We believe that open spaces shaped the character of this country. They represent our way of life; who we are today and who we want to be tomorrow. It is this belief that unites The Conservation Lands Foundation and the U.S. Bureau of Land Management in our efforts to forever conserve, protect and restore these open spaces as National Conservation Lands.

This visual identity toolkit is part of bringing that belief to life. Our visual identity goes beyond simply how we look. Whether it appears on a website, a brochure or signage, it is about presenting a clear and compelling face to the world.

By following the guidelines in this toolkit, we will increase the consistency and quality of our communications and, over time, build greater awareness of National Conservation Lands, thus protecting them for future generations.

For further information or guidance on toolkit use please contact:

Jen Bassignani
160 E. 12th Street, Unit 2
Durango, CO 81301
Phone 970-247-0807 x10
Fax 970-247-0765
jen@conservationlands.org
Our **Visual Identity** provides **clarity**, **recognition**, and a **seamless experience** wherever people interact with the National Conservation Lands brand.
**VISUAL IDENTITY AT A GLANCE**

**What is it?**

Our visual identity is our wordmark and the visual elements that support it, working in concert to visually communicate the ethos that drives our brand.

**What role does it play?**

By consistently and repeatedly utilizing our visual identity elements throughout all National Conservation Lands materials, we build brand recognition with our audiences, and establish differentiation relative to other brands.

**How do we use it?**

Our visual identity provides us with a consistent visual vocabulary to represent our brand across all touchpoints. The proceeding examples of our visual identity in-use and the wordmark quick reference guide that follows should guide all visual expression of the National Conservation Lands brand.
Mankind possesses an ongoing fascination with understanding, navigating, discovering, and documenting the land.
A common visual language of representation has emerged as a byproduct of this fascination. This simplification of complex concepts into an easily exchanged visual shorthand has been integral to fostering our relationships to the lands.
VISUAL IDENTITY STORY

We can further shape this visual shorthand to represent the breadth of the lands and the various human relationships with the National Conservation Lands.
OUR WORDMARK

Our wordmark takes cues from the history and ongoing tradition of this land-centric visual shorthand. By aligning two characters, a graphic device is created and embedded into our wordmark that can flex to represent both the land units we manage and the human engagement to these lands.
Wordmark Color Variations

Flexing the graphic device’s color allows for our wordmark to be adaptable to reflect the geographically diverse land units that comprise the National Conservation Lands.
WORDMARK TYPOGRAPHY: UNIQUELY AMERICAN

In a field traditionally dominated by Europeans, the typeface used as the basis for our wordmark was designed in 1934 by an American type designer, Morris Fuller Benton, and once predominantly used for National Recovery Administration communications.

Eagle (1934)
Morris Fuller Benton

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?
The Bureau of Land Management, in conjunction with other agencies within the Department of the Interior, will waive recreation-related fees for visitors to the National System of Public Lands for Martin Luther King, Jr., weekend (Jan. 14-Jan. 16), Get Outdoors Day (June 9), National Public Lands Day (Sept. 29), and Veterans Day weekend (Nov. 10-12) in 2012. These fee-free days also apply to areas managed within the BLM's National Landscape Conservation System (NLCS).

On April 20, 2012, President Obama signed a Proclamation to designate the Fort Ord National Monument. In his proclamation, the President stated that, "The protection..."
The Fort Ord National Monument holds some of the last undeveloped natural wildlands on the Monterey Peninsula. Located on the former Fort Ord military base, the Bureau of Land Management (BLM) protects and manages 35 species of rare plants and animals along with their native coastal habitats. Habitat preservation and conservation are primary missions for the Fort Ord Public Lands but there are also more than 86 miles of trails for the public to explore on foot, bike or horseback...more>
The vast and austere landscape of the Grand Staircase-Escalante National Monument offers a spectacular array of scientific and historic resources. Encompassing 1.9 million acres, the Monument was created in 1996 by presidential proclamation – the first monument entrusted to BLM management. World-class dinosaur excavations have yielded more information about ecosystem change at the end of the dinosaur era than almost any other place in the world. Among the fossil finds, paleontologists have identified dinosaurs not previously known to have inhabited this region, as well as several new species... more>
Scenic Drives

PAVED

Highway 89 stretches 72 miles between Kanab, UT and Page, AZ, offering views of the Vermilion Cliffs and Kanabville Plateau.

