



PARTNER TOOLKIT

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LOGO, BRANDING, AND ICONS



PARTNERSHIP LOGO LOCKUP

The combination of the two logos represents a unified partnership. The two should always be used together in the official structure shown below.

PRIMARY LOGO LOCKUP

Horizontal



SECONDARY LOGO LOCKUP

Vertical



ICONS



Best for Spring,
Summer, and Fall use

OR



Best for Winter use

COLOR PALETTE



ICONS

Alternative color options

BLACK



**KNOW BEFORE
YOU GO**



**TRASH YOUR
TRASH**



**LEAVE IT AS
YOU FIND IT**



**BE CAREFUL
WITH FIRE**



**KEEP WILDLIFE
WILD**



**SHARE THE
OUTDOORS**



**STICK TO TRAILS &
CAMP OVERNIGHT
RIGHT**



STICK TO TRAILS

Best for Spring,
Summer, and Fall use

Best for Winter use

WHITE



**KNOW BEFORE
YOU GO**



**TRASH YOUR
TRASH**



**LEAVE IT AS
YOU FIND IT**



**BE CAREFUL
WITH FIRE**



**KEEP WILDLIFE
WILD**



**SHARE THE
OUTDOORS**



**STICK TO TRAILS &
CAMP OVERNIGHT
RIGHT**



STICK TO TRAILS

Best for Spring,
Summer, and Fall use

Best for Winter use

SOCIAL MEDIA TEMPLATES



SOCIAL POSTS

Below are examples of messages you can post on your own social media channels to help inform those visiting and living in New Hampshire of the Leave No Trace Principles. We also strongly encourage you to use the #LeaveNoTraceNH hashtag when posting.

GENERAL SOCIAL POST GRAPHIC



POST COPY

Option 1

We all want to enjoy New Hampshire's beauty for years to come. Do your part to preserve it by following the Seven Principles of Leave No Trace. #LeaveNoTraceNH and #KeepNHBeautiful

Option 2

Don't just explore New Hampshire's nature help protect it by following the seven Principles of Leave No Trace. #LeaveNoTraceNH and #KeepNHBeautiful

Option 3

You can help keep New Hampshire's nature in its natural state by following the seven Leave No trace Principles. #LeaveNoTraceNH and #KeepNHBeautiful

SOCIAL POSTS

PRINCIPLE POSTS



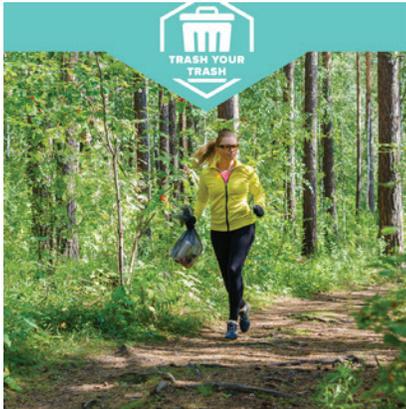
Known before you go means doing your research for safe and fun adventures! To learn more about the other Leave No trace Principles NHLeaveNoTrace.com.



Prevent injury and reduce damage to landscapes by sticking to trails. To learn more about the other Leave No trace Principles NHLeaveNoTrace.com.



Prevent injury and reduce damage to landscapes by sticking to snow packed trails. To learn more about the other Leave No trace Principles NHLeaveNoTrace.com.



Whether you're out for a short walk or a weeklong trek, carry out what you carry in. To learn more about the other Leave No trace Principles NHLeaveNoTrace.com.



Leave nature where you found to help preserve NH. To learn more about the other Leave No trace Principles NHLeaveNoTrace.com.



Be careful with fire by burning local firewood and always extinguish fires completely. To learn more about the other Leave No trace Principles NHLeaveNoTrace.com.



Leave wildlife wild by observing at a distance, refraining from feeding, and always store food securely. To learn more about the other Leave No trace Principles NHLeaveNoTrace.com.

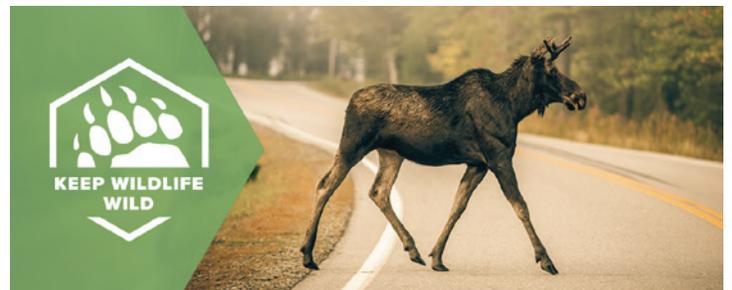


Sharing the outdoors means being kind and respectful to everyone you meet in NH's great outdoors. To learn more about the other Leave No trace Principles NHLeaveNoTrace.com.

