

This quick reference guide provides information and specifications to support the Judicial Branch brand and identity consistent with this new branding system.

Please take pride in the new brand and everything it stands for by following these official *Judicial Branch Brand and Communications Guidelines* and adhering to its standards.

Thank you for all you do to represent and reinforce our Judicial Branch brand across North Carolina.

For more information and materials, please visit juno.NCcourts.org/brand.

WRITING GUIDELINES

Referring to the North Carolina Judicial Branch

Spell out North Carolina Judicial Branch on first reference in a document, and thereafter use Judicial Branch. Use Judicial Branch with initial caps in any document to reflect the Judicial Branch's status as a separate and co-equal branch of government in North Carolina. *Note: Associated Press and media styles may be used as needed.*

OFFICIAL COLORS

Official colors used in the Judicial Branch seal are dark blue and gold.

JUDICIAL BLUE—The dark blue symbolizes authority, confidence, dignity, intelligence, stability, trust, and truth.

JUDICIAL GOLD—The gold represents courage, illumination, knowledge, and wisdom.

JUDICIAL BLUE		JUDICIAL GOLD	
R 00	C 100	R 174	C 32
G 47	M 87	G 147	M 39
B 135	Y 20	B 108	Y 63
	K 10		K 04

Official and accent colors may not be altered. The correct color format should be used in the correct applications. RGB and CMYK values are listed for each brand color. For more color values, see the *Judicial Branch Brand and Communications Guidelines* on Juno.

ACCENT COLORS

Accent colors used are variations of blue, gold, gray, and red. These colors are to be used in publication layouts, images, and artwork, as well as to differentiate text such as a tagline.

JUDICIAL RED		LIGHT BLUE	
R 157	C 25	R 159	C 36
G 34	M 98	G 195	M 13
B 35	Y 96	B 227	Y 02
	K 22		K 00
MEDIUM BLUE		PARCHMENT	
R 24	C 77	R 234	C 07
G 147	M 29	G 219	M 12
B 210	Y 00	B 199	Y 21
	K 00		K 00
MEDIUM GRAY		MEDIUM BROWN	
R 99	C 61	R 102	C 52
G 100	M 52	G 86	M 56
B 102	Y 50	B 71	Y 67
	K 21		K 33

Multiple Judicial Branch fonts are available for business material. These fonts are recommended for daily use and are available in our Microsoft Office products and Judicial Branch templates.

CINZEL

Cinzel is the primary font used for headlines, titles, or strong emphasis. Do not use in italics.

Cambria

Cambria is the primary serif font used for headings, subheadings, long copy, and blocks of copy being called out. Cambria has light, bold, and italic options.

Calibri

Calibri is the primary sanserif font used for long copy and regular daily use, with light, bold, and italic options. Calibri Bold is for emphasizing copy.

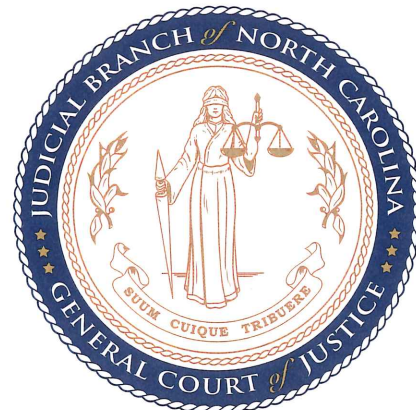
Download templates for Word, Excel, and PowerPoint at juno.NCcourts.org/brand.

Printed material is available for order from Printing Services with the usual printing requests and will be shipped with your county's regularly scheduled monthly delivery from Distribution Services. To order personalized, pre-printed material, submit a request with your authorized ordering representative.

The following templates are available:

- Binder cover
- CD / DVD case and label
- Certificates
- Email signatures
- Envelopes
- Excel spreadsheet
- Fax cover
- Invitation
- Letterhead
- Meeting agenda
- Meeting signage
- Name tags
- Name tent card
- Note card
- Pocket folder label
- PowerPoint presentation
- Report cover and inside pages

SEAL SIZE AND SPACING



Clear Space
.25"

The seal may not be smaller than 1" to preserve readability. Spacing of .25" is required around the circumference of the seal to separate the seal from text surrounding it. See the example above for the appropriate amount of clear space needed around the Judicial Branch seal.

BLACK AND WHITE



The black and white versions of the seal should be used on materials that will be photocopied or printed in black and white.

IMPROPER SEAL USE

The seal may not be altered. See the *Judicial Branch Brand and Communications Guidelines* for examples.

- DO NOT stretch or skew perspective and size
- DO NOT rotate at an angle
- DO NOT adjust colors or fonts
- DO NOT scale to smaller than 1 inch
- DO NOT add or layer text on top of the seal
- DO NOT layer or stack with another logo (it may be grouped with another logo with appropriate spacing)

COMMUNICATIONS OFFICE

Contact the Communications Office for more information about the brand, seal, templates, and guidelines.

919-890-2400
CommunicationsOffice@NCcourts.org

juno.NCcourts.org/brand

CONNECT WITH THE JUDICIAL BRANCH



NCcourts



@NCcourts



North Carolina Administrative
Office of the Courts



NC Courts

MISSION of the
NORTH CAROLINA JUDICIAL BRANCH

TO PROTECT AND PRESERVE THE RIGHTS AND LIBERTIES OF ALL THE PEOPLE AS GUARANTEED BY THE CONSTITUTIONS AND LAWS OF THE UNITED STATES AND NORTH CAROLINA BY PROVIDING A FAIR, INDEPENDENT, AND ACCESSIBLE FORUM FOR THE JUST, TIMELY, AND ECONOMICAL RESOLUTION OF THEIR LEGAL AFFAIRS

BRAND and COMMUNICATIONS
QUICK REFERENCE GUIDE