



NORTH CAROLINA JUDICIAL BRANCH BRAND *and* COMMUNICATIONS

— QUICK REFERENCE GUIDE —

For more information about the North Carolina Judicial Branch brand, seal usage, and writing guidelines, contact the Communications Office.
919-890-2400 | CommunicationsOffice@NCcourts.org | www.NCcourts.gov/media

ABOUT

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



WRITING GUIDELINES

Referring to the North Carolina Judicial Branch

Spell out North Carolina Judicial Branch on first reference in a document, and use N.C. Judicial Branch or Judicial Branch thereafter. Use Judicial Branch with initial caps 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.*

SEAL USAGE AND GUIDELINES

SEAL SIZE AND SPACING



Clear Space Required Around Seal = .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. Whenever possible, use the North Carolina Judicial Branch seal in full color. When the use of a full-color seal is not possible, the seal should be presented in black and white.

BLACK AND WHITE



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

IMPROPER SEAL USE

To maintain brand integrity, the seal may not be altered. If you have any questions about seal usage that are not mentioned in the following list, contact the Communications Office.

- 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