

## **Guidelines for the development of Frontcountry Leave No Trace information**

### **Introduction:**

The Leave No Trace program, administered by the Leave No Trace Center for Outdoor Ethics (formerly Leave No Trace, Inc.), is a national education program that promotes minimum impact practices for non-motorized recreationists. The mission of the Center is to promote and inspire responsible outdoor recreation through education, research and partnerships. The roots of the Leave No Trace program are in wilderness and backcountry, but the ethics and practices are very relevant and applicable in Frontcountry settings. The Center defines Frontcountry as outdoor areas that are easily accessible by vehicle and mostly visited by day-users.

The goal of the Leave No Trace program is to promote a consistent, unified message based around the existing seven Leave No Trace principles. The use of Leave No Trace information to target different activities, regions, and audiences is encouraged within the context of current Leave No Trace programs and materials. Use of the Leave No Trace logo is limited to partner organizations, associated federal land management agencies, and those given express permission (see below for logo usage guidelines). By maintaining the consistency of message, logo, and principles, new materials will better fit into existing educational programs and will help promote an education program similar in recognition to the national Smokey Bear and Woodsy Owl campaigns.

Frontcountry areas provide unique recreational experiences to a variety of users. Effective communication of the Leave No Trace message to this visitor group is essential in protecting Frontcountry resources. This document outlines the appropriate use of the Leave No Trace principles for developing Frontcountry information and provides guidance for modifying the principles for unique resource concerns such as dog waste, dog management, private property trespass, graffiti, etc.

### **Consistency of Messaging:**

**The Leave No Trace program strives to be consistent with its educational messages.** Research evaluating educational messages in parks and forests and the effectiveness of advertising has shown that message consistency is critical to successful communication. The Leave No Trace program is national in scope; its educational messages are presented to visitors at over a thousand federal, state, and local government areas and throughout the visitor-related literature of government agencies and outdoor recreation manufacturers and retailers. Consistent messaging is critical to the overall success of the program. Various research shows that visitors reached with the same message numerous times at different places and through different media are more likely to remember and adopt the recommended practices. Inconsistent messages risk diluting the strength of the educational message and confusing the visitor.

Because the foundation of the Leave No Trace message is the seven principles, the Center strongly encourages the use of the existing language (the seven principles) to

ensure the communication of accurate and consistent messages. If necessary, site-specific “bullet statements” can be included under the existing principles to make reference to specific environments or activities.

The Center, however, understands the need for flexibility in messaging and the ability to locally-tailor specific Leave No Trace messages to more effectively reach Frontcountry audiences. The Center has developed the following modified language for use in certain Frontcountry situations:

**Frontcountry Leave No Trace language approved by the Center:**

**The Seven Principles**

**Modified Language for Frontcountry Environments**

**Plan Ahead and Prepare**

Plan ahead, Know before you go

**Travel and Camp on Durable Surfaces**

Stick to trails

**Dispose of Waste Properly**

Trash your trash, Bag your trash, Pick up poop (dog waste)

**Leave What You Find**

Leave it as you find it

**Minimize Campfire Impacts**

Be careful with fire

**Respect Wildlife**

Keep wildlife wild

**Be Considerate of Other Visitors**

Respect other visitors, Share our trails, Yield to others

Additional modified language:

- Manage your dog
- Protect our water
- Climb smart

Consistency with the national program is best maintained by substituting modified language only when there is a compelling reason to do so. If land managers and others choose to use this modified language for Frontcountry environments, rather than the existing seven principles, the following guidelines must be followed:

- 1) Contact the Center for Outdoor Ethics to discuss why use of modified language is necessary.
- 2) The Center strongly encourages the listing of the seven principles, in their entirety, on any educational information (e.g. pamphlets, brochures, trailhead signs, websites, etc.)

that is developed or produced. The following statement should also be included, “*For more information on Leave No Trace, please visit [www.LNT.org](http://www.LNT.org) or call 1.800.332.4100*”.

3) If for any reason the principles are not fully listed (e.g. space constraints) the following statement must be included, “*This information was developed from the seven Leave No Trace principles. For more information on Leave No Trace, please visit [www.LNT.org](http://www.LNT.org) or call 1.800.332.4100*”.

4) Use of language to address other resource impacts, not included in these guidelines, is acceptable, subject to review by the Center’s Education Review Committee (ERC).

