

Toolkit

A Wyoming Initiative for Responsible Travel

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ABOUT

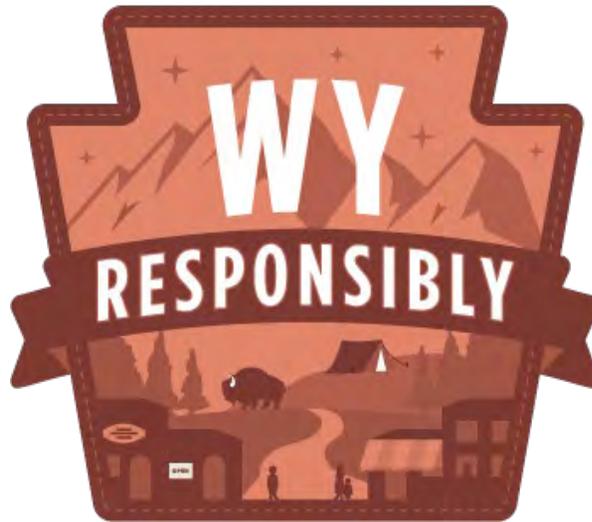
WY Responsibly is a campaign initiative building off the equity behind Travel Wyoming's overall brand platform, That's WY. With three main pillars: Adventure, Wildlife and Community, WY Responsibly is the foundation to foster responsible travel and recreation. Within each pillar, WY Responsibly is designed to spark personal reflection, curiosity and a deeper connection to Wyoming's vast experiences.

This toolkit is a road map to develop engaging and impactful messaging that resonates with travelers seeking authentic and mindful experiences in Wyoming. Explore and leverage all messaging resources and assets to ensure a consistent and powerful narrative across all platforms. These assets can be used on digital communication and physical spaces.

WYRESPONSIBLY.COM

WY RESPONSIBLY BADGES

These two primary badges are meant to create equity in the WY Responsibly Program and using the hero badge in the bulk of the communication creates frequency and increases memorability.



WY Responsibly - General

The imagery in the WY Responsibly badge represents Wyoming's land, wildlife, communities and businesses. Include the badge in your print and digital materials to encourage travelers to be mindful of them.



WY Responsibly - Winter

Use this badge to accompany guidelines and messaging specifically around winter travel, such as such as road conditions or snowmobiling, snowshoeing and backcountry skiing, require extra precaution.

PILLAR CATEGORIES

Additional badges can be used to speak to more specific categories or mindful travel. Use these badges when promoting or sharing information about related topics.



Be Adventure-Ready

Use this badge to accompany messages about camping and RVing, hiking and trail etiquette, water safety and additional adventure themes.



Keep Wildlife Wild

Use this badge to accompany messages regarding respect for wildlife, reporting wildlife interactions, distancing, fishing guidelines and gear suggestions to prepare for potential encounters.



Explore Like a Local

Use this badge to accompany guidelines for respecting fellow travelers and residents. Suggestions for avoiding crowds and navigating roadways. Information on visitor centers. Updates on local or statewide guidelines and requirements. Support of local businesses and community initiatives.

BADGE USAGE

How to use:

- Use the .PNG image file for a transparent background.
- Use the .JPG image file for a solid color background.
- Do not change the badge.
- Do not place text or images on top of, or directly next to the badge.
- This toolkit supplies examples of badge sizing for marketing materials.



[DOWNLOAD BADGES](#)

STICKER MAP

All four WY Responsibly pillar badges are available as stickers through various welcome centers across the state. These stickers serve as a visual reminder and conversation starter about engaging in responsible travel practices.



97,818 SQUARE MILES OF TRAILS LESS TRAVELED.

The numbers are enough reasons to make your way across Wyoming. But a few moments are a nice perk. Explore Mother Nature's most breathtaking creations, like Yellowstone and Grand Teton National Parks and Devils Tower National Monument. Along the way, pick



EVERY ROAD LEADS TO ADVENTURE. AND STICKERS.

