

# Grand Teton National Park - Bear Safety Brochure Content

---

## Complete Trifold Design Layout

---

### FRONT PANEL (Cover/Outside Left)

---

#### STAY BEAR AWARE

Grand Teton National Park

##### **Your Safety is Our Priority**

[IMAGE SUGGESTION: Stunning photo of a black bear or grizzly bear in Grand Teton landscape - mountain backdrop]

*Image Credit: Unsplash - Large, eye-catching bear photo*

---

### INSIDE LEFT PANEL

---

#### KNOW YOUR BEARS

Two Species Live Here

##### **BLACK BEARS**

- Smaller (200-400 lbs)
- Various colors: black, brown, cinnamon
- Straight facial profile
- Pointed ears
- Short, curved claws

[IMAGE SUGGESTION: Close-up photo of a black bear]

*Source: Unsplash - Clear identification photo*

##### **GRIZZLY BEARS**

- Larger (300-600 lbs)
- Brown with grizzled tips
- Dished facial profile
- Rounded ears
- Long, straight claws
- Prominent shoulder hump

[IMAGE SUGGESTION: Profile photo of grizzly bear showing shoulder hump]

Source: *Unsplash* - Side profile showing distinctive features

## BEAR ACTIVITY SEASONS

**Spring (March-May):** Bears emerge hungry

**Summer (June-August):** Peak activity, berry season

**Fall (September-November):** Preparing for hibernation

---

## INSIDE CENTER PANEL

---

### PREVENT ENCOUNTERS

#### BE BEAR SMART

##### IN CAMP

- ✓ **Store ALL food, toiletries, and scented items in bear boxes**
- ✓ **Cook and eat 100+ yards from sleeping area**
- ✓ **Clean up immediately after meals**
- ✓ **Never feed bears - it's illegal and dangerous**
- ✓ **Keep a clean campsite**

##### ON TRAILS

- ✓ **Make noise - talk, clap, call out**
- ✓ **Travel in groups of 3 or more**
- ✓ **Carry bear spray and know how to use it**
- ✓ **Stay on designated trails**
- ✓ **Be extra cautious at dawn and dusk**

[IMAGE SUGGESTION: Hikers on trail with bear spray visible]

Source: *Unsplash* - Group hiking safely

#### WHAT NOT TO DO

- X Run (triggers chase response)
  - X Feed bears (creates dangerous behavior)
  - X Leave food unattended
  - X Approach bears for photos
  - X Hike alone
- 

## INSIDE RIGHT PANEL

---

### IF YOU ENCOUNTER A BEAR

## STEP 1: STAY CALM

- Do not run
- Avoid direct eye contact
- Back away slowly
- Make yourself appear large

## STEP 2: GIVE BEARS SPACE

- Stay 100+ yards away
- If bear approaches, use bear spray when bear is 30 feet away
- Speak in calm, firm voice
- Leave the area by detouring widely

## STEP 3: IF ATTACKED

### **DEFENSIVE ATTACK (surprised bear):**

- Play dead
- Lie face down, protect neck with hands
- Stay still until bear leaves area

### **PREDATORY ATTACK (stalking behavior):**

- Fight back with everything you have
- Aim for face and nose
- Use rocks, sticks, bear spray

[IMAGE SUGGESTION: Bear spray demonstration or proper storage techniques]

Source: *Unsplash* - Safety equipment

---

# OUTSIDE CENTER PANEL (Back Cover)

---

## EMERGENCY CONTACTS

 EMERGENCY: 911

## GRAND TETON NATIONAL PARK

**Visitor Information:** (307) 739-3300

**Emergency Dispatch:** (307) 739-3300

## TETON COUNTY SEARCH & RESCUE

**(307) 733-2331**

## BEAR INCIDENT REPORTING

**Report ALL bear encounters**  
**(307) 739-3393**

## BEAR SPRAY TIPS

- ✓ Carry on outside of pack for quick access
- ✓ Check expiration dates
- ✓ Practice using (with inert trainer)
- ✓ Effective range: 15-30 feet
- ✓ Creates 6-8 second spray cloud

