



Lake Tahoe’s stunning natural environment has been a magnet for curious explorers for generations now. In an effort to encourage visitors and residents alike to impact Lake Tahoe in a positive way, the **Make a Clear Difference** campaign was developed, which includes actionable steps everyone can take to help preserve the Lake Tahoe region for future generations. The goal of the campaign is to support the environment and economy, including our local business community. From asking people to pick up their trash, shop local, keep their distance from wildlife, stay on trails, be fire safe and more, the North Lake Tahoe Marketing Cooperative is driving stewardship throughout the region.

PARTNER TOOLKIT

SOCIAL MEDIA

Social media platforms are an impactful way to reach your audience with this campaign. If you post about **Make a Clear Difference**, be sure to capitalize the phrase (*Make a Clear Difference*, not *make a clear difference*) and use the following hashtags:

#NorthLakeTahoe #MakeAClearDifference



@TahoeNorth



@TahoeNorth



@TahoeNorth



GoTahoeNorth



@NorthLakeTahoe



TahoeNorth

RESOURCES

Logos

Several lockups were developed, with one being the primary logo and the others being secondary versions. They should never be stretched or modified in any manner. Use only supplied logos.

The **primary logo** should be utilized whenever possible for optimal communication of the program. It is available in full-color and one-color black and white versions.

Secondary logos may be utilized when it is not possible to use the primary logo due to sizing and/or format limitations. These logos are available in full-color and one-color black and white versions.



Primary Logo



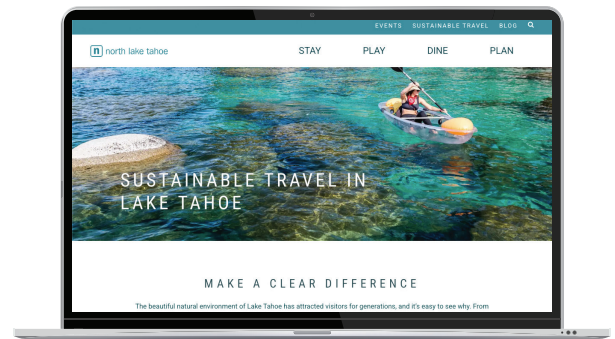
Secondary Horizontal Logo



Secondary Seal

Website Landing Page

You can visit the landing page for the **Make a Clear Difference** campaign at GoTahoeNorth.com/Sustainable-Travel. We suggest linking to this whenever you mention the campaign in an online setting. This page houses information on specific, actionable steps visitors and residents are encouraged to take, provides information on our partners in stewardship efforts and more.



Printable Flyer

A **Make a Clear Difference** printable flyer is also available. Please do not edit or distort.



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