Collect your set of Great American Road Trip Stickers at Wyoming Visitor Centers throughout the state.

TravelWyoming.com/stickers (not a WY Responsibly distribution)

 Little Snake River Museum 14 County Road 661 W. Henry, WY 82702	 Basin Chamber of Commerce 407 W. 1st St. Basin, WY 82408	 Buffalo Chamber of Commerce 97 S. Main St. Buffalo, WY 82801	 Vicki Wilson-Wright 614 S. Highway Ave. Afton, WY 82704	 Camp Douglas 119 S. Broadway St. Douglas, WY 82421	 Dinosaur Culture Center 303 E. Cedar St. Banks, WY 82801
 Casper Chamber of Commerce 100 N. Taylor St. Casper, WY 82401	 Cheyenne Chamber of Commerce 111 W. 10th St., Suite 202 Cheyenne, WY 82001	 Cody Chamber of Commerce 614 Broadway Ave. Cody, WY 82414	 Crank County Museum 120 N. 4th St. Lusk, WY 82520	 Helmick Museum & Art Gallery 210 WY 21 Helmick, WY 82724	 West Teton Trail Museum 100 S. Warner St. Moose, WY 82041
 Douglas Railroad Museum & Visitor Center 121 Broadway Rd. Douglas, WY 82407	 Douglas Railroad Museum & Visitor Center 121 Broadway Rd. Douglas, WY 82407	 Starvation Shoshone of Commerce 202 Front St. Evanston, WY 82630	 Engelton Rock Spruce & Glass Store 801 Park Ave. Rock Springs, WY 82401	 Yule Canyon Cultural Triangle Park 801 Park Ave. Evanston, WY 82630	 Horseshoe Canyon and Visitor Center 401 Main St. Torrington, WY 82260
 Teton Area Visitor Center 219 S. Center St. Jackson, WY 82202	 Dinosaur Museum 1900 Main St. Albany, WY 82409	 Hoback Canyon Chamber of Commerce 200 S. Main St. Banks, WY 82801	 Hoback Canyon Chamber of Commerce 601 Main St. Woodland, WY 82261	 Glimcock Outfitters Store 100 W. Aspen St. Glimcock, WY 82437	 Royal Teton Center 111 S. Main St. Fossil, WY 82407
 Sullivan County Visitor Center 14 S. Park St. Twin Falls, WY 82401	 Rock Springs Main St. Historic General Agency Group 143 S. Main St. Rock Springs, WY 82401	 Sawtooth Plateau Valley Chamber of Commerce 216 W. Main St. Laramie, WY 82030	 Horseshoe Canyon Chamber of Commerce 1717 E. 6th St. Horseshoe, WY 82401	 Cheneyville Hot Springs Chamber of Commerce 230 Park St. Thermopolis, WY 82421	 Lander Chamber of Commerce 200 W. 1st St. Lander, WY 82420

KEEP WILDLIFE WILD

In Wyoming, encounters with native wildlife are a privilege, not a guarantee. Remember, these animals are wild, and deserve our respect. Observe them from a safe distance, retaining their tranquility and your safety. Don't obstruct their activities while pursuing the wild essence of Wyoming's wildlife for generations to come. #WYResponsibly

BE ADVENTURE-READY

Wyoming's vast landscapes beckon adventurers to explore its hidden corners and conquer its rugged trails. But as you venture the call of the wild, remember that preserving the natural beauty of a shared responsibility. Plan your journey with care, ensuring every step you take remains positive and every time you stop, you do so with respect. Just as Wyoming's people are resilient, so too is its land – but it needs our unwavering stewardship to remain vibrant for generations to come. Travel with care, leaving only footprints behind as we explore this incredible state. #WYResponsibly

EXPLORE LIKE A LOCAL

Wyoming's charm lies not just in its breathtaking landscapes, but also in the warmth of its small town communities. Venture beyond the well-trodden paths and discover the heart of the Cowboy State. Support local businesses, savor the flavors of authentic Wyoming cuisine, and immerse yourself in the rich tapestry of its culture. Travel prepared, respecting the rhythm of rural life, and embracing that every interaction, every purchase, contributes to the vitality of these vibrant communities. #WYResponsibly

