

LOOK OUT FOR ME

TOOLKIT

A Maine Initiative for Responsible Recreation





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ABOUT THE PROGRAM



The COVID-19 pandemic has inspired more people than ever before to explore all the forests, mountains and coastlines that make Maine uniquely Maine. It's natural that newcomers to outdoor adventure—from hiking and camping to snowshoeing and snowmobiling—might not know the ins-and-outs of responsible recreation.

That's why we've developed the **Look Out for ME** initiative. Our goal is to ensure that visitors and residents alike venture out safely and responsibly, with a great respect for the land we all love and cherish. And we're hoping you can help us spread the word about how we can all do our part to protect Maine's natural resources for generations to come.

To do that, we've created a downloadable **Look Out for ME** messaging toolkit containing assets that can be used in both your digital communications and physical spaces, including:

- Initiative logos
- Social media posts and images for your social channels
- Printable posters to hang on-site
- A program explanation and badge to add to your website
- A program introduction to email to your clients

LOGO USAGE

Look Out for ME uses a simple and friendly logo to help create consistency for the initiative. Use these logo options to help spread the message on your digital and print materials.

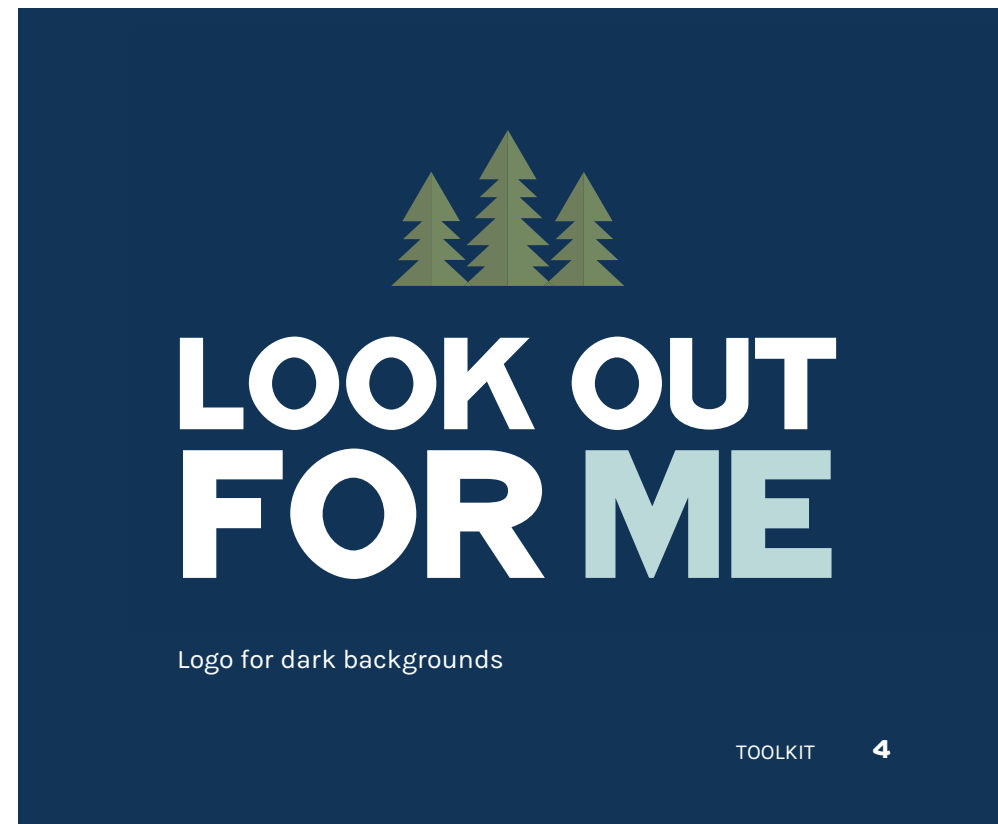
Here's how:

- Use the Primary Logos (#1) unless you are placing the logo on a dark background.
- Use the .PNG image file for a transparent background. Use the .JPG image file for a solid color background.
- Do not alter the logos in any way.
- Do not place other text or images directly next to, or on top of the logo.
- This toolkit supplies examples of logo sizing on digital and print materials.

[DOWNLOAD ASSETS HERE](#)



Primary Logo



Logo for dark backgrounds

LOOK OUT FOR ME POSTER

Print a poster and remind everyone to **Look Out for ME**.

