

## Sonoma County 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 Sonoma County Tourism, Sonoma County Regional Parks and Leave No Trace partnership. This guide further serves to inform the Sonoma County Tourism and Sonoma County Regional Parks' third-party partners about proper use of the Sonoma County Leave No Trace Coalition badge, the Sonoma County Leave No Trace Principles as well as other toolkit elements created through the partnership.



### Third-Party Partners (“Proud Supporters”)

“Third Party Partner” means any person, group, agency, organization, or corporate entity that is not Sonoma County Tourism, Sonoma County Regional Parks or Leave No Trace. These partners must complete a sublicensing agreement, as well as adhere to all brand standards discussed in this guide. If third-party partners wish to use 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.

### The Sonoma County Leave No Trace Coalition Badge

- A key element of the Sonoma County Leave No Trace toolkit is the Sonoma County Leave No Trace Coalition badge. This element is used to represent the partnership and the educational and marketing components that are created through it.
- The coalition badge may not be altered in any way and must be used in conjunction with any of the shared material provided in the toolkit.
- The coalition badge may also be used on partner websites, social media channels, eNewsletters and other digital communications to indicate the partner is supporting the Sonoma County Leave No Trace initiative.
- Third-party partners may not remove the Sonoma County Coalition badge from any of the toolkit collateral.
- The coalition badge may not be used on any products, including giveaways, such as water bottles, stickers, t-shirts, etc.

### Sonoma County 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 Sonoma County Leave No Trace Seven Principles and be accompanied by the Sonoma County Leave No Trace Coalition Badge. They must also be followed by the following copyright: “©Leave No Trace: [www.LNT.org](http://www.LNT.org).”

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## **Use of Social Media Posts**

- Leave No Trace, Sonoma County Tourism and Sonoma County Regional Parks should be tagged in any social media posts referencing the partnership, the initiative and/or any of the locally-tailored principles and messaging. Social media tags can be found below:
  - Facebook: @LeaveNoTraceOrg
  - Facebook: @SonomaCountyCA
  - Facebook: @SonomaCountyRegionalParks
  - Instagram: @LeaveNoTraceOrg
  - Instagram: @SonomaCounty
  - Instagram: @SonomaCountyParks
  - Twitter: @LeaveNoTrace
  - Twitter: @InsideSonoma
  - Twitter: @SonomaParks
- When using the toolkit social media posts, partners are welcome to use their own photos in conjunction with the provided captions.
- When utilizing the social media toolkit items, partners should use #LeaveNoTrace #SonomaCountyParks and #LifeOpensUp.

## **Use of the Seven Principles Poster, Sonoma County Leave No Trace Coalition Window Cling, Table Tents and Vacation Rental Resource**

- No alterations should be made to the Sonoma County Leave No Trace Seven Principles poster, Table Tents or Vacation Rental Resource. This includes the removal coalition badge or edits to the language within the Seven Principles poster.

For questions, please contact [communityengagement@sonomacounty.com](mailto:communityengagement@sonomacounty.com).