uses. In instances where Gibson is unavailable substitute Arial Regular.

Arial font files are among free default font files installed on a vast majority of computers. Use of Gibson Bold or Regular in Pantone 382 should be used (sparingly) to highlight important text or special captions. This font should be used in upper-lower case or upper case only.

MEMBERS, PARTNERS & “SUPPORTING” PARTNER TERMS

Since 2006, Leave No Trace Canada has partnered with select companies and organizations that share a passion and commitment for protecting our cherished outdoor resources. Leave No Trace Canada, 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 partners contribute their voices and resources to further the important work of Leave No Trace.

CHAPTERS, AFFILIATES, & OTHER RELATED GROUPS

All partners must be current and in good standing. Affiliates, branches, chapters, councils/troops, etc. are generally not considered partners. For example, a council, or chapter that is part of an overarching nationwide organization or association that is a partner with Leave No Trace, does not have the rights to the Leave No Trace logo. Only primary partners are permitted to take advantage of the partner benefits, such as logo use.

An exception would be allowed where a national organization has operating zones within the country. An example of this would include organizations such as CPAWS, Scouts Canada, Girl Guides Canada and others where there are obvious, larger geographic divisions. Smaller, local chapters and groups are welcome to partner independently with Leave No Trace Canada. Another exception could be seen where a national agreement has been reached between Leave No Trace Canada and the parent organization.

THE LOGO CAN BE USED BY ALL PARTNERS IN THE FOLLOWING WAYS:

- ✓ In product catalogs as an educational component or an affiliation recognition
- ✓ On product hang tags when accompanied by the Leave No Trace Canada website address
- ✓ On product packaging when accompanied by the Leave No Trace Canada website address
- ✓ In organization newsletters when accompanied by (or linked to) the Leave No Trace Canada website address
- ✓ On trail signs
- ✓ In educational materials
- ✓ In articles or media releases regarding collaborative projects
- ✓ In advertisements or public service announcements.
- ✓ Entirely in French
- ✓ Entirely in English
- ✓ Bilingual messaging

In general terms, *all partners* are permitted to use the logo to promote the partnership and educate their constituents and customers on websites, marketing materials, in blogs and on social media. If there is any question as to use of the logo, partners are asked to contact Leave No Trace Canada by email: info@leavenotrace.ca

MEMBERS, INDIVIDUALS & SOCIAL MEDIA

“Members” of Leave No Trace Canada are not permitted to use the logo, or Leave No Trace name for any *promotional* application, such as reprinting on clothing or product; blogs, websites, email signatures, letterhead, banners, business cards, personal marketing materials or social media group title; such as a logo on a blog, website, or social media of any type. Tagging of Leave No Trace Canada is encouraged.

Links to the Leave No Trace Canada website are welcomed, as are blogs, posts or online/print-based articles about Leave No Trace, its educational ethics, and views on the Seven Principles. *On request*, permission to use the logo may be extended to members.

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 Canada may use the Leave No Trace logo. Leave No Trace Canada will ensure the correct logo is available for those situations. The logo is not available to Master Educators and Trainers for the production of merchandise, clothing or course give away goods.

PRODUCTS*

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

If the Leave No Trace name or logo does appear directly on a product, it must first be approved by Leave No Trace Canada, and a royalty, independent of partnership dues, must also be arranged (note: this option is available to current Supporting Partners in good standing only). Products cannot be named “Leave No Trace”, as it suggests a formal endorsement. The words “Leave No Trace” cannot be configured into art, logos, patches, t-shirts or other artistic renderings.

*Leave No Trace *benefit products* (i.e. for a particular cause) are permissible through agreement with Leave No Trace Canada.

THE LEAVE NO TRACE 7 PRINCIPLES AND COPYRIGHT TEXT

For guide books 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 Canada.

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

DIGITAL PUBLICATIONS

Use of the Leave No Trace Seven Principles is permitted in blogs, on websites, and in online articles, whereas Leave No Trace Canada wants to promote the principles to protect the outdoors by teaching and inspiring people to enjoy it responsibly. A direct link to the Leave No Trace Canada website and the Leave No Trace Seven Principles in those articles is recommended and appreciated.

If a blog, website, or online publication extensively uses and discusses the Seven Principles of Leave No Trace, a review may be necessary to ensure accuracy. For questions, please contact info@leavenotrace.ca

Publishing the Leave No Trace Seven Principles is permissible where a link to www.leavenotrace.ca is included.

7 PRINCIPLES

1. Plan and prepare
2. Travel and camp on durable surfaces
3. Dispose of waste properly
4. Leave what you find
5. Respect wildlife
6. Minimize campfire impacts
7. Be considerate of others

THE LANGUAGE OF LEAVE NO TRACE

When referencing Leave No Trace in text, the name should always be spelled out. Please do not use 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 providing a framework for individuals and groups to practice responsible, outdoor recreation.

ALTERATION AND REVIEW OF THE 7 PRINCIPLES

Some partner groups may wish to 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. Any alterations need to receive formal review and approval from Leave No Trace Canada.

OTHER COYPRIGHTED TEXT

The Leave No Trace Seven Principles with copyright language may be used by journalists, book authors and other select groups for the purpose of explaining the basic elements of the programs or for educational purposes. Individuals may also share the Leave No Trace 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 Canada as [members](#).

We strongly recommend that businesses and corporations that wish to post the Leave No Trace Seven Principles or use other Leave No Trace derived texts, join the Leave No Trace program as [partners](#). Leave No Trace Canada relies on the generous funding from partners to support our programs, and, for that, we say THANK YOU!

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