Here's how:

Step 1. Choose a poster size.

Step 2. Add your logo or URL to the designated space.

Use Microsoft Word for Word doc, and Adobe Acrobat for PDF.

Step 3. Print poster.

Step 4. Hang in storefront windows, public bulletin boards, etc.

[DOWNLOAD ASSETS HERE](#)

8.5 X 11



11 X 17



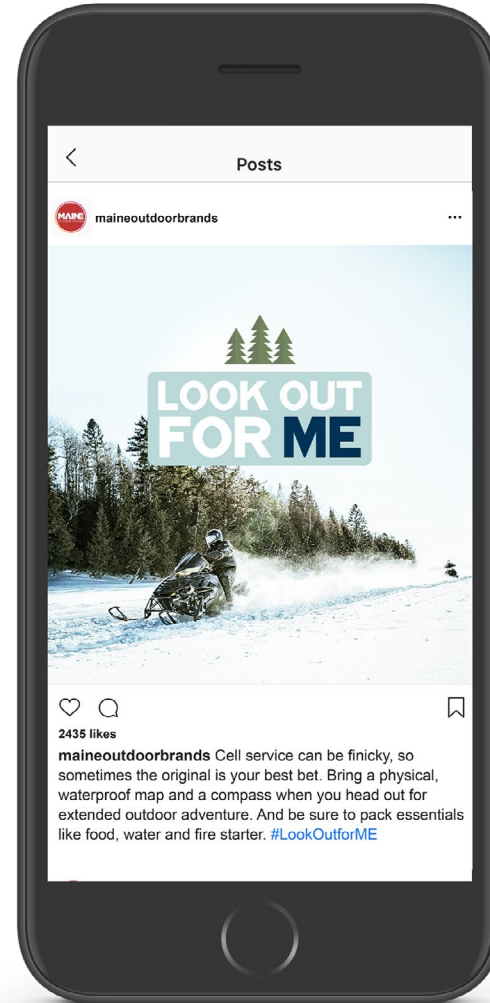
SOCIAL MEDIA

Let's **Look Out for ME** on your social channels. Along with corresponding images, this document contains pre-written social media posts that contain key messages of the Look Out for ME initiative. Whether you utilize Instagram, Facebook, or Twitter, these social media posts will help visitors and residents alike recreate responsibly in Maine.

Here's how:

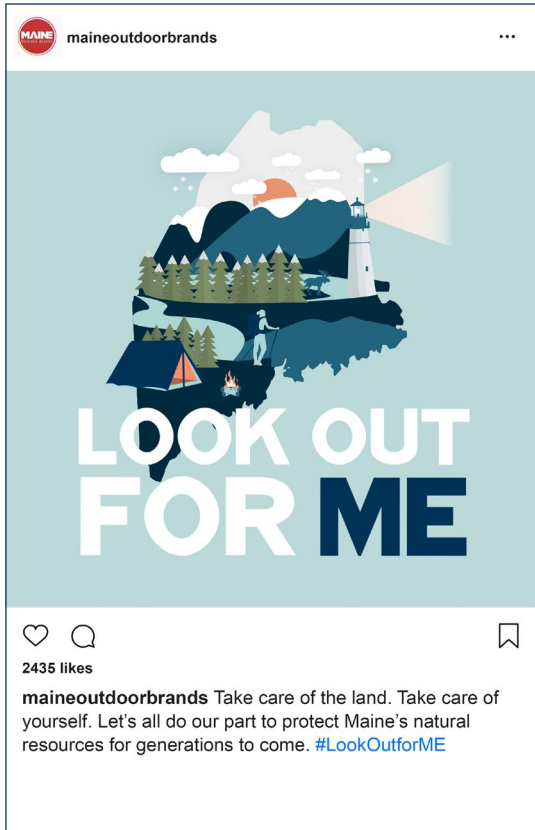
- Step 1. Choose desired message.
- Step 2. Find the image labeled with the corresponding number in the downloaded folder.
- Step 3. Copy text from desired messaging.
- Step 4. Upload image to your post.
- Step 5. Paste copy.
- Step 6. Post!

