



New Hampshire Judicial Branch Branding Guidelines

Introduction

All staff members, judges, and vendors should use the New Hampshire Judicial Branch name, seals, and branding properly and consistently. Uniformity in presentation will maximize the awareness of our name and ensure proper recognition of our initiatives.

This guide provides an overview of the NHJB's visual identity as well as guidelines on using the key graphic elements of that identity: the seals, colors, and preferred typefaces.

Refer to these guidelines whenever using any element of the NHJB name or seals.

Colors

The consistent and exact use of New Hampshire Judicial Branch colors, particularly with respect to the logo and seal, is an important aspect of our institutional identity. When reproducing in different mediums and for different applications, every effort should be made to adhere to our color standards.

The Judicial Branch has a palette of colors that work well together and are used in our collateral materials. To accurately reproduce the colors in print, use the appropriate Pantone® Matching System (PMS) swatches as shown below. Hex colors and RGB breakouts are also listed for web publications.

Official NHJB Colors



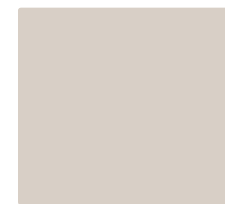
Blue PMS 287C
HTML #253E6D
RGB 31, 73, 135



Gold PMS 4016C
HTML #D5B534
RGB 213, 191, 57



Red PMS 209
HTML #8C284C
RGB 125, 37, 0



Grey PMS 416
HTML #418389
RGB 216, 207, 198

Seals

New Hampshire Judicial Branch Seal

The New Hampshire Judicial Branch seal is available in black and white options, gold, and blue and gold. Please do not alter any element within the logo. The logo should be used on all letterhead, publications, signs, and web pages that are NHJB wide.



Supreme Court Seal

The Supreme Court Seal is reserved for publications and correspondence from the New Hampshire Supreme Court. It should be used only for materials that are specific to the Supreme Court. It is available in black and white only.



Typography

Times New Roman is the main typeface used for Judicial Branch news releases and many publications. This classic typeface was chosen for its universal quality and readability.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

We use **Helvetica** as a sans serif secondary typeface, most often in headlines and sub-heads, in print publications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Bookman is the alternate typeface used by the Judicial Branch most prominently in Supreme Court correspondence and email, and as a third-level subhead in complex documents. It is also used in all orders and opinions issued by the Supreme Court.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

For the website, we use the font **Public Sans**, a strong, neutral typeface, for interfaces, text, and headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890



New Hampshire
Judicial Branch

Writing Guidelines

New Hampshire Judicial Branch on first reference, and NHJB or Judicial Branch thereafter when referring to this proper entity.

Following American Bar Association [guidelines](#), we follow *Chicago Manual of Style* for all Judicial Branch writing and use Associated Press style for news releases only. The Blue Book's *A Uniform System of Citation* is used exclusively for citation purposes.

Mission

To preserve the rule of law and protect the rights and liberties guaranteed by the United States and New Hampshire Constitutions, the courts of the New Hampshire Judicial Branch will provide accessible, prompt, and efficient forums for the fair and independent administration of justice, with respect for the dignity of all we serve.

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