

Take Care Tahoe COVID-19 Responsible Recreation

Background: Getting outside is important for mental and physical health, but right now it comes with special safety issues. These messages were created to encourage being especially responsible during outdoor recreation. Most importantly, they do not encourage outdoor recreation itself.

Two Options: Printable signs can be printed on a variety of materials and installed around trailheads, parking lots, and other visible locations. Social Media messages can be shared through any internet communication mode or website, and have paired captions if you wish to share on social media.

If you would like to print signs but do not have printing capabilities, please email info@takecaretahoe.org to place an order.

**Take
care.**

Printable Signs

Go big on distancing



Six feet, please. Even outdoors.
Please take care on trails and in parking lots too.

takecaretahoe.org #takecaretahoe

Take care.

1. Social Distancing

Expect Closures



Restrooms and parking lots may close unexpectedly.

takecaretahoe.org #takecaretahoe

Take care.

2. Facilities Closed

Go small or go home



It's the wrong time to push your limits.
Local hospitals are in limited operation.

takecaretahoe.org #takecaretahoe

Take care.

3. Reduce Risky Behaviors

Attention Humans

Social distancing applies to everyone.
Yes, this means you.



takecaretahoe.org #takecaretahoe

Take care.

4. Social Distancing ALT

Air Five!



Please step off the trail to maintain a six-foot distance when passing.

takecaretahoe.org #takecaretahoe

Take care.

5. 6-Foot Everywhere

No germs left behind



Now more than ever, please Leave No Trace.
Do whatever it takes to take whatever you brought.

takecaretahoe.org #takecaretahoe

Take care.

6. Leave No Trace

Pack it in, pack it out



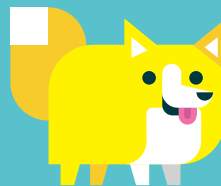
No germs... or anything else... left behind.
Do whatever it takes to take whatever you brought.

takecaretahoe.org #takecaretahoe

Take care.

7. Pack It In, Pack It Out

It's a beautiful day to stay in your neighborhood



It's okay to go out, but stay close to home...
And far from everyone else.

takecaretahoe.org #takecaretahoe

Take care.

8. Stay Local

Expect Closures



Tahoe will be here when this passes.
Restrooms and parking lots may close unexpectedly.

takecaretahoe.org #takecaretahoe

Take care.

9. Facilities Closed Tahoe

Social Media Messages

Go big on
distancing



takecaretahoe.org

1. Social Distancing

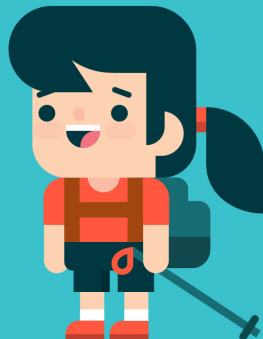
Expect Closures



takecaretahoe.org

2. Facilities Closed

Go small or
go home



takecaretahoe.org

3. Reduce Risky Behaviors

Check in
before you
go out



takecaretahoe.org

4. Stay Up to Date

Air Five!



takecaretahoe.org

5. 6-Foot Everywhere

No germs
left behind



takecaretahoe.org

6. Leave No Trace

Social Media Messages Cont.

Pack it in,
pack it out



takecaretahoe.org

7. Pack It In, Pack It Out

It's a beautiful day
to stay in your
neighborhood



takecaretahoe.org

8. Keep It Local



takecaretahoe.org

9. Stay Home if Sick

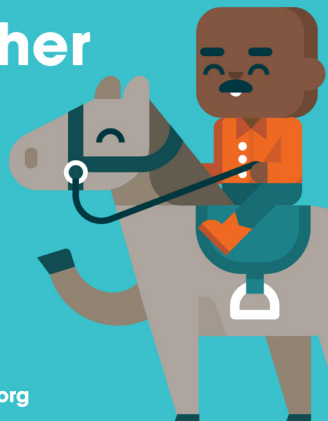
Let's go big
on caring for
each other



takecaretahoe.org

10. This Applies to Everyone

We're all in this
together



takecaretahoe.org

14. All Together

Staying Positive



takecaretahoe.org

12. Staying Positive

Social Media Captions:

1. **Social Distancing:** Six feet, please. Even outdoors. Please take care on trails and in parking lots too.
2. **Facilities Closed:** Tahoe will be here when this passes. For safety, recreation areas may close unexpectedly.
3. **Reduce Risky Behaviors:** It's the wrong time to push your limits. Local hospitals are in limited operation.
4. **Stay Up to Date:** Guidelines change pretty fast. If you don't stop and check local websites, you might miss one.
5. **6-Foot Everywhere:** I know your instinct is to give me a high five, but since we're all #socialdistancing a smile is fine :)
6. **Leave No Trace:** Now more than ever, please Leave No Trace. #nogermyleftbehind
7. **Pack It In, Pack It Out:** No germs... or anything else... Left behind.
8. **Keep it Local:** It's okay to go out, but stay close to home... and far from everyone else.
9. **Stay Home if Sick:** We have one job to do, let's do it well. Tahoe will be here when this is over, in the meantime, stay home.
10. **This Applies to Everyone:** We're all in this together. Please step off the trail to maintain the six-foot distance when passing.
11. **All Together:** But Separately. We all have our part to play during this crisis, even if its staying at home.
12. **Staying Positive:** Let's be real. It's easy to be a lake half empty kind of person right now, but let's choose hope.

Please use the hashtag #takecaretahoe in all social media posts, thank you.

Messages in Action

Printed Signs: You can add your logo to printed signs, just follow these guidelines.

Locking Up Logos

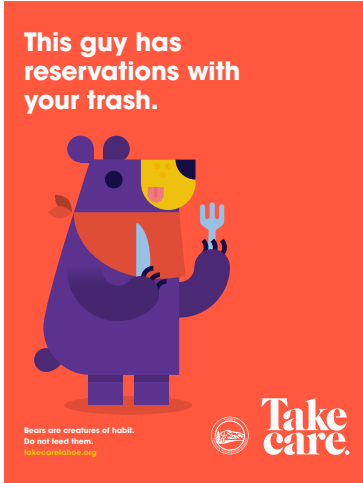
When locking up other logos with the Take Care logotype use monocholor versions in the same hue and shade.

To add your logo to finished layouts containing headlines and characters, scale the additional logo to 50% of the Take Care logotype. As a guide, use any four letters of the logotype and make the size of the new logo fit within their bounds.

Do not add other colors outside the Take Care palate, and do not add additional colors to existing artwork.

When aligning to the Take Care logotype use the following as outer bounds:

- Top of the "T"
- Bottom of the "r"
- Right to the "e"
- Left to the "c"

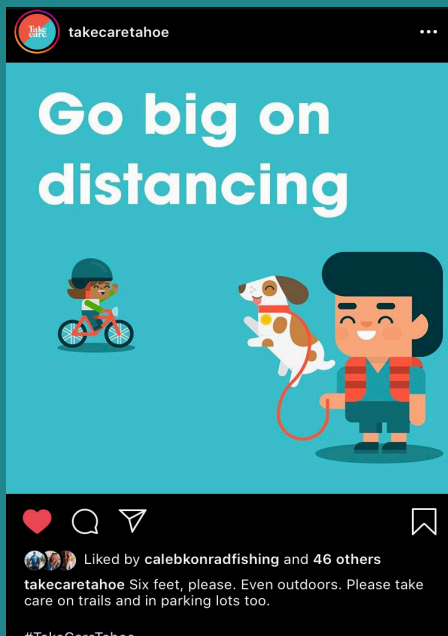


Proper alignment for vertical and horizontal lockup with the Take Care logotype:

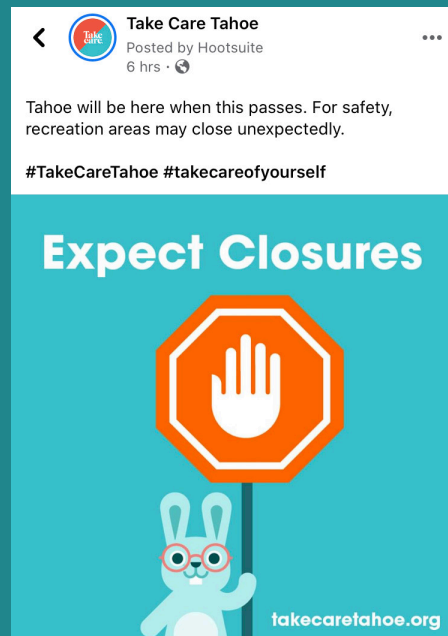


East Shore Trail

Social Media Examples:



Instagram



Facebook