WY RESPONSIBLY

Wyoming is known for landscapes larger than life, and people smaller than our rugged mountain ranges. It's easy to forget that these beautiful areas and communities require great care to remain wild. One small step for exploration. At the least regulated state with the most scenic landscapes, we find the responsibility to be the most mindful of our land, culture and community. We invite you to come witness the majestic responsibly. #WYResponsibly

LITTLE AMERICA CELEBRATES 90 YEARS

For those who are happy hitting the open road, Little America Hotel & Travel Center has been the gateway to great exploration for over 90 years. Since 1933, these iconic properties, always made-from-locally sourced, lambing and powerful, now-converted sites have been a can't-miss stop along every road trip through beautiful Wyoming.

SHARE STORIES & USE STICKERS

We've made it easy to use WY Responsibly badge stickers on your destination stories. Simply search "WY Responsibly" on any platform creating your story to easily share. Be sure to tag @travelwyoming so we can re-share your story!



PRINTABLE POSTER

Print and display posters as a demonstration of support for our collective commitment to mindful travel and adventure.

How to use:

Step 1. Choose a poster size - 8.5x11" OR 11x17"

Step 2. Add your logo to the designated space.

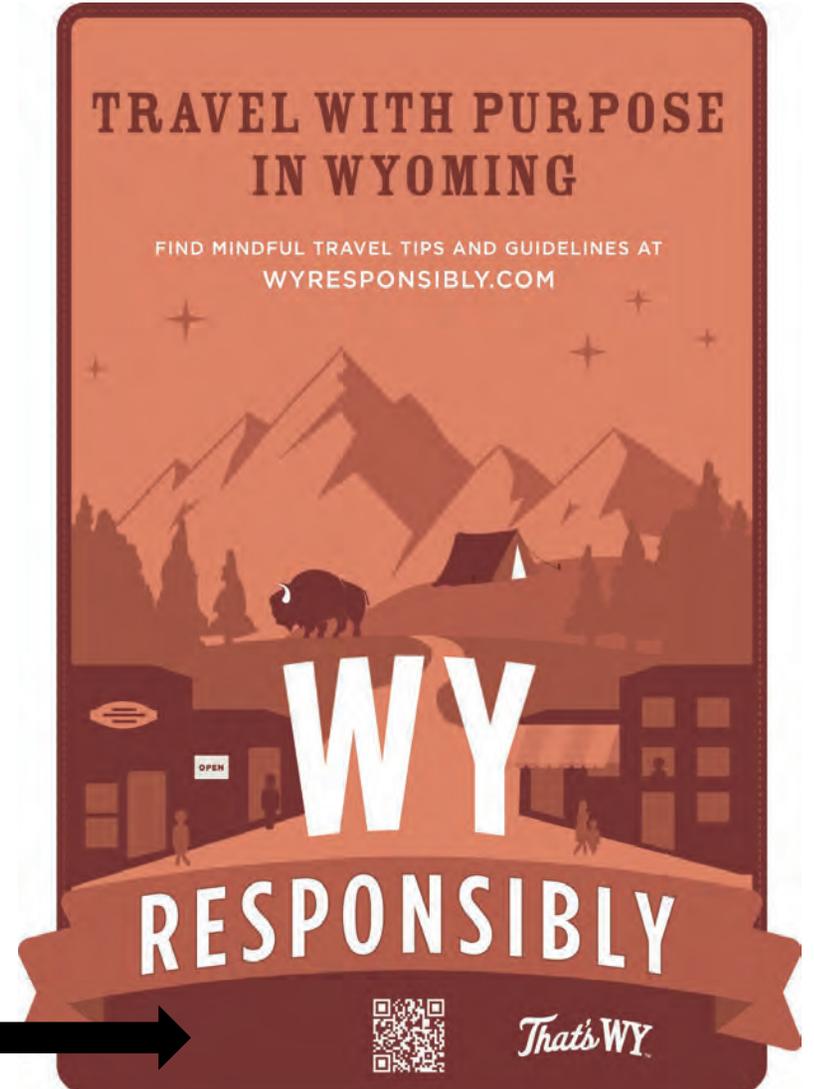
Step 3. Print poster.