[DOWNLOAD ASSETS HERE](#)

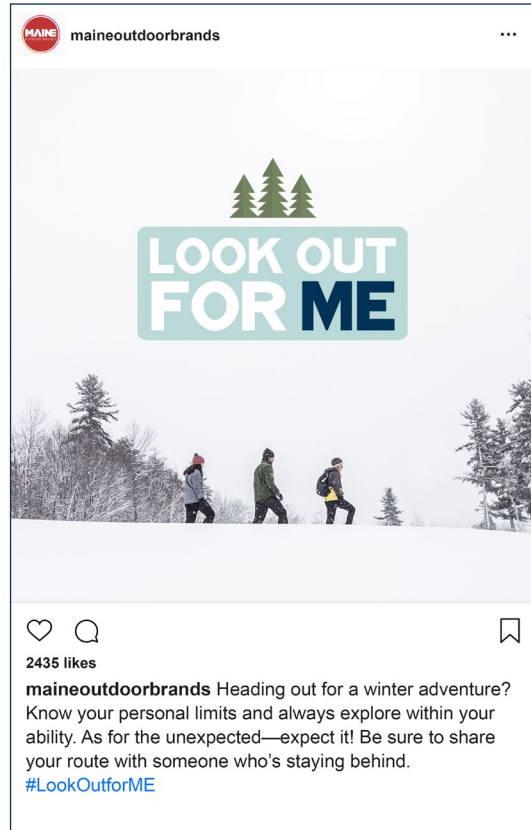


SOCIAL MEDIA

#1: Introduce the initiative to your followers



#2: Encourage people to plan ahead



#3: Encourage recreationist to bring a compass & maps



SOCIAL MEDIA

#4: Help keep hikers & explorers on proper trails & roads

MAINE maineoutdoorbrands

STICK TO ESTABLISHED TRAILS & ROADS

LOOK OUT FOR ME

2435 likes

maineoutdoorbrands [Insert your favorite local trail system or hike here] is one of our favorite places to hike. Help us preserve its magic for generations to come by sticking to the established trails and roads. It's just one of the ways we can all [#LookOutforME](#)

#5: Encourage people to visit popular places at non-peak times

MAINE maineoutdoorbrands

AVOID PEAK HOURS

LOOK OUT FOR ME

2435 likes

maineoutdoorbrands Our favorite spots feel even more special when it seems like we have them all to ourselves. If you can swing it, avoid the crowds at your favorite Maine trails and parks by avoiding the peak hours in the middle of the day. [#LookOutforME](#)

#6: Encourage people to keep Maine clean

MAINE maineoutdoorbrands

KEEP IT CLEAN

LOOK OUT FOR ME

2435 likes

maineoutdoorbrands Maine's mountains, forests and coastlines are pretty easy on the eyes. Help us keep them that way. If you pack it in, pack it out. That includes biodegradables like apple cores and banana peels. Bring bags for pet waste, too! [#LookOutforME](#)

WEBSITE MATERIALS



Introduce visitors to your site to the **Look Out for ME** initiative with the messaging below.

Here's how: Simply copy and paste the messaging below onto your website. Add the logo above or to the left of the website text to strengthen your messaging.

Take care of the land. Take care of yourself. We're a partner of the Look Out for ME initiative to provide guidelines, tips and resources for your next Maine adventure. Let's all do our part to protect Maine's natural resources for generations to come.

Optional Button Text: Learn More

URL: LookOutforME.com

[DOWNLOAD ASSETS HERE](#)



OUR STORY

The Great State of Maine, 3,500 miles of pristine coastline, rugged mountains and unspilled wilderness in between. Often described as a four-season haven for outdoor adventurers of all abilities, it's no wonder why dozens of outdoor brands have opted to call Maine home. But while Maine's reputation for Yankee ingenuity and stubborn practicality serve start-up brands well, attaining scale in a global market can be a significant challenge. Like climbing Katahdin in the middle of winter, there's no easy path to the top. And so, in that spirit, we created Maine Outdoor Brands.

