

# MONTANA



## LEAVE NO TRACE

Program & Toolkit Overview

September 2023

# PROGRAM OVERVIEW

Visit Montana and the Department of Commerce have partnered with Leave No Trace to encourage responsible recreation practices. For nearly 30 years, the Leave No Trace a has been working to educate and inform everyone who spends time outside and key practices for responsible recreation.

Leave No Trace is most widely known for its Seven Principles, which have been customized to address Montana's unique recreational challenges and adapted to complement the That's How You Montana campaign.



# TOOLKIT OBJECTIVES

We are delighted to offer our partners, land managers, and stakeholders a variety of marketing elements to help you share this important message with visitors and residents. The Montana Leave No Trace toolkit includes posters, rack card, social media posts, and GIFs. This toolkit will help Visit Montana and supporting partners establish a clear, consistent and universal identity for Leave No Trace in Montana.



# LEAVE NO TRACE ORGANIZATION & MISSION

Leave No Trace is a 501 c(3) non-profit whose mission it is to teach and inspire people to enjoy the outdoors in a responsible way.



# LEAVE NO TRACE & VISIT MONTANA PARTNERSHIP

Leave No Trace and Visit Montana have a shared goal of ensuring that visitors and residents alike not only get out and enjoy the state's natural areas while protecting these places for generations to come.



# MONTANA

## LEAVE NO TRACE 7 PRINCIPLES

- State specific
- Informed by research
- Simple and effective guidelines
- Education not enforcement
- 30,000 ft view



# LEAVE NO TRACE TOOLKITS IN ACTION

for real winter

## WINTER WONDERLANDS

Capture rich beauty among the bare boughs and soul-warming scenery only found during North Carolina's coolest season.

When snow settles on the snaking Blue Ridge Parkway, America's Favorite Drive turns into a wondrous treasure of a trail — hikers and snowshoers can often claim the road for themselves. It's one of many perks that come with exploring North Carolina in winter, where cool — but not too cool — air allows a brisk hikes in nearly empty state parks,

quiet evenings illuminated by crackling campfires and invigorating wades into waterways. It's a time to watch migrating birds, fish along the inner banks, enjoy calm coastal beaches and maybe even spot a whale. After you've made flurries of outdoor memories, cozy up for warm conversation and tasty beverages at a brewery, winery, coffee shop or cafe.

### Outdoor NC Principle

#### PLAN AHEAD AND PREPARE

Before you travel, learn about your destination, its regulations and safety matters. Choose lesser-known areas to reduce your impact, and have a backup plan if a location is crowded.



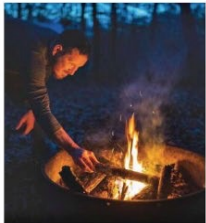
**BLACK AND WHITE** Powdery boardwalks contrast with the icy waters of Deerskin Swamp State Park near South Mills. [@gobackwesturewy](#)



**CAST A GLOW** The inner coastal waters of Roanoke River National Wildlife Refuge teem with striped bass this time of year. [@robert\\_manning1](#)



**ROCK YOUR WORLD** At Lillington's Raven Rock State Park, follow rugged creek-side trails to the namesake formation. [@joyd\\_the\\_kid\\_jimmie](#)



**LIGHT THE NIGHT** Warm up with a campfire after paddling past Merchants Millpond State Park's cypress trees in Gatesville. [@mistyavestheday](#)



**WINTER BLUES** Bluebirds, blue-winged teal and blue herons love to fly around Wadesboro's Pee Dee National Wildlife Refuge. [@brandt\\_jenkins](#)



**BETTER TOGETHER** The woods of Kerr Lake State Recreation Area near Henderson provide countless ways to relax with your best friend. [@graf.fan](#)



# HOW TO USE THE TOOLKIT

## CUSTOMIZE

The toolkit contains assets that may be tailored to your region. If you'd like region specific photography for the poster, rack card, or social images, please email

**[vcastillocuriel@hoffmanyork.com](mailto:vcastillocuriel@hoffmanyork.com) or [kate.vigeland@mt.gov](mailto:kate.vigeland@mt.gov)**

by September 29<sup>th</sup>.