Step 4. Display it proudly to spread the WY Responsibly message.

[Use this template in Canva](#)

[Or Download the PDF](#)

[Learn how to create a free Canva account.](#)



Partner Logo Placement

BE ADVENTURE-READY



BE ADVENTURE-READY



WY Responsibly primarily utilizes *Know Before You Go* tactics to engage visitors to be informed and prepared before recreating in Wyoming's wild wonders and places. The following are example messaging and resources to incorporate in your own marketing tactics.

- **Stay on Trails: Protect Fragile Ecosystems.** Walking only on marked paths prevents trampling sensitive vegetation and disturbing wildlife habitats.
- **Make Reservations:** Reduce Crowding, Enhance Experience. Planning ahead ensures access and minimizes impact on popular sites.
- **Visit National Parks Responsibly:** Contribute to Longevity. Your mindful presence supports the preservation of these natural treasures for future generations.
- **Pack It Out:** Leave No Trace for a Healthier Planet. Removing all waste protects wildlife and maintains the beauty of natural areas.
- **Respect Wildlife:** Observe from a Distance. Giving animals space reduces stress and ensures their natural behaviors are undisturbed.
- **Document Responsibly: Capture Memories Mindfully.** Take photos and videos without disturbing wildlife or damaging the environment.
- **Rise Early, Discover More:** Waking up earlier allows you to experience the tranquility of Wyoming's outdoors during quieter hours, often with better wildlife viewing opportunities and a deeper connection to the natural world.
- **Conserve Resources:** Travel Lightly on the Earth. Be mindful of water and energy usage during your travels.
- **Educate Yourself:** Deepen Your Connection. Learning about the local environment and culture fosters a greater appreciation and encourages responsible actions.
- **Be Considerate of Others: Share the Beauty Respectfully.** Your actions impact fellow travelers' experiences.
- **Minimize Campfire Impact: Protect Our Forests.** Using established fire rings and practicing fire safety prevents wildfires and preserves natural landscapes.
- **Leash Your Pets: Ensure Their Safety in Wild Terrain.** Leashes prevent pets from wandering off trails, getting lost, or encountering dangerous wildlife or hazards present in Wyoming's diverse landscapes.
- **Be informed & Prepared.** Hiring a guide makes the best and safest experience in Wyoming's diverse landscapes.
- **Know Your Tools: Navigate Wyoming Safely.** Understanding how to properly use your compass, map, bear spray, water purification tablets, and other gear ensures a confident and secure experience in the wilderness.

[Find More Resources Here](#)

RESOURCES

WY Responsibly was developed with the input of 10 national and state-level agencies to address the need for education and facilitation of responsible outdoor recreation. The following agencies are a handful of the best source of information for timely, factual information as it relates to Wyoming's public lands and recreational opportunities. Utilize their expertise for various circumstances as you build out your own responsible travel messaging.

NATIONAL PARKS & MONUMENTS

Yellowstone National Park -

www.nps.gov/yell/planyourvisit/conditions

Grand Teton National Park -

www.nps.gov/grte/planyourvisit/conditions

Devils Tower National Monument -

www.nps.gov/deto/planyourvisit/conditions

Fossil Butte National Monument -

www.nps.gov/fobu/planyourvisit/conditions

STATE PARTNERS

WYDOT – wyoroad.info

Wyoming State Parks – wyoparks.state.wy.us

Wyoming Outdoor Recreation - wyooutdoorrecreation.wyo.gov

Wyoming Game & Fish - wgfd.wyo.gov

State Forestry Division - wsfd.wyo.gov

Wyoming Homeland Security – wyohomelandsecurity.state.wy.us

WILDFIRES

National Interagency Fire Center - nifc.gov

Incident Information System (InciWeb)– inciweb.nwccg.gov

BUREAU OF LAND MANAGEMENT

BLM - www.blm.gov/wyoming

U.S. FOREST SERVICE

Forest Service - www.fs.usda.gov

KEEP WILDLIFE WILD



Text



WILDLIFE SAFETY



WY Responsibly primarily utilizes *Know Before You Go* tactics to engage visitors to be informed and prepared before recreating in Wyoming's wild wonders and places. The following are example messaging and resources to incorporate in your own marketing tactics.

