



**NATIONAL
CONSERVATION
LANDS**

Partner Use of Wordmark/Logo Lockup



What is the National Conservation Lands wordmark/logo lockup?

The wordmark/logo lockup is used with other visual elements to create the visual identity or look and feel for the National Conservation Lands as shown on the cover of this document.

The guidance of this document is limited to the use of the wordmark/logo lockup. Use of additional visual elements requires additional approval.

The wordmark/logo lockup for the National Conservation Lands consists of the Bureau of Land Management logo and the National Conservation Lands wordmark, separated by a gray vertical line.

Why allow partner use of the wordmark/logo lockup?

The Bureau of Land Management's National Conservation Lands program has engaged in a wide range of partnerships with numerous organizations. These partnerships have produced countless benefits for the public and greatly enhanced National Conservation Lands stewardship. It is often appropriate and beneficial to use the National Conservation Lands wordmark/logo lockup to underscore aspects of these partnerships. The joint use of the agency/partner identifiers underscores the importance and success of community collaboration in management of the National Conservation Lands.

In summary, sharing a component of a visual identity shows an established relationship between two or more separate entities. It helps organizations gain recognition for the work they do together toward a common goal.

Permissions for the use of the wordmark/logo lockup

The Bureau of Land Management logo represents the agency to the public. Display of the logo in partnership materials is limited to appropriate materials that reflect positively on the agency and its mission. Approval requirements for use of the wordmark/logo lockup are outlined in WO-IM-16-XX

Files can be provided to partners in color or black and white.

Wordmark/logo lockup use guidelines

The following design guide outlines typical uses of the wordmark/logo lockup in partnership digital media and printed publications. Additional configurations may be appropriate for specific situations and will be considered through the approval process outlined in WO-IM-16-XX

The lead partner has the discretion to decide on the relative sizing of the visual identity combinations described below. For example, there may be an instance where a partner to the National Conservation Lands is the lead partner and wants the National Conservation Lands Wordmark/Logo lockup to be of equal or larger size in comparison to their visual identification.



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Visual Identity Combinations

National Conservation Lands as Lead Partner

When National Conservation Lands is the lead partner, the wordmark/logo lockup is visually larger and positioned at the top of the identity pairing.

Technical details: The BLM logo in the wordmark/logo lock up must not be shown at less than 36 points (1/2 inch) high. A space of 1/2 the BLM logo height should be used between the wordmark/logo lockup and the phrase “Partners in Conservation” set in Roboto Regular or a similar font at 80% Black and at a minimum of 12 points. Another space of 1/2 the BLM logo height should be used between “Partners in Conservation” and the partner logo. The partner logo should be aligned left with the phrase “Partners in Conservation” and be visually smaller in size compared to the wordmark/logo lockup.



Partners in Conservation

Partner
Logo



Visual Identity Combinations

National Conservation Lands as an **Equal Partner (horizontal)**

When National Conservation Lands is an equal partner, the wordmark/logo lockup is visually equal in size and positioned beside the partner logo.

Technical details: The BLM logo in the wordmark/logo lock up must not be shown at less than 36 points (1/2 inch) high. The partner logo should be visually equal in size to the wordmark/logo lockup. A space of 1/2 the BLM logo height should be used between either the wordmark/logo lockup or the partner logo (whichever is lower) and the phrase "Partners in Conservation" set in Roboto Regular or a similar font at 80% Black at a minimum of 12 points. A space of the BLM logo height should be used between the partner logo and the wordmark/logo lockup. The logo pairing should be visually centered over the phrase "Partners in Conservation."

Partner
Logo



NATIONAL
CONSERVATION
LANDS

Partners in Conservation



NATIONAL
CONSERVATION
LANDS

Visual Identity Combinations

National Conservation Lands as an Equal Partner (vertical)

When National Conservation Lands is an equal partner, the wordmark/logo lockup is visually equal in size and positioned either above or below the partner logo.

Technical details: The BLM logo in the wordmark/logo lock up must not be shown at less than 36 points (1/2 inch) high. A space of 1/2 the BLM logo height should be used between the wordmark/logo lockup and the phrase “Partners in Conservation” set in Roboto Regular or a similar font at 80% Black at a minimum of 12 points. Another space of 1/2 the BLM logo height should be used between “Partners in Conservation” and the partner logo. The partner logo should be aligned left with the phrase “Partners in Conservation” and be visually equal in size compared to the wordmark/logo lockup. Either identity may be placed above the other.

Partner Logo

Partners in Conservation



Partner Logo

visually equal to National Conservation Lands



Visual Identity Combinations

National Conservation Lands as a Supporting Partner

When National Conservation Lands is a supporting partner, the partner logo is visually larger and positioned at the top of the identity pairing.

Technical details: The BLM logo in the wordmark/logo lock up must not be shown at less than 36 points (1/2 inch) high. A space of 1/2 the BLM logo height should be used between the wordmark/logo lockup and the phrase “Partners in Conservation” set in Roboto Regular or a similar font at 80% Black at a minimum of 12 points. Another space of 1/2 the BLM logo height should be used between “Partners in Conservation” and the partner logo. The partner logo should be aligned left with the phrase “Partners in Conservation” and be visually larger in size compared to the wordmark/logo lockup.

Partner Logo

Partners in Conservation



**NATIONAL
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Partner Logo

visually larger
than National
Conservation
Lands

50%
Partners in Conservation

100%
minimum
1/2 inch in print
 **NATIONAL
CONSERVATION
LANDS**



**NATIONAL
CONSERVATION
LANDS**