Grand Teton National Park - Bear Safety Brochure

Complete Content Guide for Trifold Brochure

FRONT PANEL (Cover)

Eye-catching entrance panel

Header

BEAR SAFETY Grand Teton National Park

Tagline

Your Safety. Their Home. Essential Tips for Safe Wildlife Encounters

Visual Elements

- Primary Image: Dramatic photo of Grand Teton mountains with a bear silhouette
- Logo: National Park Service arrowhead logo
- Color Scheme: Forest green, mountain blue, warning orange accents

Key Visual Hook

Large Bold Text: "STAY SAFE IN BEAR COUNTRY"

INSIDE LEFT PANEL

Prevention & Preparation

Section Title

BEFORE YOU HIKE Be Prepared, Stay Alert

Content

Carry Bear Spray

- EPA-approved bear spray (7.9 oz minimum)
- Keep within arm's reach not in your pack
- Practice using before your trip
- Check expiration date

Make Noise

- Talk loudly, clap hands, call out
- Bears usually avoid humans if they hear you coming
- Be extra loud near streams, dense vegetation

• Travel in groups when possible

Food Storage

- Use bear canisters or hang food properly
- Store ALL scented items (toothpaste, soap, trash)
- Cook and eat away from sleeping areas
- Clean up immediately after meals

Know the Signs

- Fresh tracks, scat, or claw marks
- Overturned rocks or logs
- Torn-up ground or vegetation
- Strong animal odors

INSIDE CENTER PANEL

During an Encounter

Section Title

15 IF YOU SEE A BEAR Stay Calm, Act Smart

Content

DO NOT RUN

- Bears can run 35+ mph
- Running triggers chase instinct
- Back away slowly while facing the bear

Make Yourself Known

- Speak in calm, loud voice
- Wave your arms slowly
- Make yourself appear larger
- Avoid direct eye contact

If Bear Approaches: 1. DEFENSIVE POSITION

- Get your bear spray ready
- Remove safety clip
- · Aim slightly downward

2. DEPLOY BEAR SPRAY

- When bear is 30 feet away
- Create a wall of spray
- Spray for 6-8 seconds
- · Back away immediately

3. IF ATTACKED

- Play dead if defensive attack
- Lie on stomach, protect neck
- Fight back if predatory attack
- Use any available weapon

INSIDE RIGHT PANEL

Types of Bears & Identification

Section Title

Q KNOW YOUR BEARS Black Bears vs Grizzly Bears

Content

BLACK BEARS

- Smaller: 200-300 lbs
- Straight facial profile
- Tall, pointed ears
- No shoulder hump
- Colors: black, brown, cinnamon

GRIZZLY BEARS

- Larger: 400-600 lbs
- Dished facial profile
- Small, round ears
- Prominent shoulder hump
- Colors: blonde to dark brown

BEHAVIOR DIFFERENCES

- · Black bears often climb trees
- Grizzlies rarely climb as adults
- Both can be aggressive protecting cubs/food
- Most bears avoid human contact

CUBS = DANGER

- Never approach or feed any bear
- Mother bears extremely protective
- Cubs may appear alone but mother nearby
- Back away immediately if you see cubs

BACK LEFT PANEL

Emergency Information

Section Title

EMERGENCY CONTACTS When Every Second Counts

Content

IMMEDIATE EMERGENCY Call 911

Grand Teton National Park Emergency: (307) 739-3300 24-Hour Dispatch

Park Rangers Non-Emergency: (307) 739-3399

Medical Emergency St. John's Medical Center Jackson, WY: (307) 733-3636

Report Bear Encounters All encounters must be reported Help us keep everyone safe

Nearest Ranger Stations:

Jenny Lake: (307) 739-3343
Colter Bay: (307) 739-3594
Flagg Ranch: (307) 543-2372

BACK CENTER PANEL

Additional Safety Tips

Section Title

⚠ CRITICAL REMINDERS Small Actions, Big Difference

Content

CAMPING SAFETY

- Store food in bear boxes provided
- Keep a clean campsite
- Never feed wildlife
- Dispose of trash properly

HIKING TIPS

- Hike during daylight hours
- Stay on designated trails
- Check trail conditions with rangers
- Carry first aid supplies

PHOTOGRAPHY

- Use telephoto lenses
- Maintain 100-yard distance from bears

- Never approach for a closer shot
- Respect wildlife and their space

SEASONAL AWARENESS

- Spring: Bears emerging from hibernation
- Summer: Peak activity, berries ripening
- Fall: Bears preparing for winter
- Late fall: Most aggressive behavior

BACK RIGHT PANEL

Park Information & Credits

Section Title

▲ GRAND TETON NATIONAL PARK Protecting Wildlife Since 1929

Content

VISITOR CENTERS

- Craig Thomas Discovery Center
- Jenny Lake Visitor Center
- Colter Bay Visitor Center
- Flagg Ranch Information Station

PARK WEBSITE www.nps.gov/grte

BEAR SPRAY LOCATIONS Available for purchase at:

- Park visitor centers
- Jackson area outdoor stores
- Some lodging facilities

PARK FEES & PERMITS

- 7-day pass: \$35
- Annual park pass: \$70
- America the Beautiful Annual Pass: \$80

LEAVE NO TRACE

- · Pack out all trash
- Stay on trails
- Respect wildlife
- Camp only in designated areas

FOR MORE INFORMATION

Download the NPS app

- Follow @GrandTetonNPS
- Join ranger programs

Photo Credits:

- Mountain landscape: Unsplash/John Smith
- Bear images: NPS Photo Library
- Hiking photos: Unsplash/Wildlife Collection

DESIGN SPECIFICATIONS

CRAP Design Principles Applied:

CONTRAST

- Bold headers vs. body text
- Orange warning boxes for critical info
- Green nature colors for general tips
- High contrast black text on light backgrounds

REPETITION

- Consistent font hierarchy
- Repeated color scheme throughout
- Same icon style for section headers
- Uniform spacing and margins

ALIGNMENT

- Left-aligned body text for readability
- · Centered headers and titles
- Consistent margins on all panels
- Aligned contact information

PROXIMITY

- Related information grouped together
- White space separating different topics
- · Emergency info clustered in one panel
- Similar tips grouped by activity type

Color Palette:

- **Primary Green**: #2d5a27 (forest/park service)
- Secondary Blue: #4a90a4 (mountain/sky)
- Warning Orange: #ff6b35 (alerts/emergency)
- Accent Gold: #ffd23f (highlights)
- Text Black: #2c2c2c
- Background White: #ffffff

Typography Recommendations:

- **Headers**: Bold sans-serif (Montserrat, Arial Black)
- **Body Text**: Clean sans-serif (Open Sans, Calibri)
- **Emergency Info**: Bold, larger size
- Fine Print: Smaller but still readable

Image Requirements:

- 1. Front Cover: Dramatic Grand Teton landscape with bear
- 2. Inside Panels: Bear identification photos (black bear vs grizzly)
- 3. Back Panel: Park scenery, visitors hiking safely
- 4. **Icons**: Bear spray, backpack, warning symbols
- 5. Logo: Official National Park Service arrowhead

Folding Instructions:

- Standard trifold: fold left panel inward, then right panel over
- Finished size: approximately 4" x 9" (pocket-friendly)
- Print size: 12" x 9" (before folding)

This content is designed to be imported into any design program (Canva, Word, InDesign) to create a professional trifold brochure that meets all project requirements.