- **Protect Wildlife & Your Safety:** Maintaining a safe distance from all animals – at least 100 yards from bears and wolves, and 25 yards from others – is crucial for their well-being and your safety in Wyoming's wild spaces.
- **Bear Safety in Grizzly Country:** When exploring Yellowstone and Grand Teton, carry bear spray, staying alert, making noise and traveling in groups of three or more helps ensure both your safety and minimizes disturbance to grizzly bear habitats.
- **Respect Wildlife Habitats:** To preserve the natural beauty we all cherish, please refrain from altering campsites, trails, or developed recreation sites, allowing wildlife habitats to remain undisturbed.
- **Never Feed Wildlife:** Feeding wildlife disrupts their natural foraging behaviors and can create dangerous dependency on humans; always store food securely in locked vehicles, hard-sided campers, bear canisters, or bear boxes and pack out all trash.
- **Prevent Invasive Species:** Inspecting boats before entering Wyoming's waters is essential to prevent the spread of invasive species that can harm native aquatic ecosystems.



[Find More Resources Here](#)

EXPLORE LIKE A LOCAL



EXPLORE LIKE A LOCAL

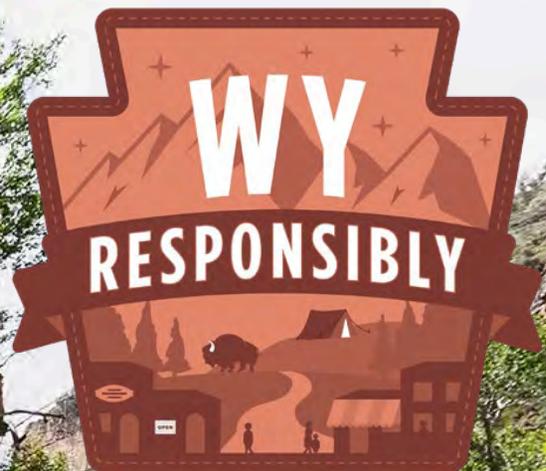
WY Responsibly primarily utilizes *Know Before You Go* tactics to engage visitors to be informed and prepared before recreating in Wyoming's wild wonders and places. The following are example messaging and resources to incorporate in your own marketing tactics.



- **Explore Like a Local:** Venture beyond the main tourist areas to discover hidden gems and authentic experiences often known and enjoyed by Wyoming residents.
 - **Support Local Businesses:** Choosing locally owned restaurants, shops and outfitters directly contributes to Wyoming's economy and helps preserve the unique character of its communities.
 - **Discover a Different Culture:** Take the opportunity to learn about Wyoming's history, traditions and the diverse perspectives of its residents to enrich your travel experience.
 - **Discover Local Music Scene:** Explore Wyoming's vibrant music scene, from traditional Western tunes to contemporary genres in local bars, festivals and community events.
 - **Attend Local Events:** Enrich your Wyoming experience by attending local events, festivals, rodeos and celebrations, offering a firsthand glimpse into the state's culture and community spirit.
- **Have a Plan:** Research your destinations and create a Plan B, as cell service can be limited in certain areas of Wyoming.
 - **Drive Safely:** Check weather conditions before driving, especially as winter storms can develop rapidly, ensure your vehicle is in good condition, observe speed limits, use pullouts responsibly and be mindful of potentially sparse gas and service stops.
 - **Know Your Drive Times:** Factor in Wyoming's vast distances and reduced speed limits, particularly within national parks, to accurately plan your travel itinerary and avoid rushing.

