



# Use of the *Are you Colo-Ready?* brochure

## Guidelines for customization by partners

### Overview

The Colorado Tourism Office (CTO) and the Leave No Trace Center for Outdoor Ethics have partnered to create the Care for Colorado Principles, which are shared in a new brochure titled *Are You Colo-Ready?* aimed at encouraging visitors to be good stewards of the places they visit in Colorado. The brochure also includes winter and summer packing advice along with other fun tips on traveling in Colorado. (See it at [colorado.com/coloready](https://colorado.com/coloready).)

This engaging brochure is available at all 10 Colorado Welcome Centers and on Colorado.com. Based on requests from numerous partners, the CTO also is willing to share the brochure template with Colorado destination marketing organizations at no charge. The CTO also will make the brochure template available to nonprofit organizations that join in a formal strategic partnership with CTO and Leave No Trace to promote good stewardship of Colorado resources.

### Customizing the Brochure for your Destination

If you are interested in customizing and printing the brochure for use in your own destinations (and at the expense of your organization), please refer to this list of elements that can be updated:

- The *Denver Shorthand* section can be revised to reflect your destination's unique local lingo. The limit is three terms with an average of 14 words per term.
- Two items in the *Colorado Packing List* can be updated with up to 20 words for the name and information about the items.
- Information about your destination's altitude can be amended in the *Act Like a Local* section.
- Requests for other changes can be discussed with the Miles team.

**Miles Partnership will provide an estimate of the cost of design changes — to be covered by your organization — upon request.** Please be aware that all changes to the brochure are subject to review and approval by the CTO and Leave No Trace. The Care for Colorado Principles must be included and may not be altered without permission of CTO and Leave No Trace.

### Customizing the Brochure for your Nonprofit Organization

The brochure also is available for customization by statewide tourism-based, nonprofit organizations interested in sharing responsible tourism messages with their membership or guests. Access to the brochure template is one of the benefits of entering into a free strategic partnership with the CTO and Leave No Trace. For more information about this opportunity, please contact Kaiti Jacobson, Manager of Industry Partnerships, at [kaiti.jacobson@state.co.us](mailto:kaiti.jacobson@state.co.us).



## Printing

The CTO brochures are printed on RELEAF paper. RELEAF is a program that replants trees to replace those used in the creation of paper. For printing costs (effective July 1, 2018, and subject to change), please see the chart below. NOTE: Costs do not include shipping. Costs of printing on traditional paper are provided to highlight the slight additional cost of participating in the RELEAF paper program.

	RELEAF Paper	Traditional Paper
500	\$ 367.15	\$ 352.15
1000	\$ 551.50	\$ 536.50
1500	\$ 711.54	\$ 696.54

## Getting Started

If you are interested in customizing the ***Are You Colo-Ready?*** brochure, please contact [Laura.Libby@MilesPartnership.com](mailto:Laura.Libby@MilesPartnership.com).