Scenic Byway 12 is Utah’s first All-American Road, winding 134 miles from Hwy 89 to Torrey, UT, through vast slickrock benches and canyons.

Scenic Byway Johnson Canyon Road #101 / Skutumpah Road #500 between Hwy 89 and Cannonville travels north 16 miles on paved and 34 miles on dirt surfaces passing through the cliffs of the Grand Staircase.

Scenic Backway Burr Trail #100 is paved for the first 11 miles traveling east from Boulder, UT. Road turns to dirt at the Capitol Reef National Park boundary.

Scenic Backway Smoky Mountain Road #300 is 78 miles long from Big Water, UT to Escalante, UT, traveling along the Kaiparowits Plateau.

Scenic Backway Cottonwood Road #400 meanders 46 miles between Hwy 89 and Kodachrome Basin State Park along the Cockscamb.

Scenic Backway Hole-in-the-Rock Road #200 wanders southeast for 57 miles one way. Four-wheel drive vehicles are required for last 6 miles.

DIRT OR CLAY SURFACE (IMPASSABLE WHEN WET)

Scenic Backway Smoky Mountain Road #300 is 78 miles long from Big Water, UT to Escalante, UT, traveling along the Kaiparowits Plateau.

Scenic Backway Cottonwood Road #400 meanders 46 miles between Hwy 89 and Kodachrome Basin State Park along the Cockscamb.

Scenic Backway Hole-in-the-Rock Road #200 wanders southeast for 57 miles one way. Four-wheel drive vehicles are required for last 6 miles.

Visitor Centers

GSENM Visitor Center
10 Center Street
Cannonville, UT 84718
(435) 826-5640

GSENM Visitor Center
10 Upper Revolution Way
Big Water, UT 84714
(435) 675-3200

Escalante Interagency Visitor Center
750 West Main Escalante, UT 84726
(435) 826-5499

GSENM Visitor Center
750 East Hwy 89
Kanab, UT 84714
(435) 644-4880

http://www.ut.blm.gov/monument
Be Prepared

PLAN AHEAD: Items you’ll need at an entrance, conservationadjacent area.

- Maps, compass, water, and sun protection.
- Comfortable, moisture-wicking clothing.
- Ground cover: Tent, tarp, sleeping bag, stove, and emergency rations.
- First aid kit: Bandages, pills, and antiseptics.
- Food and water supplies.

SWING AHEAD: Items you’ll need at an entrance, conservationadjacent area.

- Maps, compass, water, and sun protection.
- Comfortable, moisture-wicking clothing.
- Ground cover: Tent, tarp, sleeping bag, stove, and emergency rations.
- First aid kit: Bandages, pills, and antiseptics.
- Food and water supplies.

BE INFORMED

HIKING/BACKPACKING: Items you’ll need at an entrance, conservationadjacent area.

- Maps, compass, water, and sun protection.
- Comfortable, moisture-wicking clothing.
- Ground cover: Tent, tarp, sleeping bag, stove, and emergency rations.
- First aid kit: Bandages, pills, and antiseptics.
- Food and water supplies.

CAMPING: Items you’ll need at an entrance, conservationadjacent area.

- Maps, compass, water, and sun protection.
- Comfortable, moisture-wicking clothing.
- Ground cover: Tent, tarp, sleeping bag, stove, and emergency rations.
- First aid kit: Bandages, pills, and antiseptics.
- Food and water supplies.

Be Safe

AQA: AQA is a self-guided tour of the area.