## SHARE

In addition to using these for your own websites and visitor centers, we ask you to tell local tourist organizations and hospitality businesses about the toolkit so they log on, sign the toolkit agreement and help spread the word and build awareness of these important messages.



# PARTNER TOOLKIT

- + Printable Posters
- + Rack Card
- + Social Media Assets
- + GIFs
- + 7 Principles Document
- + Brand Standards Guide



# 7 PRINCIPLES POSTERS - 11X17

**KEEP IT THE LAST BEST PLACE**

The wilderness that we cherish is the last best place to find it. Help us keep it that way. Share what you can do to help keep it that way.

**LEAVE NO TRACE 7 PRINCIPLES**

**GO WITH A PLAN**

Thinking ahead saves more time for enjoying and less time for worrying.

**STAY ON TRACK**

The paths are where it's at. Staying on track respects others, wildlife and even your safety.

**LEAVE IT BE**

From small rocks to historical artifacts and cultural items, everything has a home and purpose in Montana.

**KEEP WILDLIFE WILD**

There's nothing. No whitening wildlife. This view's best and safest from a distance.

**BE WILDFIRE WISE**

Leave no ember behind. It takes a smidge to generate fire safety and crown out canyons.

**PACK IT OUT**

As we like to say, pack it in and pack it out. All waste has its proper place.

**DO YOUR SHARE**

Loving Montana means respecting our communities and everyone you meet.

THAT'S HOW YOU MONTANA

LEAVE NO TRACE
VISITMT.COM
LEARN HOW TO LEAVE NO TRACE IN MONTANA

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**KEEP IT THE LAST BEST PLACE**

The wilderness that we cherish is the last best place to find it. Help us keep it that way. Share what you can do to help keep it that way.

**LEAVE IT AS YOU FIND IT**

From small rocks to historical artifacts and cultural items, everything has a home and purpose in Montana.

THAT'S HOW YOU MONTANA

LEAVE NO TRACE
VISITMT.COM

**KEEP IT THE LAST BEST PLACE**

The wilderness that we cherish is the last best place to find it. Help us keep it that way. Share what you can do to help keep it that way.

**RESPECT WILDLIFE AND KEEP YOUR DISTANCE**

There's nothing. No whitening wildlife. This view's best and safest from a distance.

THAT'S HOW YOU MONTANA

LEAVE NO TRACE
VISITMT.COM

**KEEP IT THE LAST BEST PLACE**

The wilderness that we cherish is the last best place to find it. Help us keep it that way. Share what you can do to help keep it that way.

**PREVENT WILDFIRES AND PRACTICE CAMPFIRE SAFETY**

Leave no ember behind. It takes a smidge to generate fire safety and crown out canyons.

THAT'S HOW YOU MONTANA

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VISITMT.COM

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VISITMT.COM

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**DO YOUR SHARE**

Loving Montana means respecting our communities and everyone you meet.

THAT'S HOW YOU MONTANA


LEAVE NO TRACE
VISITMT.COM

# 7 PRINCIPLES POSTERS - 8.5X11

## KEEP IT THE LAST BEST PLACE


They call Montana "The Last Best Place" because it's just that remarkable. Here's what you can do to help keep it that way.

### LEAVE NO TRACE 7 PRINCIPLES




**GO WITH A PLAN**

Thinking ahead leaves more time for exploring and less time for worrying.




**STAY ON TRACK**

The paths are where it's at. Staying on trails keeps nature, wildlife and even you safe.



**LEAVE IT BE**

From small rocks to historical artifacts, and cultural items, everything has a place.




**KEEP WILDLIFE WILD**

There's nothing like witnessing wildlife. The view is best, and safest, from a distance.




**BE WILDFIRE WISE**

Leave no ember behind. It's vital to practice general fire safety and drown out campfires.



