

## MEMORANDUM OF UNDERSTANDING

Between the

United States Department of the Interior  
Bureau of Land Management

and

The Conservation Lands Foundation

### A. PURPOSE

The purpose of this Memorandum of Understanding (MOU) is to develop a framework for cooperation between the Bureau of Land Management (BLM) and the Conservation Lands Foundation in an effort to design and incorporate a consistent and memorable “look and feel” for the BLM’s National Landscape Conservation System (National Conservation Lands). The design would be developed under the broader BLM “look and feel” to convey the message the National Conservation Lands is part of the BLM.

### B. AUTHORITY

This MOU is entered into under the authority of the *Federal Land Policy and Management Act of 1976* (FLPMA), Section 307(b), 43 U.S.C. 1737 (b).

### C. THE PARTIES

#### Bureau of Land Management

The BLM, an agency of the U.S. Department of the Interior, manages over 245 million surface acres in the United States. Most of the country’s BLM-managed public lands are located in the 12 Western States, including Alaska. The BLM’s multiple-use mission, set forth in FLPMA, mandates that the BLM manage public land resources for a variety of uses, including conservation, recreation, and development.

The National Conservation Lands is a system of lands administered by the BLM to conserve, protect, and restore nationally significant landscapes recognized for their outstanding cultural, ecological, and scientific values. Created in 2000 and codified into law through the *Omnibus Public Lands Management Act of 2009*, the National Conservation Lands include National Monuments, National Conservation Areas, Wilderness and Wilderness Study Areas, National Scenic and Historic Trails, and Wild and Scenic Rivers.

#### Conservation Lands Foundation

The Conservation Lands Foundation (CLF) is a national 501(c)3 non-profit organization dedicated to protecting, restoring, and expanding the National Conservation Lands through education, advocacy and partnerships. The CLF supports and networks local grassroots “Friends” organizations across the nation that work to protect these spectacular places. The CLF and the Friends organizations have and continue to partner with BLM to conserve, protect and restore the National Conservation Lands and increase public awareness.

**D. STATEMENT OF MUTUAL INTERESTS AND BENEFITS**

The BLM and CLF share a common interest in promoting public awareness of the BLM's National Conservation Lands. A common "look and feel" for the BLM's National Conservation Lands would increase the public's understanding of these special areas as a unified system and increase broader appreciation for the BLM.

Establishing a common "look and feel" for the BLM's National Conservation Lands under the broader BLM "look and feel" entails use of a consistent visual identity (i.e. the BLM emblem (logo) and National Conservation Lands wordmark) on a variety of communications products. Visitors to National Conservation Lands units would be encouraged to visit other units of the BLM's National Conservation Lands as well other BLM-managed lands.

The BLM's National Conservation Lands wordmark was made possible through a donation by the CLF, as documented in a letter dated April 23, 2013, from the CLF to BLM, and in a letter of acknowledgement from the BLM to CLF dated April 25, 2013.

**E. THE BLM AGREES TO:**

- a. Work to inform the public and increase awareness of the BLM and its National Conservation Lands, their values, and how they are managed.
- b. Provide CLF guidance on the BLM's existing visual standards related to use of the BLM logo and the National Conservation Lands wordmark. The BLM would also provide internet and publication templates, signage standards, as well as the sideboards relating to changes to these standards.
- c. Review the CLF recommendation with senior managers and to modify as appropriate. The BLM is solely responsible for developing and approving the final products.

**F. THE CONSERVATION LANDS FOUNDATION AGREES TO:**

- a. Work to inform the public and increase awareness of the BLM and National Conservation Lands, their values, and how they are managed.
- b. Use the BLM's existing visual standards as a foundation for developing a common "look and feel" for the BLM's National Conservation Lands and offer suggestions as to how existing BLM standards may be improved upon to effectively promote a consistent "look and feel" for the BLM.
- c. Provide expertise (including the expertise provided by third-party contractors) and sample templates towards establishing a consistent "look and feel" for the BLM's National Conservation Lands.

**G. IT IS MUTUALLY AGREED BY THE CLF AND BLM THAT:**

- a. The CLF is authorized to use the wordmark to prepare draft communication material directly related to this "Look and Feel" project.
- b. No money or tangible goods will be exchanged between CLF and the BLM as part of this MOU.

- c. Any products (such as intellectual property) that may be produced as a result of this partnership are the sole property of the U.S. Government without any conditions imposed by CLF.
- d. The CLF is not seeking or otherwise engaged in any type of financial or business relationship with the Department.
- e. Nothing in this agreement may be interpreted to imply that the United States, the Department of the Interior, or the BLM endorses any product, service, or policy of CLF. The CLF will not take any action or make any statement that suggests or implies such endorsement.
- f. This MOU becomes effective upon signature by the BLM and CLF and, unless terminated, shall be in effect for five years from the date of the last signature, at which time this MOU shall automatically terminate unless renewed by both parties hereto.
- g. Modifications within the scope of the instrument shall be made by mutual consent of the parties hereto, by the issuance of written modification, signed and dated by the parties, prior to any changes being performed.
- h. Either party to this MOU reserves the right to withdraw from the agreement, or any part thereof, at any time upon 30 days written notice to the other party hereto at the addresses set forth below.

**H. PRINCIPAL CONTACTS**

The following are the principal contacts for the BLM and CLF:

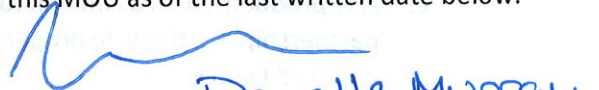
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Executive Director  
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IN WITNESS WHEREOF, the parties hereto have executed this MOU as of the last written date below.



Jamie Connell  
Acting Deputy Director (Operations)  
Bureau of Land Management  
Date: **JUL 22 2013**



Danielle Murray  
on behalf of

Brian O'Donnell  
Executive Director  
Conservation Lands Foundation  
Date: **JUL 30 2013**