[Find More Resources Here](#)

SOCIAL MEDIA



SOCIAL MEDIA

Social media is an important place to encourage mindful travel for visitors and residents alike. Along with imagery, this document contains ideas for social posts containing key messages of the #WYResponsibly campaign.

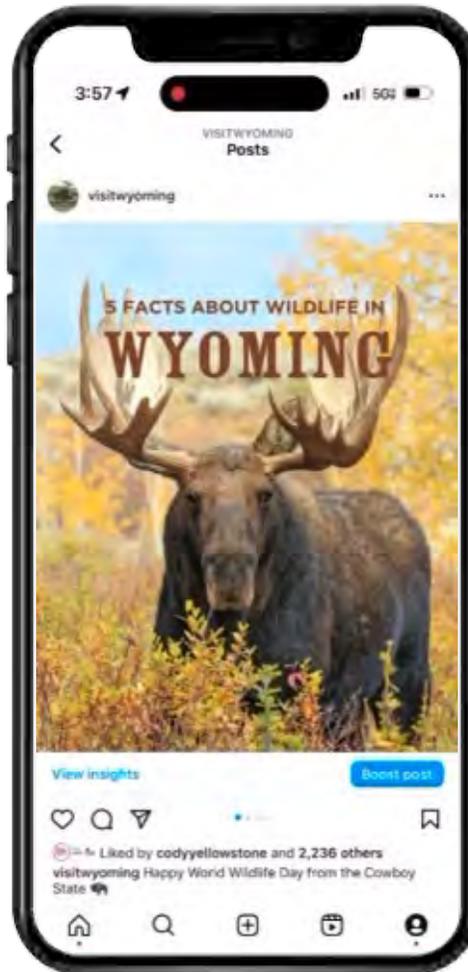


CATEGORY POSTS

BE ADVENTURE-READY



KEEP WILDLIFE WILD



EXPLORE LIKE A LOCAL



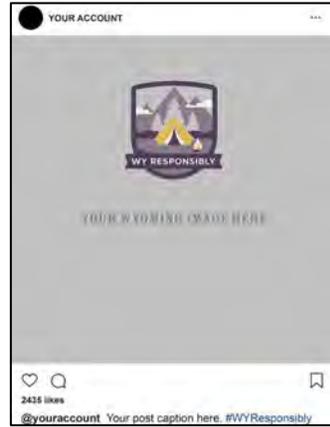
CREATE YOUR OWN POSTS



WY RESPONSIBLY

Use this badge to accompany posts containing general messages about mindful travel in Wyoming.

USE CANVA TEMPLATES
[Instagram Post](#)
[Instagram Story](#)
[Facebook Post](#)



ADVENTURE

Use this badge to accompany posts about camping, hiking and trail etiquette, water safety and additional adventure themes.

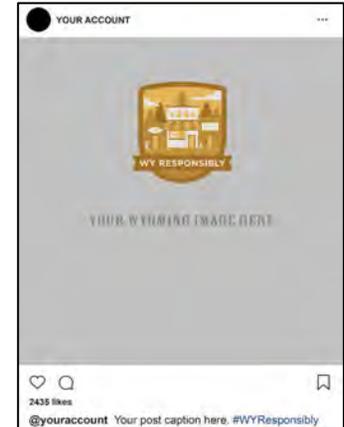
USE CANVA TEMPLATES
[Instagram Post](#)
[Instagram Story](#)
[Facebook Post](#)



WILDLIFE

Use this badge to accompany posts regarding respect for wildlife, distancing, fishing guidelines and gear suggestions.

USE CANVA TEMPLATES
[Instagram Post](#)
[Instagram Story](#)
[Facebook Post](#)



COMMUNITY

Use this badge to accompany posts for respecting fellow travelers and residents, dining, small business, community engagement and more.

