



**PUBLIC
LANDS
PLEDGE**

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OVERVIEW

Over the past several years, the outdoor recreation and conservation communities have been on the defensive. We've fought back against the Public Land Heist—both actual proposed transfers of public lands, and attempts to wrest control away from the public—and we've even managed to notch some significant wins like the passage of the John D. Dingell public lands package.

Our ability to protect our public lands and advance new priorities depends on a broadly engaged community, and a defensive posture is only sustainable for so long before the community becomes dispirited or exhausted. Particularly with the 2020 elections occupying a greater space in the public discourse, we have an opportunity right now to reframe the public lands conversation around a positive vision for the world we all want to live in. Rather than continue to rally overwhelmingly around a defensive agenda, we want to engage the community in an empowering conversation about the public lands system we want to see.

It's time for us to put lawmakers on their heels and make them accountable, not just for opposing the worst, but for working to make our public lands and waters—and the communities that depend on them—better places for all of us.

How to participate?

1. Sign the Pledge

Get your organization on board.

Contact Louis Geltman:

louis@outdooralliance.org

2. Share the Pledge

Use this toolkit to
engage your network.

The first way to participate is to sign the Pledge.

Please email **Louis Geltman** to confirm that your organization wants to sign on to the **Public Lands Pledge**: louis@outdooralliance.org.

It's important for all Outdoor Alliance member groups to be aligned on the Public Lands Pledge message. By signing the pledge, your organization will show its support for this positive, national message. Outdoor Alliance will promote your organization's involvement in the Pledge.

The second way to participate is to share the Pledge.

The Public Lands Pledge campaign will launch on November 4th.

Please consider sharing the **Pledge** with your networks on 11/4 (and beyond).

Link to: <https://www.outdooralliance.org/public-lands-pledge>

Use the hashtag **#publiclandspledge**

You can share your support for the Public Lands Pledge on social media by posting about your participation and encouraging others to sign the Public Lands Pledge. Provided in this document are links you can use to download logos, graphics, and suggested language for this purpose.

Other ways to participate:

- Mention the pledge in your newsletter or email communications
- Mention the pledge at events you host
- Share the pledge with your personal and professional networks (friends, family, and colleagues)

Why the Public Lands Pledge?

Our goal is to articulate a positive vision for the future of public lands in the same way that successful political candidates describe their visions for the future. By building a public groundswell around this vision, we can help shift the narrative around public lands and facilitate engagement on positive public lands policy. Our hope is that this narrative structure is broad enough to embrace the work of a wide swath of recreation and conservation organizations and help outdoor industry brands engage their customers around a positive and empowering vision of a better future.

How will the Pledge accomplish this?

The pledge is a way for people to express their support for our community's shared vision. We'll take this vision to policy makers, helping to demonstrate the depth of support for recreation and conservation. By signing the pledge, individuals should also internalize a more cohesive sense of the future our community aspires towards and be more prepared to take action on discrete issues, both positive and defensive.

What's next?

Our goal is to collect the signatures of 10,000+ individuals, organizations, and brands that care about outdoor recreation. Outdoor Alliance will then deliver these comments to decision-makers in Washington D.C. in early 2020.

We'll use this narrative around a positive vision for public lands to support our work around positive recreation policy, new protective designations, and stronger environmental protections through 2020. We'll also be bringing members of our community to D.C. to lobby around this vision in June 2020, and we'll keep you in the loop with opportunities to be involved.

LOGO

The Public Lands Pledge logo is created from the font: Nexa Rust Sans Black with modified spacing. Do not attempt to recreate the logo. Always use the logo files that have been supplied with this style guide.

Download Logos [HERE](#)



Website, Blog Posts, Publications, Newsletter, Email Stamp, Banners, Facebook Avatar



One-color versions of the logo should only be used when printing materials in one color or as photo overlays for social media

CREATIVE ASSETS & EXAMPLES

Whether you're supporting the pledge through social media, email, or other channels, we've made it easy for you to access any of the visuals and copy you'll need.

Download campaign visual files [HERE](#)

Download campaign photos [HERE](#)

Download suggested language [HERE](#)

Please include the hashtag **#publiclandspledge** in all social media posts.

Below is a sample social media post that combines campaign visuals and language. All the assets you need to easily create your own can be found in the folders linked to above.



As paddlers we value the waterways we navigate and the air we breathe. We are not alone —91% of Americans believe Congress should demonstrate leadership to promote clean energy and protect our air and water. Are you with us? Stand Up for Public Lands today (Link in profile.)

**#publiclands #publiclandspledge #protectpubliclands #paddleamerica #paddlers
#getoutside**

CREATIVE ASSETS & EXAMPLES

We've developed sport-specific language for those passionate about different outdoor activities. Feel free to share the example images found in the visual files folder or create your own using the vector files provided.



The graphics below can be downloaded from the campaign logos folder and used to create your own image overlays such as the example shown here.

Stand Up
Stack Logo



Sport Specific
Logo



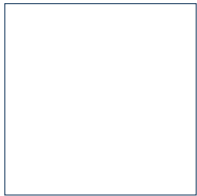
COLORS



RED
PANTONE 18-1655 TCX
CMYK 17, 98, 98, 7
RGB 190, 40, 45
HEX be282d

This palette includes the patriotic colors red, white, and blue. These colors represent the fact that public lands are a treasure that all Americans, regardless of political affiliation, care about and must act to protect. It also speaks to the need for political action to protect our public lands for future generations.

Download ASE color swatch [HERE](#)



WHITE
PANTONE N/A
CMYK 0, 0, 0, 0
RGB 250, 250, 250
HEX ffffff



RED
PANTONE 19-40v29
CMYK 71, 42, 0, 64
RGB 33, 61, 95
HEX 213d5f

FONTS

TITLES & HEADLINES

BRANDON GROTESQUE BLACK

12 PT FONT / AUTO LEADING

UPPER CASE

PUBLIC LANDS PLEDGE BLUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Body Copy

Source Sans Light

12 pt font / auto leading

Upper/Lower Case

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Credit Lines

Source Sans Regular

9 pt font / auto leading

Upper/Lower Case

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Download Fonts [HERE](#)