**PACK IT OUT**

As we like to say, pack it in, pack it out. All waste has its proper place.




**DO YOUR SHARE**

Looking Montana's means respecting our communities and everyone you meet.

THAT'S HOW YOU MONTANA



**VISITMT.COM**  
© Leave No Trace: www.LNT.org



## KEEP IT THE LAST BEST PLACE

This poster illustrates the "Go With A Plan" principle. It features a person looking at a map in a scenic landscape.

**GO WITH A PLAN**

PLAN AHEAD AND BE PREPARED

THAT'S HOW YOU MONTANA

LEAVE NO TRACE VISITMT.COM

## KEEP IT THE LAST BEST PLACE

This poster illustrates the "Stay on Track" principle. It features a person walking on a trail with a signpost.

**STAY ON TRACK**

STICK TO DESIGNATED TRAILS AND CAMPSITES

THAT'S HOW YOU MONTANA

LEAVE NO TRACE VISITMT.COM

## KEEP IT THE LAST BEST PLACE

This poster illustrates the "Leave It Be" principle. It features a person walking on a trail with a sign that says "LEAVE IT BE".

**LEAVE IT BE**

LEAVE IT AS YOU FIND IT

THAT'S HOW YOU MONTANA

LEAVE NO TRACE VISITMT.COM

## KEEP IT THE LAST BEST PLACE

This poster illustrates the "Keep Wildlife Wild" principle. It features a person walking on a trail with a sign that says "KEEP WILDLIFE WILD".

**KEEP WILDLIFE WILD**

SUSPECT WILDLIFE AND KEEP YOUR DISTANCE

THAT'S HOW YOU MONTANA

LEAVE NO TRACE VISITMT.COM

## KEEP IT THE LAST BEST PLACE

This poster illustrates the "Be Wildfire Wise" principle. It features a person sitting around a campfire with a sign that says "BE WILDFIRE WISE".

**BE WILDFIRE WISE**

PREVENT WILDFIRES AND PRACTICE CAMPFIRE SAFETY

THAT'S HOW YOU MONTANA

LEAVE NO TRACE VISITMT.COM

## KEEP IT THE LAST BEST PLACE

This poster illustrates the "Pack It Out" principle. It features a person packing trash into a bag with a sign that says "PACK IT OUT".

**PACK IT OUT**

DISPOSE OF WASTE AND TRASH PROPERLY

THAT'S HOW YOU MONTANA

LEAVE NO TRACE VISITMT.COM

## KEEP IT THE LAST BEST PLACE

This poster illustrates the "Do Your Share" principle. It features a person walking on a trail with a sign that says "DO YOUR SHARE".

**DO YOUR SHARE**

BE CONSIDERATE - SHARE OUR OPEN SPACES


THAT'S HOW YOU MONTANA

LEAVE NO TRACE VISITMT.COM


# RACK CARD

**KEEP IT THE  
LAST BEST PLACE**

THAT'S HOW YOU  
**MONTANA**

 **LEAVE  
NO TRACE**

**VISITMT.COM**  
© Leave No Trace: [www.LNT.org](http://www.LNT.org)

LEARN HOW TO  
LEAVE NO TRACE  
IN MONTANA 

They call Montana "The Last Best Place" because it's just that remarkable. Here's what you can do to help keep it that way.

**LEAVE NO TRACE 7 PRINCIPLES**

**GO WITH A PLAN**

Thinking ahead leaves more time for exploring and less time for worrying.

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**PACK IT OUT**

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**BE WILDFIRE WISE**

Leave no ember behind. It's vital to practice general fire safety and drench out campfires.