## FOOD STORAGE LOCATIONS

- **All Campgrounds:** Bear boxes provided
- **Backcountry:** Hang food 12+ feet high, 6+ feet from tree trunk
- **Day Use:** Never leave food in vehicles

[IMAGE SUGGESTION: Proper bear box usage or food hanging technique]

Source: *Unsplash* - *Camping safety*

---

## OUTSIDE RIGHT PANEL

---

### PROTECT OUR BEARS

#### BE A RESPONSIBLE VISITOR

##### "A Fed Bear is a Dead Bear"

When bears become habituated to human food:

- They lose their natural fear of humans
- They become aggressive and dangerous
- They must be relocated or euthanized

#### YOUR ACTIONS MATTER

Every visitor plays a crucial role in bear conservation and human safety.

#### VISIT RESPONSIBLY

- Follow all regulations
- Respect wildlife viewing distances
- Keep Grand Teton wild for future generations

## LEARN MORE

**Website:** [nps.gov/grte](https://nps.gov/grte)

**Social Media:** @GrandTetonNPS

## Visitor Centers:

- Craig Thomas Discovery Center
- Jenny Lake Visitor Center
- Colter Bay Visitor Center

**Download our app:** NPS Grand Teton

[IMAGE SUGGESTION: Beautiful Grand Teton landscape with wildlife]

Source: *Unsplash - Inspiring park scenery*

---

## DESIGN SPECIFICATIONS (CRAP PRINCIPLES)

### CONTRAST

- Bold, large headers in dark colors
- Emergency info in red/urgent colors
- Icons and bullet points for easy scanning
- High contrast text on light backgrounds

### REPETITION

- Consistent fonts throughout (2-3 font families max)
- Repeated color scheme (park green, browns, emergency red)
- Consistent spacing and margins
- Repeated graphic elements (paw prints, mountain silhouettes)

### ALIGNMENT

- Left-aligned body text for readability
- Centered headers and titles
- Consistent margins and spacing
- Grid-based layout for professional appearance

### PROXIMITY

- Related information grouped together
  - White space separating different sections
  - Emergency contacts prominently placed
  - Clear visual hierarchy
- 

## IMAGE SOURCES & CITATIONS

### Required Images (minimum 3):

1. **Front Cover:** Bear in Grand Teton landscape

- Source: Unsplash.com

- Search terms: "grizzly bear mountains" or "black bear wilderness"
- Suggested: High-resolution, dramatic lighting

## 2. **Inside Panels:** Bear identification photos

- Source: Unsplash.com
- Search terms: "black bear profile" and "grizzly bear"
- Need clear photos showing distinguishing features

## 3. **Safety Equipment:** Bear spray or camping safety

- Source: Unsplash.com
- Search terms: "camping safety" or "hiking equipment"

## 4. **Back Cover:** Grand Teton landscape

- Source: Unsplash.com
- Search terms: "Grand Teton National Park" or "Wyoming mountains"

### **Attribution Format for Comments:**

- Image 1: [URL] - Bear photography by [Photographer Name] via Unsplash
- Image 2: [URL] - Wildlife photography by [Photographer Name] via Unsplash
- Image 3: [URL] - Camping safety by [Photographer Name] via Unsplash
- Image 4: [URL] - Grand Teton landscape by [Photographer Name] via Unsplash

---

## RECOMMENDED DESIGN TOOLS

- **Canva:** Pre-made brochure templates available
- **Microsoft Word:** Built-in brochure templates
- **Google Docs:** Free templates and easy sharing
- **Adobe InDesign:** Professional layout control

## COLOR PALETTE SUGGESTIONS

- **Primary:** Forest Green (#2D5016) - National Park Service branding
- **Secondary:** Warm Brown (#8B4513) - Earth tones
- **Accent:** Bright Red (#DC143C) - Emergency/warning information
- **Background:** Off-white (#F8F8FF) - Easy reading
- **Text:** Dark Gray (#2F2F2F) - High contrast readability