

Use of Care for Colorado Materials

None of the materials in the Care for Colorado Toolkit can be altered or customized in any way without the CTO's consent, including the **addition OR subtraction** of:

- Logos
- Text
- Punctuation
- Images

If you're considering altering any of the following, email editor@colorado.com, who can facilitate review for special uses:

- Care for Colorado Principles
- "Are You Colo-Ready?" brochure
- Care for Colorado videos
- Care for Colorado Principles posters and postcards
- Wildfire Prevention poster

The following are considered violations of use of the Colorado Tourism Office (CTO) and Leave No Trace Center for Outdoor Ethics' materials:

- Adding your or any other organization's logo to the materials outlined above.
- Removing the CTO/Leave No Trace joint logo from any of the above.
- Altering any part of the CTO/Leave No Trace joint logo (includes colors, size, shape and text).
- Repurposing the Care for Colorado Principles to fit your own organization (example: [Insert City Name]'s Care for Colorado Principles).
- Posting any of the above on your website or social channels without crediting the Colorado Tourism Office and Leave No Trace Center for Outdoor Ethics.

What You CAN Do:

- When referencing the copyrighted Care for Colorado Principles in text, the Principles should never be labeled as rules, but always as principles or guidelines. They should always be referred to as the Care for Colorado Principles.
- When referencing Leave No Trace in text, the name should always be spelled out exactly like that. Do not use LNT or Leave-No-Trace.
- Reprint the Care for Colorado Principles in your visitor guide or include them in your welcome packet. Email editor@colorado.com if you need different sizes for this purpose.
- Work with [Miles Partnership](#) to customize portions of the "Are You Colo-Ready?" brochure for your destination/organization and have it printed on Releaf paper; minor edits to non-Principles content can be made for free (see the toolkit for more information)
- Share the Care for Colorado videos and "Are You Colo-Ready?" quiz on your website and social channels (crediting the Colorado Tourism Office and Leave No Trace Center for Outdoor Ethics, of course).
- Print the Care for Colorado Principles and Wildfire Prevention posters and post them in your visitor center or other welcome areas.
- Print the Care for Colorado Principles postcard to hand out to guests.