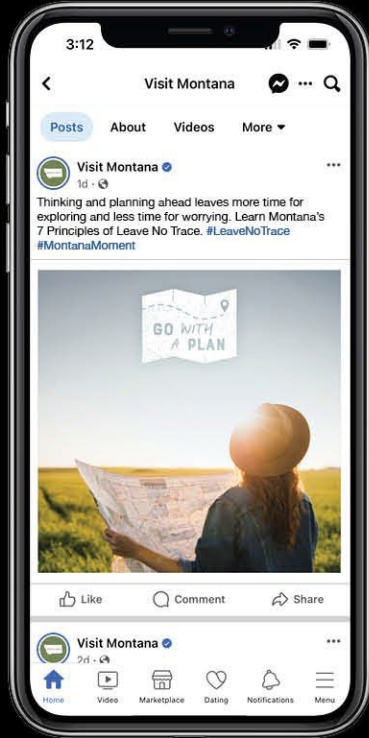
**DO YOUR SHARE**

Loving Montana means respecting our communities and everyone you meet.

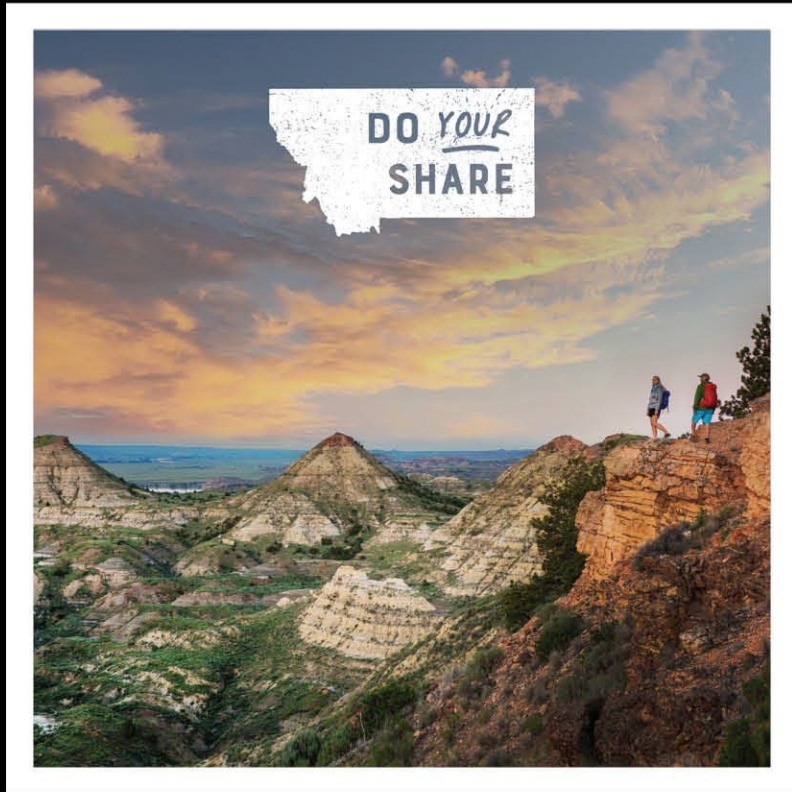
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LEARN HOW TO  
LEAVE NO TRACE  
IN MONTANA 

# SOCIAL MEDIA ASSETS - 1080X1080



## SOCIAL MEDIA ASSETS - SOCIAL COPY DOCUMENT



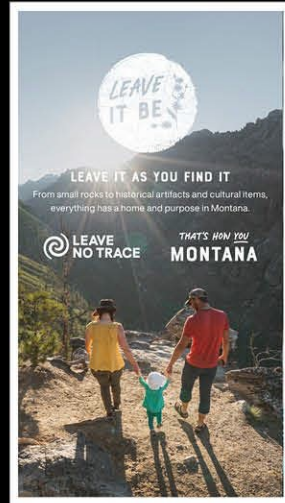
HEADLINE:  
Leave No Trace in Montana

LINK DESCRIPTION:  
Do Your Part

COPY: Leave No Trace in The Last Best Place.  
Learn how to keep Montana clean and safe  
for all to enjoy with Montana's 7 Principles of  
Leave No Trace.