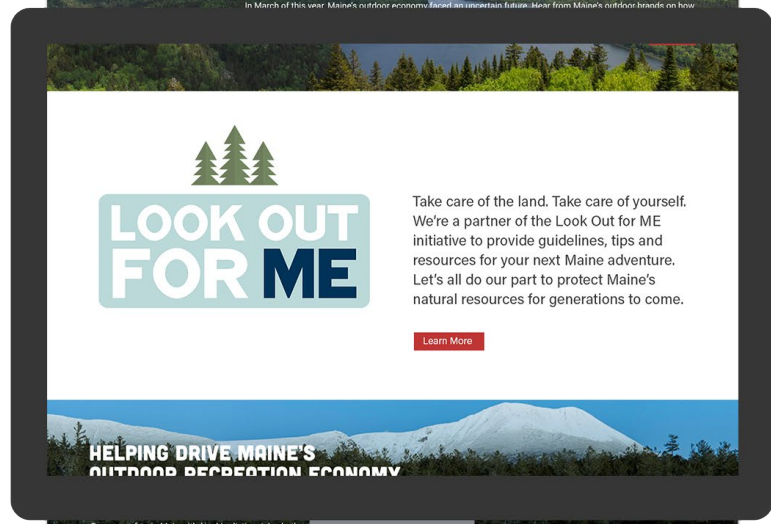
[Join Now](#)



NOW STREAMING

Making it in Maine: Resilience Through the Pandemic

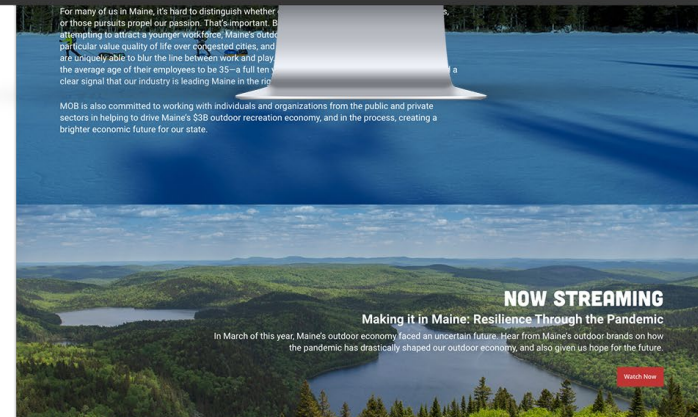
In March of this year, Maine's outdoor economy faced an uncertain future. Hear from Maine's outdoor brands on how



HELPING DRIVE MAINE'S OUTDOOR RECREATION ECONOMY

For many of us in Maine, it's hard to distinguish whether or those pursuits propel our passion. That's important. But attempting to attract a younger workforce, Maine's outdoor particular value quality of life over congested cities, and at a uniquely able to blur the line between work and play the average age of their employees to be 35—a full ten clear signal that our industry is leading Maine in the re

MOB is also committed to working with individuals and organizations from the public and private sectors in helping to drive Maine's \$3B outdoor recreation economy, and in the process, creating a brighter economic future for our state.



NOW STREAMING

Making it in Maine: Resilience Through the Pandemic

In March of this year, Maine's outdoor economy faced an uncertain future. Hear from Maine's outdoor brands on how the pandemic has drastically shaped our outdoor economy, and also given us hope for the future.

[Watch Now](#)



PARTNER EMAIL

Introduce your email recipients to the **Look Out for ME** initiative with the messaging below.


Here's how: Simply copy and paste the text messaging below into your next newsletter. Place the image supplied before the email text to strengthen your messaging.

Email Text:

We're a partner of the Look Out for ME initiative to provide guidelines, tips and resources for your next Maine adventure. Our goal is to ensure that you can venture out safely and responsibly, with a great respect for the land we all love and cherish.

Let's all do our part to protect the state's abundant natural resources for generations to come. Learn more at LookOutforME.com.

[DOWNLOAD ASSETS HERE](#)



**ADVENTURE LOCAL
MAINE**
DISCOVERING MORE OF ME

**LOOK OUT
FOR ME**

Look Out For Me

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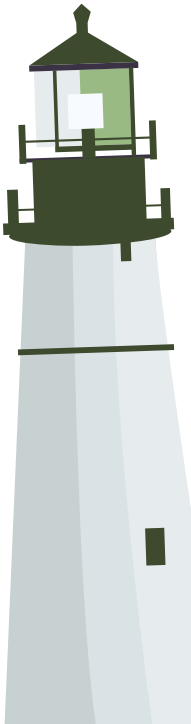
Let's all do our part to protect the state's abundant natural resources for generations to come. Learn more at LookOutforME.com.

LET'S ALL

HELP PRESERVE TOMORROW TODAY

THANKS!

For questions about the Look Out for ME initiative, please contact:
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Email: carolann.ouellette@maine.gov - Phone: 207-624-9824



Maine
VISITMAINE.COM

