

Attachment 4: Frequently Asked Questions

Using the FYP logo in a banner or sign, in conjunction with a specific unit's Look and Feel graphic and adding the BLM logo and National Conservation Lands word mark to both, can help the BLM and their Friends groups can reach a broader audience. Since the BLM has its own "Look and Feel" guidelines that include specific colors, formats, and graphic elements, you or your staff may have questions on how to use the BLM "Look and Feel" in combination with the FYP logos and templates. We have tried to answer those and other questions regarding FYP "branding" below.

Q: Should the FYP logo be used in combination with a BLM Look and Feel template for a banner, poster, flyer, web site or other graphic "display"?

A: Yes, the BLM Look and Feel template may include FYP logo as long as the "Look and Feel" guidelines are followed and the FYP logo conforms to the FYP guidelines in the FYP toolkit.

Q: Should the National Conservation Lands word mark be used in combination with a FYP template for a banner, poster, flyer, web site, or other graphic "display"?

A: Yes, the FYP templates can include a BLM logo and the National Conservation Lands word mark if the guidelines for the template and the National Conservation Lands word mark are followed, and the word mark is used in its original design format and not modified. In addition, consistent with IM 2012-033 (<http://web.blm.gov/internal/wo-500/directives/dir-12/im2012-033.html>), whenever the National Conservation Lands word mark is used, the BLM logo must also be used alongside. The BLM's Design Standard website, available at <http://blm.gov/designstandards>, provides files and templates for use of the BLM logo and the National Conservation Lands wordmark.

Q: Can partners use the FYP and National Centennial logos to brand events on BLM lands that they have added to the Centennial event calendar?

A: Partner organizations may use the FYP logo, but must get approval from the National Park Service to use the Centennial logo, which is only for projects or events with a substantial involvement of the NPS. While the centennial events portal on www.findyourpark.com may be used for non-NPS events, the logo is intended to identify specifically centennial-related NPS events.

Q: Can partners use the BLM, NPS, NPS Foundation, or NPS Centennial trademarks for commercial purposes?

A: The National Park Foundation and Centennial logos may not be used for fundraising purposes unless the non-Federal entity has entered into a commercial or licensing agreement with the NPS.