



Logo and Name Use Guidelines for Partners

1. Logo Use:

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

General Guidelines

The Leave No Trace Canada 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 and, where possible, the current toll free phone number.
- On product packaging when accompanied by the Leave No Trace Canada website address and current toll free phone number.
- In organization news letters when accompanied by the Leave No Trace Canada website address.
- On trail signs.
- In educational materials.
- In articles or medial releases regarding collaborative projects.
- In advertisements or public service announcements.

Logo Use Requirements

1. The Leave No Trace Canada logo is provided at various sizes and designed to be used "intact".
2. The logo may not be sized less than one inch in diameter unless authorized by Leave No Trace Canada.
3. The logo must be used as illustrated and can not be altered in design.
4. Where possible, the logo should be accompanied by the seven principles.
5. ***Leave No Trace Canada has the right to ask to review all print materials containing the Leave No Trace Canada logo prior to printing.***

2. Use of the Leave No Trace Canada Name:

Any organization that wishes to use the Leave No Trace Canada name must be a current partner in good standing. Though Leave No Trace Canada encourages all efforts to extend its message, the terms "Leave No Trace" are intended for the specific products and publications of Leave No Trace Canada. Thus using or promoting the terms "Leave No Trace" is not permissible as a selling point for products or publications. The name can be used entirely in English, in French, or in a bilingual context. This choice should reflect your target audience.

Endorsements:

Leave No Trace Canada does not endorse specific products, publications or companies. Partners should not use language that implies your product is a "Leave No Trace" product or your company is sponsored by Leave No Trace Canada.

If you were to create a web page, Leave No Trace should not be listed as a sponsor of events or be listed along with sponsors.

As an organization, you can say that you are applying the principles of Leave No Trace Canada 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 organizations mission to promote Leave No Trace ethics with multiple populations, it must remain available to new partners and programs to reach new target groups.

Organization

Name in Print

Signature

Date