



# Travel Safe - Toolkit

It is in our nature to be wild and free. And to do so safely, it is important that we all act and adventure responsibly. At the Wyoming Office of Tourism, the wellbeing of our residents and visitors is our greatest priority. During times when public health is at risk, we must ask that all travelers and locals respect the health and safety recommendations that have been implemented to ensure collective wellness. By adventuring responsibly, we can maintain Wyoming as a wide-open safe haven and source of inspiration. When travel businesses, residents and travelers all do their part, visitors can **Travel Responsibly**.

# Travel Safe - Toolkit

INCLUDED IN THIS TOOLKIT ARE:

- Industry Poster
- Branded Industry Poster
- Social Media Frame
- Digital Ads

As Wyoming continues to advocate for “WY Responsibly,” Traveling safely will be dedicated to educating the public on the value travel holds for our economy, business and personal well-being. We invite you to join us in our efforts to promote and advocate the importance Wyoming serves as a wide-open inspiration and safe haven for so many. When you wear a mask in Wyoming, your protecting our visitors and our state. Helping everyone adventure responsibly.

[Download All Files](#)



# Travel Safe - Industry Poster

[Download File](#)



**WEAR A MASK.  
KEEP WYOMING SAFE.**

Wyoming serves as a wide-open inspiration and safe haven for so many. Let's keep it that way.

When you wear a mask in Wyoming, you're protecting our visitors and our state.

Helping everyone adventure responsibly.

**TRAVELWYOMING.COM/WY-RESPONSIBLY**

*That's*  
**WY**

# Travel Safe - Branded Industry Poster

[Download File](#)

## WE'RE COMMITTED TO YOUR SAFETY.



### CLEAN

Wash your hands.  
Sneeze into your elbow,  
not your hands.



### CAREFUL

Wear a mask or cloth  
covering and practice  
social distancing.



### CONNECTED

Stay informed with the  
most up-to-date info at  
TravelWyoming.com.

---

## HERE'S HOW WE'RE DOING OUR PART

BUSINESS NAME

Customize this text box with the measures your business is taking.

Clean—How are you stepping up your sanitization and hygiene to protect your staff and customers?

Careful—How are you enabling social distancing and otherwise being mindful as a business?

Connected—How are you helping people stay informed before, during and after their visit?

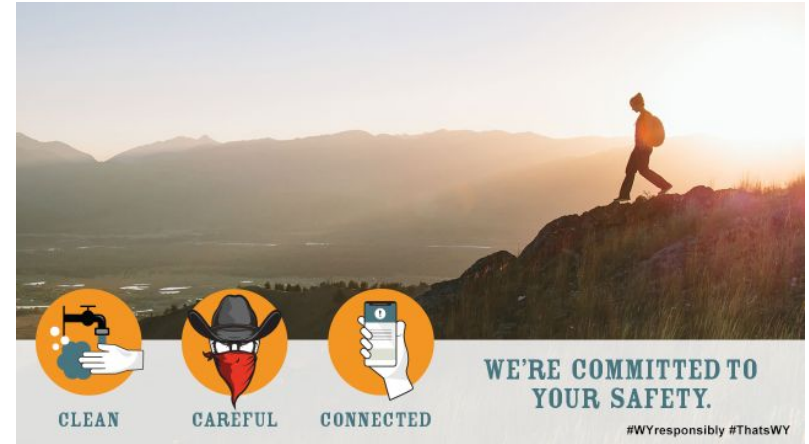
---

BY ACTING RESPONSIBLY, WE CAN MAINTAIN WYOMING  
AS A WIDE-OPEN SAFE HAVEN.

*That's*  
**WY**

# Travel Safe - Social Media Frame

[Download File](#)



How to use the customizable graphic: Open in Adobe Photoshop and drag in your unique picture. Place it underneath the main graphic so it becomes the file's bottom layer. Then, save your work and export as a JPG or PNG file.

# Travel Safe - Digital Ads

[Download Files](#)

Have space on your website or within an ad exchange platform? Plug in any of these pre-designed units to use during the reopening phase, or in rotation with other placements over the next few months as visitors ease back to traveling. Available in two IAB units: 300x250 and 728x90.





FOR MORE INFORMATION CONTACT:

**Amy Larsen**

Industry Relations Manager

307-777-6706

E-MAIL AMY