TAG THE APPROPRIATE SOCIAL CHANNELS:  
[@leavenotrace](#) [@visitmontana](#)

# SOCIAL MEDIA ASSETS - 1080X1920



# USE OF SOCIAL MEDIA GRAPHICS

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

## VISIT MONTANA

Facebook: [@visitmontana](https://www.facebook.com/visitmontana)

Instagram: [@visitmontana](https://www.instagram.com/visitmontana)

X (Twitter): [@visitmontana](https://twitter.com/visitmontana)

## LEAVE NO TRACE

Facebook: [@LeaveNoTraceCenter](https://www.facebook.com/LeaveNoTraceCenter)

Instagram: [@leavenotraceorg](https://www.instagram.com/leavenotraceorg)

X (Twitter): [@leavenotrace](https://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 [vcastillocuriel@hoffmanyork.com](mailto:vcastillocuriel@hoffmanyork.com) or [kate.vigeland@mt.gov](mailto:kate.vigeland@mt.gov) for help swapping an image.



# GIFS



GIFS available on GIPHY under "Visit Montana"

## GIFS: STEP-BY-STEP



**Add a GIF to your story by searching "Visit Montana"**

**Make sure you tag us so we can see your stories!**

# 7 PRINCIPLES DOCUMENT

## KEEP IT THE LAST BEST PLACE

They call Montana "The Last Best Place" because it's just that remarkable. Here's what you can do to help keep it that way.



### LEAVE NO TRACE 7 PRINCIPLES



#### GO WITH A PLAN

##### Plan Ahead and Be Prepared

Thinking ahead, planning ahead and being prepared leaves more time for exploring and less time for worrying.

- Montana's weather is as diverse as its landscape. [Prepare for changing conditions](#) that could cause floods, fires or other hazards.
- If possible, schedule your trip to avoid times of high visitation. Parking lots in popular areas fill up early and fast. Always have a backup plan in case lots are full.
- Many Montana state and national parks or recreation areas on tribal lands may require reservations, licenses, permits or tags to enter, camp, hunt or fish. Book, purchase, and secure necessary documents months in advance. Research and plan accordingly.
- Check ahead for the availability of water, grey water disposal, gas stations, trash bins, and bathrooms before traveling to remote or rural areas.
- Bring a map or GPS device and know how to use it. Do not rely on cell phones, as service can be spotty or unavailable in many outdoor areas.



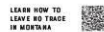
#### STAY ON TRACK

##### Stick to Designated Trails and Campsites

- The paths are where it's at. Staying on trails and in designated campsites keeps nature, wildlife and even you safe!
- Shortcuts and straying from the designated trail can be tempting, but travel in the middle of the trail, even when it's wet and muddy. This protects trailside vegetation, wildlife, homes, and archaeological and cultural sites.
  - Find a durable surface—such as rock, sand, deep snow or dry grass—to take a break, enjoy the view or let others pass.
  - Check vehicle requirements. Area rules and regulations may prohibit the use of certain types of motorized, and even non-motorized, vehicles on designated trails.
  - Respect private property and sovereign tribal lands by staying on designated trails and roads and following signage.
  - Allow wildlife access to water and protect sensitive waterside vegetation by camping at least 200 feet (70 big steps) from lakes and streams.
  - Camp only in designated or existing campsites. Plan time to locate an appropriate site, and also have a backup plan. Many Montana campsites require a reservation. Plan accordingly.



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## LEAVE NO TRACE 7 PRINCIPLES



#### PACK IT OUT

##### Dispose of Waste and Trash Properly

As we like to say, pack it in and pack it out.

- Pack it in, pack it out. Put litter—even fruit peels/cores—in a bag and carry it out.
- Help protect wildlife and others by packing out fishing line and hooks.
- Use bathrooms whenever available. If not available, bury human waste in a hole 6 to 8 inches deep and at least 200 feet (70 big steps) from water, camp, and trails.
- Use a bag to pick up your pet's waste, and pack it out to the nearest available trash can. Pet waste can contain harmful bacteria, and pet food includes ingredients not found locally in nature.
- When bathing or washing dishes, carry water 200 feet away (70 big steps) from streams or lakes and use small amounts of biodegradable soap.