The ERC is committed to a prompt review process and will make every attempt to respond to submissions within (30) days. (See bottom of page for contact information.)

### **The Role of the Educational Review Committee:**

The Leave No Trace Educational Review Committee (ERC) is a sub-committee of the Board of Directors of the Center for Outdoor Ethics and reviews new and existing Leave No Trace educational materials for accuracy and consistency. Additionally, the ERC reviews and critiques any text related to Leave No Trace education that deviates substantially from previously reviewed and approved wording. The committee also serves as a forum for discussing specific Leave No Trace techniques, skills and messaging. ERC review is designed to ensure programmatic consistency, nurture material development of the highest quality, and offer an experienced perspective for anyone refining or developing Leave No Trace information.

### **Copyright considerations:**

Where applicable, the use of Leave No Trace information should recognize existing copyrights and/or the historical roles of the federal land agencies and the National Outdoor Leadership School in the development of the Leave No Trace program and literature.

According to an agreement signed between the National Outdoor Leadership School (NOLS) and the Leave No Trace Center for Outdoor Ethics in June of 2000, the copyright for the majority of the Skills and Ethic booklet series is shared jointly between NOLS and the Center. Although Skills and Ethics booklets initiated by organizations other than the Center and NOLS will certainly acknowledge and credit the third party, the copyright for the series rests jointly with the Center for Outdoor Ethics and NOLS.

Based on that agreement, use of the content of a Skills and Ethics booklet for reprint or publication must have verbal approval from the Center and/or NOLS. Depending on the amount of content that is used, written permission and listing of the copyright may be required.

Questions, requests, or concerns regarding the above topics or the Educational Review Committee should be addressed to Ben Lawhon, Education Director for the Center for Outdoor Ethics (see below) or Jeff Marion, current chairperson for the Educational Review Committee.

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## **Guidelines for the use of the Leave No Trace Logo, Name and Images**

### **Logo Use**

Any organization that wishes to use the Leave No Trace logo must be a current, official partner in good standing.

### **General Guidelines**

The Leave No Trace logo may be used by all Partners in the following ways:

1. In product catalogs as an educational component or an affiliation recognition.
2. On product hang tags with 800.332-4100 or the [www.LNT.org](http://www.LNT.org) address.
3. On product packaging with 800.332-4100 or the [www.LNT.org](http://www.LNT.org) address.
4. In organization newsletters.
5. On trail signs.
6. In educational materials.
7. In articles or media releases regarding collaborative projects.
8. In advertisements or public service announcements.

### **Logo Use Requirement**

1. The Leave No Trace logo is provided at various sizes and designed to be used "intact".
2. The logo may not be sized smaller than one inch in diameter unless otherwise authorized.
3. The logo must be used as illustrated and may not be modified in design.
4. Where possible, the Leave No Trace logo should be accompanied by the Seven Principles.
5. The Center for Outdoor Ethics requests the option to review printed materials prior to production.
6. Black and white is acceptable. Color may be used but must conform to the following Pantone Matching System colors:
  - PMS 512 Purple, solid
  - PMS 5125 Purple, solid
  - PMS 5483 Moss, writing and or swirl
  - PMS 5835 Olive, writing and or swirl

**Use of the Leave No Trace name**

Any organization that wishes to use the Leave No Trace name featured on their products or publications must be a current, official partner in good standing. Though Leave No Trace encourages all efforts to extend its message, the term "Leave No Trace" is intended for the specific products and publications of the Center. Thus using or promoting the term "Leave No Trace" is not permissible as a selling point for products or publications.

**Use of Leave No Trace Images, Graphics and Sketches**

Images, graphics and sketches depicting the Seven Leave No Trace Principles, and other relevant topics and skills, are available for use by current Leave No Trace partners who wish to use them for educational purposes. There is a per-image fee assessed for the use of Leave No Trace images.

**Endorsements**

The Leave No Trace Center for Outdoor Ethics does not endorse specific products, publications or companies thus partners should not include language that implies endorsement.

**Exclusivity**

Though the Leave No Trace Center for Outdoor Ethics 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 target groups.

**For more information about partnership or the use of the Leave No Trace logo or other images, please contact the Leave No Trace Center for Outdoor Ethics  
(303) 442-8222 or P.O. Box 997, Boulder, CO 80304**