USE CANVA TEMPLATES
[Instagram Post](#)
[Instagram Story](#)
[Facebook Post](#)

[Learn how to create a free Canva account.](#)

TIP POSTS



Collaborate with us on Instagram

First, create your post as usual, then tap "Tag People," and then select "Invite Collaborator". Search for visitwyoming and tap our account to send an invite. Once we accept, the post will appear on our feed.

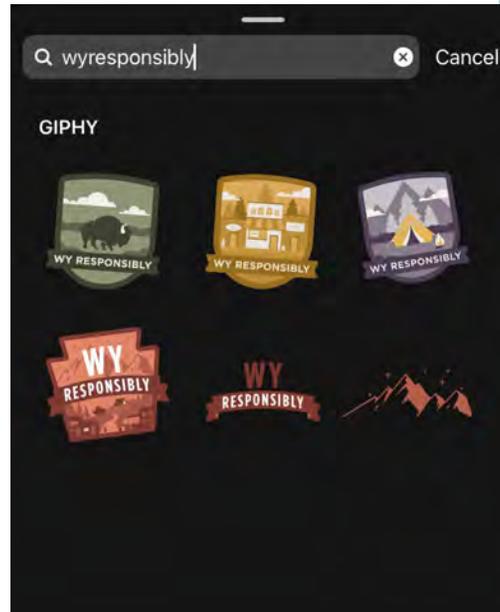
SOCIAL MEDIA

SHARE STORIES & USE INSTAGRAM STICKERS

We've made it easy to use WY Responsibly badge stickers on Instagram stories. Simply search "WYresponsibly" on Giphy when creating a story to apply them. Be sure to tag @visitwyoming so we can reshare your story!

For more social media best practices, download Travel Wyoming's brand guidelines, with social guide starting on page 33:

[Social Media Guide](#)



WEBSITE & EMAIL



WEBSITE

Introduce your website visitors to the WY Responsibly initiative with the messaging below and add the badge for easy recognition.

“Help keep Wyoming wild and free. As a supporter of the WY Responsibly initiative, we encourage mindful travel that supports our land, wildlife, businesses and residents. Let’s all do our part to experience Wyoming’s majesty responsibly.”

Optional Button Text: Learn More
URL: WYResponsibly.com



EMAIL

Introduce your email recipients to the WY Responsibly initiative with the messaging below.

“Help keep Wyoming wild and free. As a supporter of the WY Responsibly initiative, we encourage mindful travel that supports our land, wildlife, businesses and residents. Let’s all do our part to experience Wyoming’s majesty responsibly. Learn more at WYresponsibly.com.”