#### LEAVE IT BE

##### Leave It As You Find It

From small rocks to historical artifacts and cultural items, everything has a home and purpose in Montana and should be left in its place.

- Protect the cultural and spiritual connections tied to items and places significant to Indian Country. Never touch or move cultural or historical structures and artifacts.
- Leave rocks, plants and other natural objects as you find them. Even the smallest item can play a big role in the local ecosystem.
- Avoid introducing or transporting invasive insects, plants and aquatic species. Brush off boots and bike tires and clean, drain, and dry all watercraft before and after every outing.
- Treat trees and other plants with respect by not carving into or damaging them. This removes a plant's protective layer, which can harm or kill it.



#### BE WILDFIRE WISE

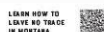
##### Prevent Wildfires and Practice Campfire Safety

Leave no ember behind. It's vital to practice general fire safety and clean out campfires completely.

- Use a camp stove for cooking. Stoves are easier to cook on and create less impact than campfires.
- Wildfires cause lasting impacts to Montana's natural areas. Before your trip, check to see if campfires are allowed in the area you plan to visit.
- Use only existing fire rings and keep your fire small. NEVER leave a fire unattended.
- Buy or gather firewood locally. This prevents the introduction of any invasive species, like the destructive pine beetle.
- When you're done with your fire, burn all the wood to ash and drown out your fire by pouring 3 to 4 gallons of water on it. Drown, sit, down some more, then feel. Only leave once the ash is cool to the touch.
- Do not smoke in natural areas when fire restrictions are in place. NEVER throw a lit cigarette out of a vehicle or along a trail. Remember to extinguish your cigarette with water.
- Secure vehicle chains, which can cause sparks. Don't let chains or metal from your vehicle drag on the road while you're driving.



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## LEAVE NO TRACE 7 PRINCIPLES



#### KEEP WILDLIFE WILD

##### Respect Wildlife and Keep Your Distance

There's nothing like witnessing wildlife, but the view is best—and safest for you and them—from a distance.

- Observe wildlife from a distance and never follow or approach them. Not sure how close is too close? Try covering one eye with your hand and stretch your other arm out in front of you with your thumb up. If you can cover the animal with your thumb, you are far enough away!
- Never feed wild animals. Feeding wildlife damages their health, alters natural behaviors, and exposes them to predators and other dangers.
- Montana is home to both black bears and grizzly bears. Keep yourself and bears safe by storing your food, trash and anything with a scent in a locked vehicle or bear canister/bear locker.
- [Prepares for bear country](#) by learning how to identify different bear species, packing bear spray and knowing how to use it.
- Be aware and in control of your pets. Do not allow them to interact with wildlife. Keep them on leash where required. Remember, dogs are not allowed on trails in our national parks.
- Don't disturb wildlife during mating season, while nesting or when they're with young offspring. Never interact with young (or any) wildlife.



#### DO YOUR SHARE

##### Be Considerate – Share Our Open Spaces

Loving Montana means being courteous in our communities and respecting everyone you meet. Thanks for doing your part!

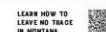
- Respect and be courteous to other visitors and the communities where you're traveling.
- Yield to all users on trails. When passing people on a trail, downhill hikers yield to uphill hikers. Bikers yield to all hikers and all users yield to equestrians and wheelchairers.
- When passing non-motorized users with your ATV, reduce your speed drastically until you are a good distance from them. This reduces dust in the air and can prevent accidents from being avoided.
- Not every visitor loves our pets as much as we do. Leash your pets and do not allow them to approach other visitors or their pets without permission. Managing your pets will ensure everyone stays safe and enjoys their adventures.

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LEARN HOW TO LEAVE NO TRACE IN MONTANA



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# 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 Visit Montana and Leave No Trace partnership. This guide further serves to inform Visit Montana's third-party partners about proper use of the Montana Leave No Trace Principles and toolkit elements created through the partnership.

