

MAY 1, 2025

Brand, Writing, and Design Guidelines



Purpose and Intent

This document is intended to assist RPC staff, partnering consultants, and other stakeholders with creating documents, plans, and other content relevant to the RPC.

Last Update: May 1, 2025

About the RPC

The Rockingham Planning Commission (RPC) is one of nine regional planning commissions in New Hampshire established by RSA 36:46.

The Commission's region consists of twenty-seven communities within Rockingham County. Operating as a regional government organization, the Commission serves in an advisory role to local governments in order to promote coordinated planning, orderly growth, efficient land use, transportation access, and environmental protection. The RPC's purpose is threefold: to assist communities with their individual planning needs, to develop regional plans to guide and coordinate development in the region, and to help communities work together to address common problems.



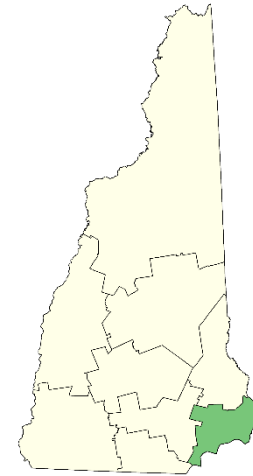
About the MPO

The Rockingham Metropolitan Planning Organization (MPO) is the federally-designated transportation planning agency for 27 communities in southeastern New Hampshire. The MPO ensures local and regional input on federal transportation funding priorities. We support communities in addressing issues such as road safety, traffic congestion, access for all residents, and transportation system interactions with land use, economic development, climate change, the environment and public health.



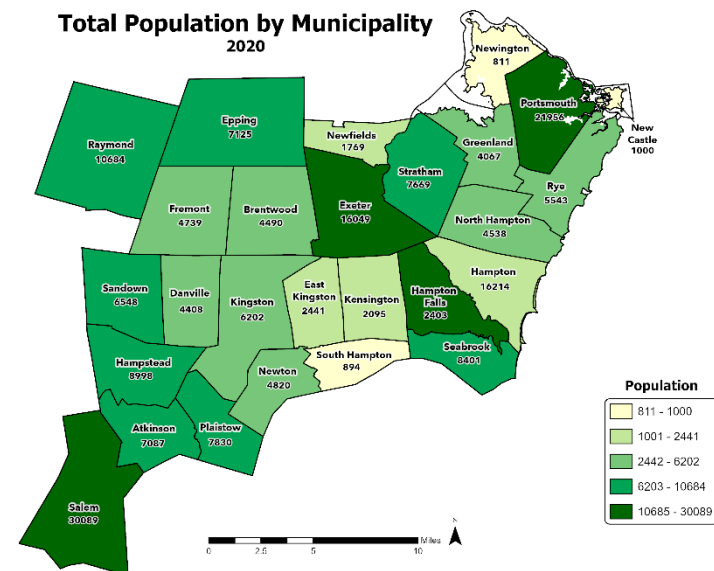
Our Region

- 27 Communities
- 2020 Population 198,870
- Land Area - 390 square miles
- 10 Staff Members + 2 Consulting Staff
- Website - www.therpc.org
- NOT Affiliated with Rockingham County



Our Communities

- Atkinson, Brentwood, Danville, East Kingston, Epping, Exeter, Fremont, Greenland, Hampstead, Hampton, Hampton Falls, Kensington, Kingston, New Castle, Newfields, Newington, Newton, North Hampton, Plaistow, Portsmouth, Raymond, Rye, Salem, Sandown, Seabrook, South Hampton, and Stratham.



Civil Rights & Non-Discrimination Policies

It is the policy of the Rockingham Planning Commission (RPC) Metropolitan Planning Organization (MPO) to effectuate Title VI of the Civil Rights Act of 1964, as amended, the Civil Rights Restoration Act of 1987, and related statutes and regulations in all Federal programs and activities. Pursuant to this obligation and MPO commitment, no person shall, on the grounds of race, color, or national origin be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination in any program or activity carried out by the MPO. Further, it is the policy of the MPO to go beyond the basic requirements of Title VI and ensure that transportation planning services are provided without regard to sex, age, or disability status. The MPO will monitor and enforce statutory requirements imposed on its sub-recipients and participants of Federally assisted programs and projects. MPO further assures that every effort will be made to ensure nondiscrimination in all of its programs and operations, regardless of funding source.

MPO meetings are held in accessible locations, and reasonable accommodations are made for individuals with disabilities upon request within a reasonable advance notice period (usually two weeks or 10 business days). If you would like accessibility or language accommodation for any RPC MPO meeting, please contact the RPC Business Manager at 603-658-0517 or by email: apettengill@therpc.org.

If you feel you have been discriminated against based on your race, color, national origin, sex, age, or disability status, you may file a complaint following the RPC MPO Title VI Complaint Form. If you cannot download the document or need additional information, please feel free to contact the Rockingham Planning Commission at 603-778-0885.

Our Mission

The RPC's purpose is threefold: to assist communities with their individual planning needs, to develop regional plans to guide and coordinate development in the region, and to help communities work together to address common problems.