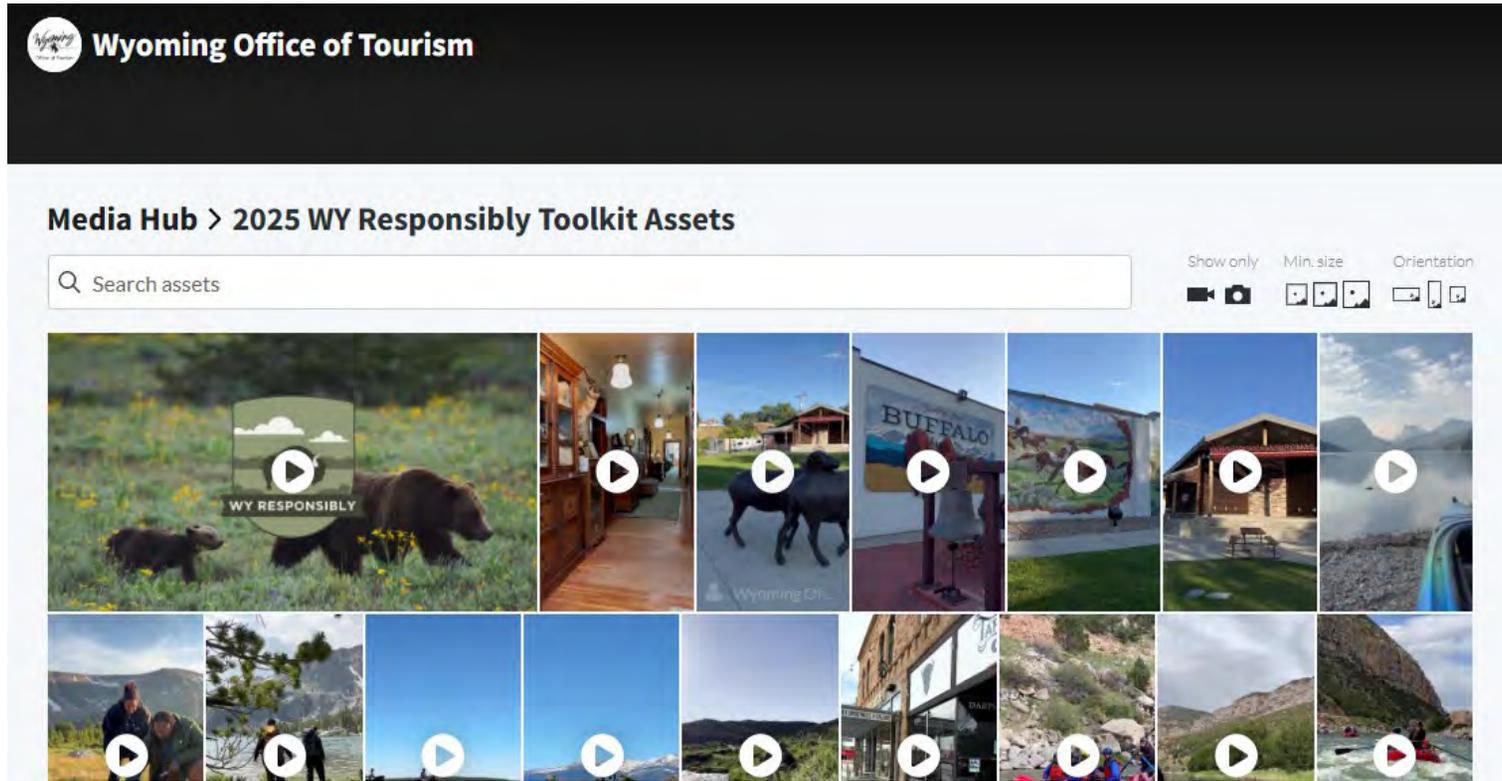
[Create your own email banner with Canva](#)

[Premade email banners can be found here](#)

[Learn how to create a free Canva account.](#)



MEDIA LIBRARY ASSETS



Elevate your WY Responsibly initiatives by exploring Wyoming's comprehensive Media Library, offering engaging b-roll, high-resolution photos, and a variety of other assets for social, email and more.

[Download Adventure Assets](#)

[Download Wildlife Assets](#)

[Download Community Assets](#)

VIDEO CREATION

YOUTUBE

As you build curated videos around travel tips, safety resource and more, email the YouTube link to wot-brandstudio@wyo.gov to be included on Travel Wyoming's WY Responsibly playlist.



WY Responsibly ▶ Play all
Be Informed. Be Smart. Be Prepared. In Wyoming, the adventure is always on. Luckily, there's a whole herd of ways to keep the pressure off our wild wonders and welcoming communities...

Video Title	Duration	Views	Time Ago
Get Some Selfie Control	1:01	124K views	7 months ago
Recreate Responsibly in Jackson Hole - Wildlife	1:24	1.6K views	3 years ago
True Wonder. That's WY. #WYResponsibly	0:31	4.1K views	4 years ago
WY Responsibly Ambassadors: Sara Evans...	0:50	1.3K views	3 years ago
WY Responsibly Ambassadors: Liz	1:25	1.6K views	3 years ago
WY Responsibly Ambassadors: Chad	1:06	880 views	3 years ago

Utilize this WY Responsibly reel to introduce your audience to responsible travel initiatives.

[Download Sample Reel](#)



HELP KEEP WYOMING WILD AND FREE.

*That's WY*TM