WEBSITE GRAPHICS



WEBSITE GRAPHICS

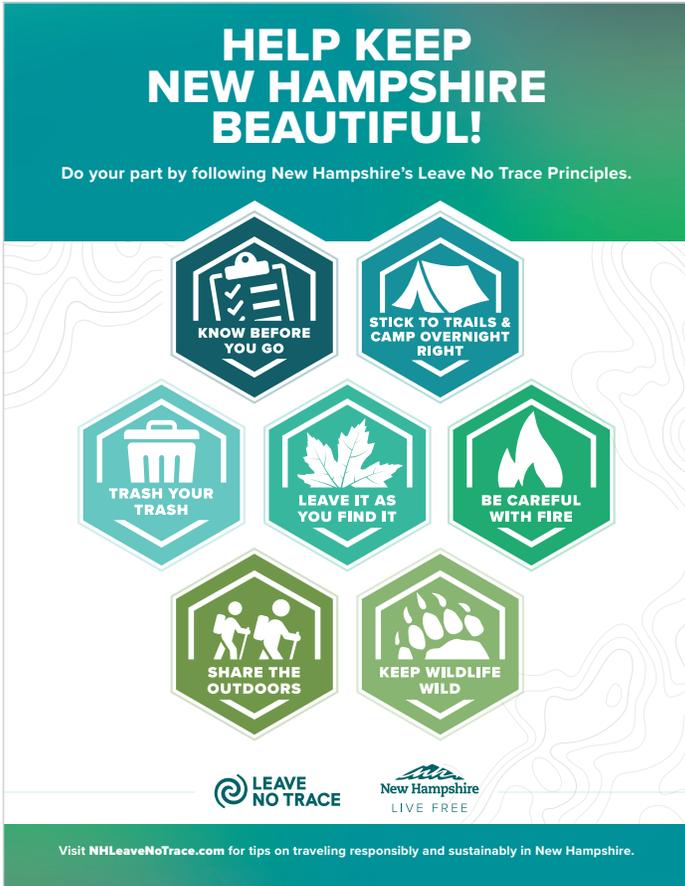


PRINT POSTER

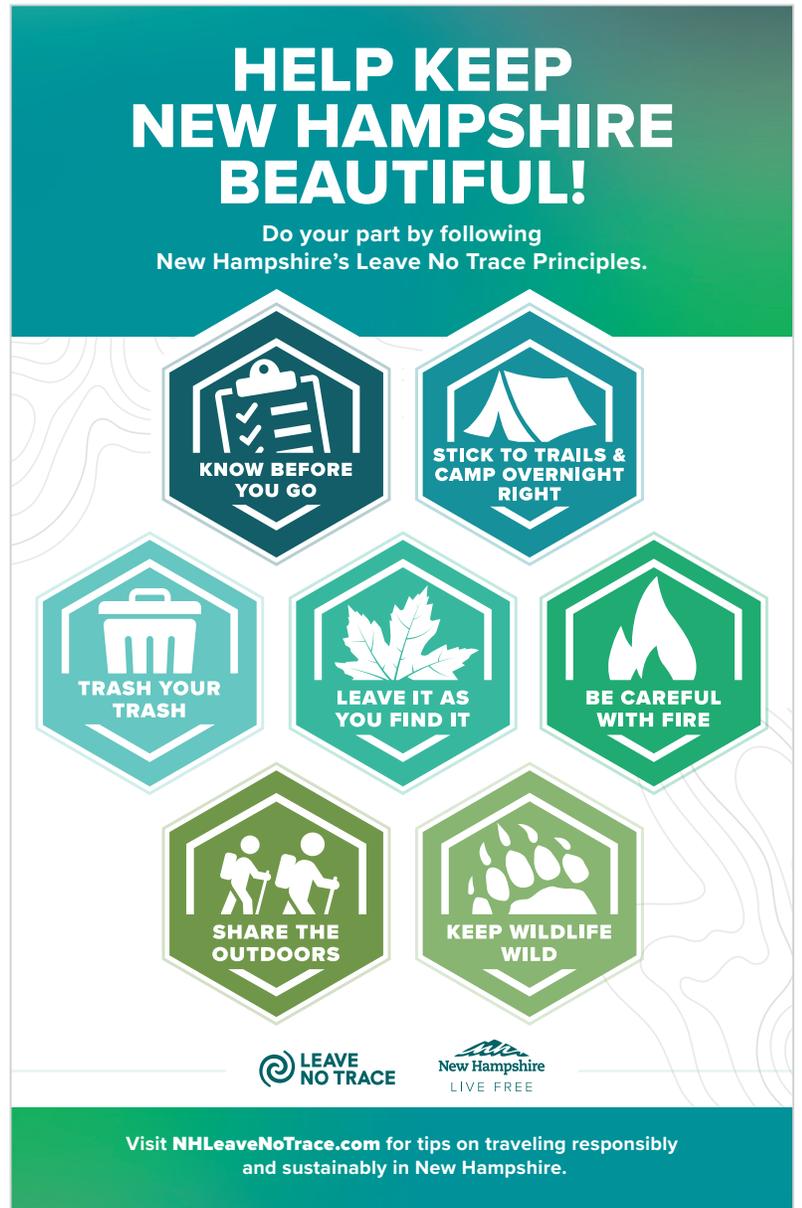


PRINT POSTER

COLOR



8.5" X 11"



11" X 17"

PRINT POSTER

BLACK AND WHITE



8.5" X 11"



11" X 17"

DIGITAL PARTNER LOGO



DIGITAL PARTNER LOGO

To promote sustainable travel in New Hampshire, we've created a Digital Partner Logo for your use. This logo is a visual representation of your support of the Seven Leave No Trace Principles created by @VisitneNH and @leavenotracecenter.





New Hampshire

LIVE FREE



**LEAVE
NO TRACE**