## 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 Visit MT and Leave No Trace Partnership. This guide further serves to inform Visit MT'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 Visit MT or Leave No Trace. These partners must complete a sublicense 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 Visit MT 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 [vcast@courielhofman.com](mailto:vcast@courielhofman.com) 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 [vcast@courielhofman.com](mailto:vcast@courielhofman.com) for help swapping an image.



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# TOOLKIT LANDING PAGE



## MARKETING

The Montana Brand
Consumer and Content Marketing
Travel Trade
VISITMT.COM
Joint Venture
Film Office
Tourism Research
Leave No Trace Partner Toolkit

## MONTANA LEAVE NO TRACE PARTNER TOOLKIT

Thank you for partnering with VisitMT, the Montana Department of Commerce and Leave No Trace to encourage responsible recreation practices. Leave No Trace is widely known for its Seven Principles, which have been customized to represent Montana's unique recreational challenges as the Montana Leave No Trace Principles. This will help VisitMT and supporting partners establish a clear, consistent and universal identity for Leave No Trace in Montana.

This toolkit was created with a variety of marketing elements to help share this important message with visitors and residents. The marketing toolkit includes social graphics, posters and a rack card. If you'd like to use this toolkit, but want to incorporate images more representative of your region, please email [content.visitmontana@mt.gov](mailto:content.visitmontana@mt.gov) for alternate images.

### Toolkit Content

- Brand Standards Guide
- Seven Principles Document
- Social Media Post Copy
- Seven Principles Posters – 11x17
- Seven Principles Posters – 8.5x11
- Social Media Assets – 1080x1080
- Social Media Assets – 1080x1920
- Rack Card
- Icons
- QR Code

### Terms of Use Agreement

By accessing and downloading the content included in the Montana Leave No Trace Toolkit, you agree to the terms and conditions of the [sublicense agreement](#). Users are responsible for ensuring the digital assets are utilized in adherence to the [VisitMT Leave No Trace Brand Standards Guide](#). Once you submit the form, thereby agreeing to the terms and conditions, you will be directed to a link to download the digital assets.

### Agreement:

By submitting the form below, I 1) acknowledge that I have read and fully understand the terms of the sublicense agreement; 2) voluntarily agree to be bound by the terms of the sublicense agreement; 3) certify that I am 18 years of age or older; and 4) have authority to agree to these conditions on behalf of the company/organization identified below. By submitting the form below, I understand that I agree to all pages of the sublicense agreement.

**CLICK HERE TO ACCESS THE TOOLKIT:**

<https://brand.mt.gov/Programs/Marketing/Leave-No-Trace>

# TOOLKIT LANDING PAGE

Upon your digital signature of the LNT agreement, you will be able to download the LNT Toolkit.

## LEAVE NO TRACE TOOLKIT AGREEMENT

Your name \*

<input type="text"/>	<input type="text"/>	<input type="text"/>
First Name	Middle Name (optional)	Last Name

Email \*

Your Company/Organization \*

Submit Form



Thank you for partnering with VisitMT and the Montana Department of Commerce to encourage responsible recreation practices.

[Download the Zipped File](#)

The zipped file includes all VisitMT Leave No Trace toolkit materials, as well as a copy of the sublicense agreement, which you've already agreed to by submitting the form on [BRAND.MT.GOV](http://BRAND.MT.GOV).

Leave No Trace is widely known for its "Seven Principles," which have been customized to represent Montana's unique recreational challenges as the "Montana Leave No Trace Principles." This will help VisitMT and supporting partners establish a clear, consistent and universal identity for Leave No Trace in Montana.

This toolkit was created with a variety of marketing elements to help share this important message with visitors and residents. The marketing toolkit includes social graphics, posters and a rack card.

If you'd like to use this toolkit, but want to incorporate images more representative of your region, please email [mtcontent@mt.gov](mailto:mtcontent@mt.gov) for alternate images.

# QUESTIONS?



**THANK YOU FOR HELPING US KEEP  
OUR VISITORS AND SPACES HEALTHY.**

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