A RESOURCE:

A staff of professional planners to provide technical planning assistance to communities and facilitate regional coordination.

A FORUM:

A place for community representatives to gather and address issues that transcend municipal boundaries.

A VOICE:

We carry the message of our region's needs and priorities to the legislature, and state and federal agencies.

Our Voice

The RPC speaks in a voice that is helpful, accurate, and aware that people we serve and work with have varying levels of planning knowledge and backgrounds. The language we aim to use is simple, direct, and widely understandable to many stakeholders and the public. An example of our voice can be found in the Regional Housing Needs Assessment (2023) or the Seacoast Transportation Corridor Vulnerability Assessment (2022).

The documents mentioned above reflect the voice of the RPC, which is:

- **Easily understood** by the appropriate audiences (residents, municipal staff, boards and committees, local, state, and Federal agencies, non-profits, etc.). It is crucial that we communicate with residents, local business owners, and our communities at large without overly technical writing, which can be difficult to decipher.
- **Very clear and informative.** We aim to provide the information people want to know and convey its significance without fluff or overly-detailed explanations.
- **Friendly, but not too personal.** Our writing should match our reputation as a regional planning entity representing 27 communities.
- **Not reliant on AI.** While AI software can be helpful in some instances like data analysis or formatting, the RPC does not ever rely on language solely written by artificial intelligence. We value critical thinking, creativity, and factual accuracy – all of which ChatGPT cannot substitute for.

Our Logos

RPC's logo is our signature on plans and other public-facing content. Anything with an RPC logo on it should align with the RPC's mission and vision. Each variation of our logo is important for different contexts, explained below.



The simplified version of the logo may be used on documents where our name and website are otherwise clearly listed. This is also acceptable for page accents, PowerPoint slide corners, and page corners.



The full Rockingham Planning Commission logo is the primary logo used across RPC content. This is appropriate in most contexts.



The Metropolitan Planning Organization logo is appropriate for transportation program-related content, such as things having to do with the TIP, Long Range Transportation Plan, Ten Year Plan, etc.



Either the MPO or RPC logo with the "Empowering Communities" tagline are not as commonly used by the commission, but is acceptable for local projects and other special instances.

Our Typography

Typography is an important element in how we present the RPC's content. Using consistent typography across our content is important for consistency and ensuring accessibility. This applies to all printed and digital content produced by the RPC. Below are RPC's approved fonts.

Text should be justified in alignment so that text is spread evenly between margins. We do not typically use center alignment or left alignment, but may use right alignment if necessary.

Myanmar Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz – 0123456789

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz - 0123456789

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ – abcdefghijklmnopqrstuvwxyz - 0123456789

Color Palette

The RPC color palette is coordinated to the colors found in our logo.



Zappos Blue
Hex (#0076BD)
RGB (0, 118, 189)
CMYK values (87, 49, 0, 0)

Apple Green
Hex (#7FBE41)
RGB (127, 190, 65)
CMYK values (33, 0, 66, 26)

Vivid Tangelo
Hex (#EF7724)
RGB (239, 119, 36)
CMYK values (0, 50, 85, 6)

Granite Gray
Hex (#63666B)
RGB (99, 102, 107)
CMYK values (8, 5, 0, 58)

Tints

In addition to the RPC's primary color palette, tints of the colors can be used. Any percentage of tint may be used. Tint colors' intended use is for backgrounds, and there should always be high contrast between typography and the background color to ensure maximum readability.

Images

Photos are encouraged to convey a sense of place, support a statement, and make documents more readable and interesting.

- All photos need a caption with a credit for the photo.
- If the photo was taken by RPC staff, simply insert the sentence "Photo by RPC staff." If a photo was provided by an individual or organization insert the sentence "Photo provided by/courtesy of X, Name of the Organization."
- Photos should be from the RPC region, if possible.
- If known, include the location of the photo in the caption. Specifically, it should include the town the photo was taken in.
- Important! If you do not have permission to use a photo do not use it!
- The aspect ratio for all photos and graphics should not be altered from the original.

Graphics

- All graphics need to have a caption and need to be cited. The citation should be included in the caption.
- Assume all graphics are copyrighted and you cannot use them if you don't have permission. If a graphic was produced by a federal agency you can generally use it (unless it cites it came from a different source).
- The aspect ratio should not be altered from the original.

Tables

- All tables and charts need to have a caption. If the data is not RPC data, they need to be cited. The citation should be included in the caption.
- As much as possible, tables should be kept to one page. Insert page breaks before/after the chart to get it onto one page if necessary. If a table needs to be more than one page, the headings should be repeated on each page.
- Do not link excel tables/charts into your chapter. If the source data is changed then the data in the chapter will change. This will make it keeping track of revisions to each chapter more difficult.
- Do not insert excel worksheets into your chapter. Formatting of tables that are embedded objects is faster for editing, formatting, and updating.

Accessible Formatting

- Alternative Text is necessary for photos. Illustrative content like page embellishments should be marked as artifacts.
- As much as possible, tables should be kept to one page. Insert page breaks before/after the chart to get it onto one page if necessary. If a table needs to be more than one page, the headings should be repeated on each page.