- Maps, compass, water, and sun protection.
- Comfortable, moisture-wicking clothing.
- Ground cover: Tent, tarp, sleeping bag, stove, and emergency rations.
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PORTAL SIGNAGE - POSSIBLE DESIGN DIRECTION

U.S. DEPARTMENT OF THE INTERIOR
Bureau of Land Management

FORT ORD
NATIONAL MONUMENT
PORTAL SIGNAGE - POSSIBLE DESIGN DIRECTION

U.S. DEPARTMENT OF THE INTERIOR
Bureau of Land Management

FORT ORD
NATIONAL MONUMENT
POSSIBLE GRAPHIC DEVICE USAGE
Primary Wordmark

The primary wordmark for the National Conservation Lands system is the full-color wordmark. It should be used in all applications that have light or white backgrounds and photography that does not compromise color and legibility. The full-color reverse wordmark can be used on darker backgrounds and photography if there is insufficient contrast to support the primary wordmark.

Wordmark Variations

The 1-color white wordmark should only be used when backgrounds do not provide sufficient contrast for the "A" and "V" device.

The 1-color black wordmark should only be used in special cases when black and white printing is required.
Clear Space

There should always be an area of clear space around the National Conservation Lands wordmark. This will ensure that the wordmark is not crowded by text or other design elements. The clear space is measured by the height of the “N” (as seen in the exhibit above).

Minimum Size

Print = 0.5 inches
Onscreen = 110 pixels

When printed, the National Conservation Lands wordmark should never appear smaller than 0.5 inches wide. For onscreen use, the wordmark should never be smaller than 110 pixels wide.
Wordmark Do’s & Do Not’s

Do not stretch, skew, or distort the wordmark.

Do not change the colors of the wordmark to anything outside of the color palette.

Do not outline the wordmark.

Do not make the wordmark all one color.

Do not use the wordmark over a similarly colored background.

Do not type out the wordmark. Only use the artwork provided.

Color Palette

Pantone® 367 C
CMYK: 41/0/75/0
RGB: 164/214/94

Pantone® 404 C
CMYK: 20/20/30/65
RGB: 114/110/100

The National Conservation Lands wordmark uses the color palette of green and gray. The color specifications listed above should be strictly observed.
File Naming Legend

NOTE: Rules around wordmarks indicate clear space; there are no gray rules on the actual wordmark files.

<table>
<thead>
<tr>
<th>Format</th>
<th>File Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPS</td>
<td>ncl_hz_4cp_pos.eps</td>
</tr>
<tr>
<td></td>
<td>ncl_hz_rgb_pos.eps</td>
</tr>
<tr>
<td></td>
<td>ncl_hz_2cs_pos.eps</td>
</tr>
<tr>
<td>JPG</td>
<td>ncl_hz_rgb_pos.jpg</td>
</tr>
<tr>
<td>PNG</td>
<td>ncl_hz_rgb_pos.png</td>
</tr>
<tr>
<td></td>
<td>ncl_hz_rgb_rev.png</td>
</tr>
<tr>
<td>EPS</td>
<td>ncl_hz_1cp_wht.eps</td>
</tr>
<tr>
<td></td>
<td>ncl_hz_rgb_wht.eps</td>
</tr>
<tr>
<td>PNG</td>
<td>ncl_hz_rgb_wht.png</td>
</tr>
</tbody>
</table>
**File Nomenclature**

To make it easy to choose from and identify available wordmark artwork files, all files use the naming convention shown below. Never rename wordmark artwork files.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Color Space</th>
<th>Color Format</th>
<th>File Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Conservation Lands</td>
<td>1cp: 1-color process</td>
<td>pos: positive</td>
<td>eps: Encapsulated PostScript</td>
</tr>
<tr>
<td></td>
<td>4cp: 4-color process</td>
<td>rev: reverse</td>
<td>jpg: Joint Photographic Experts Group</td>
</tr>
<tr>
<td></td>
<td>2cs: 2-color spot</td>
<td>blk: black</td>
<td>png: Portable Network Graphic</td>
</tr>
<tr>
<td></td>
<td>rgb: RGB</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**File Format**

- **EPS** (vector): Use for highest quality reproduction in offset and digital print, and special applications.
- **JPG** (raster): High compression with no transparency support; for web and onscreen use, also an alternate for PowerPoint, Word.
- **PNG** (raster): Little to no compression with transparency support; best used for PowerPoint, Word and onscreen.

**Color Space**

- Use process for printed material.
- Use spot for printed material.
- Use RGB in all PowerPoint and Word documents and templates, and for all onscreen uses.