



Brand Identity of the Royal Government of Hokoria

1st January 2024





The Royal Government of Hokoria

The Royal Government of Hokoria is the central governing body of the State of Hokoria. Hokoria is a 'micronation', making it a self-declared state which's sovereignty is not recognised by any government.

As a government, it's important that the Royal Government of Hokoria can be easily recognised, and that a consistant brand identity is used across all of its branches, documents and resources.

Logos

Logos are important for the government to be recognised by the public, foreign nations and government staff. By including the Royal Government of Hokoria's logos it may create a sense of familiarity for those who intend to see the media or documentation that you are creating.



Royal Government
of Hokoria



Department of
the Interior



His Majesty's
Royal Office



Department of
Exterior Affairs











Government
logo design

The Royal Government of Hokoria's logos use the same consistant style and layout: a 41mm x 1.5mm rectangle, with a 22mm x 12mm image of the Royal Government of Hokoria's iconic swan and stars icon measured a distance of 5mm from the rectange and positioned 3mm below the highest point of the rectangle. 4.5mm below the iconic swan and stars icon, the top of the first line of text begins just 0.7mm to the left of where the icon begins. The first line of text is in the Raleway Bold font at 27pt, 32.4pt leading and -20 kerning. Any additional lines should be in Raleway Medium font at 27pt, 32.4pt leading and -20 kerning.



Colours

In the absense of different designs for the icons on the government logos themselves, colours are a great tool for differentiating between branches of government. The Hokorian Flag Blue is reserved specifically for the Royal Government of Hokoria and should not be used for any branch of government's brand colour.

 	283471 Hokorian Flag Blue	 	B84499 Hokorian Interior Pink
 	7FAEDD Hokorian Royal Blue	 	F39922 Hokorian Exterior Orange

Branches of government themselves will not choose the colours that apply to them and their logos. In addition to the colour version of their logo, there will be an additional two versions depending on whether the background is lighter or darker. The government icon will be used across the Royal Government of Hokoria.

Branches of government will not be particularly restricted with the colours that they use in any resources, although the colour of their logo may only be changed with the authorisation of the Royal Office.