



Government of Gapla  
**Ministry of State Identity**

# Government Identity Standards Manual

Volume 1: Corporate Identity Framework

Version 1.1

Issued: 5 June 2026

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# Preface

The Government Identity Standards Manual establishes the official identity system of the Federated States of Gapla. The standards contained within this Manual govern the visual, textual, digital, and physical representation of the Government and its institutions. They provide a single framework through which the authority of the State may be recognized by citizens, public servants, foreign governments, international organizations, and all persons interacting with the institutions of Gapla.

The Government Identity System exists to ensure continuity, legitimacy, accessibility, consistency, and public confidence. It represents the permanent institutions of the State rather than the temporary preferences of governments, ministers, political parties, or office holders.

All ministries, agencies, directorates, departments, commissions, authorities, public corporations, and other entities operating under the authority of the Government shall comply with this Manual.

The interpretation and administration of these standards is vested in the Ministry of State Identity.



# Chapter I

# Authority

## I.I Legal Status

This Manual is issued under the authority of the Government of the Federated States of Gapla.

The standards contained herein constitute mandatory government policy and shall be binding upon all government institutions unless an exemption has been granted pursuant to Chapter IX.

No institution of government may establish or maintain an identity system inconsistent with this Manual.

## I.II Purpose

The purpose of this Manual is to establish a unified government identity, ensure public recognition of government communications, protect official symbols of the State, support accessibility and clarity, strengthen public trust, and preserve the continuity of government institutional identity.

## I.III Scope

This Manual applies to all forms of government communication, including printed publications, electronic communications, digital services, websites, mobile applications, forms, signage, vehicles, facilities, uniforms, publications, correspondence, public notices, official records, certificates, credentials, and ceremonial materials.



## Chapter II

# The Government Identity System

### II.I General Principle

The Federated States of Gapla shall present itself through a single identity system. The identity of the Government shall be expressed through a common framework of symbols, typography, colour, language, layout, and institutional designation. The Government Identity System shall not be fragmented among ministries or agencies.

### II.II Institutional Unity

Every institution of government derives its authority from the State and shall therefore present itself as part of a single government. The distinction between institutions shall be conveyed through naming conventions and organizational structure rather than through separate logos or independent branding systems.

### II.III Continuity

The Government Identity System shall remain stable across changes in government, administration, public policy, and political leadership. No elected official, minister, political party, or temporary administration may alter the identity system except through the processes established by this Manual.



## Chapter III

# Official Symbols of the State

### III.I Recognition

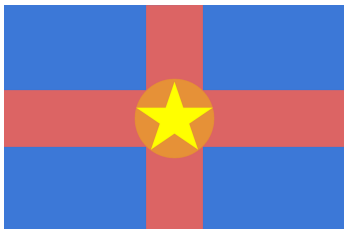
The official symbols of the State constitute protected representations of the authority and continuity of the Federated States of Gapla.

These symbols shall be used only in accordance with this Manual.

### III.II The National Flag

The National Flag is the primary symbol of the Federated States of Gapla and shall serve as the principal visual representation of the State.

Its appearance, proportions, colours, and permitted applications shall be prescribed by standards issued by the Ministry of State Identity.



The prescribed proportions of the National Flag shall be two units in height by three units in width.

No alternative proportions shall be considered official unless specifically authorized by the Ministry of State Identity.



### III.III The State Seal

The State Seal represents the highest expression of governmental authority.

Its use shall be restricted to constitutional instruments, certifications, treaties, diplomatic credentials, commissions, warrants, and other applications prescribed by law.



### III.IV The Crown

The Crown of Gapla is recognized as a historic constitutional symbol of state continuity. Although the monarchy no longer exists, the Crown remains an integral component of the visual heritage of the State.

Its appearance within official government symbols shall not be interpreted as evidence of a reigning sovereign.

Within the Government Identity System, the Crown serves as a symbol of continuity, legitimacy, constitutional development, and the historical foundations of the Federated States.

The Crown shall continue to appear within the State Seal, the Arms of the State, and such additional applications as may be prescribed by the Ministry of State Identity.



### III.V The Arms of Gapla

The Arms of Gapla constitute the principal heraldic representation of the State.

The Arms shall be reserved for applications requiring a formal expression of governmental authority.



### III.VI The Government Wordmark

The Government Wordmark shall serve as the primary operational identifier of the Government.

The Wordmark shall appear more frequently than either the Great Seal or the Arms and shall constitute the principal identifying element of government communications.



Government of  
**The Federated States of Gapla**



## Chapter IV

# Government Signatures

### IV.I Definition

A Government Signature is the authorized combination of the Government Wordmark and the official name of a government institution.

The Government Signature constitutes the primary identifier used on government communications.

### IV.II Hierarchy

The hierarchy of the Government Signature shall reflect the constitutional and administrative structure of the State.

The designation "Government of the Federated States of Gapla" or a shortened "Government of Gapla" shall occupy the highest level.

The designation of a ministry shall occupy the second level.

The designation of a directorate, department, bureau, office, agency, authority, or commission shall occupy any subordinate levels.

### IV.III Institutional Identification

No institution may substitute its own logo, emblem, symbol, or mark in place of the Government Signature.

All institutional identification shall occur through standardized typographic presentation.



#### IV.IV Integrity of the Signature

The Government Signature shall not be modified, distorted, recoloured, redrawn, stylized, animated, enclosed within decorative devices, or combined with non-governmental symbols without authorization.

## Chapter V

# Colour System

The Government Colour System establishes a consistent visual presence for the institutions of the State.

The primary colour of the Government shall be Web Light Blue.

Web Light Blue shall serve as the dominant identifying colour across government communications.

Print Medium Gold shall be used as an accent colour associated with official symbols, seals, and ceremonial applications.

Neutral colours shall be employed to support readability, accessibility, and hierarchy.

No ministry, agency, or department may establish an independent colour scheme inconsistent with the Government Colour System.

#### Official Colour Palette



## Chapter VI

# Typography

Typography is a fundamental component of the Government Identity System.

The official typeface family of the Government shall be Segoe UI.

Segoe UI shall be used for government signatures, publications, correspondence, websites, signage, digital services, forms, and all general government communications.

The typeface Engraver's Old English BT, Cinzel, and Spectral shall be reserved for constitutional, legislative, ceremonial, and archival applications.

Typography shall be selected and arranged in a manner that prioritizes legibility, accessibility, and clarity.

No typographic treatment shall compromise the ability of citizens to recognize official government communications.



## Chapter VII

# Accessibility

Accessibility constitutes a fundamental principle of the Government Identity System.

All government communications shall be designed to maximize readability, usability, and comprehension.

Accessibility shall take precedence over aesthetic design. Where a conflict exists between visual appearance and accessibility, accessibility shall take precedence to endure ease of access for all Gaplans to government materials.

## Chapter VIII

# Digital Services

The Government shall maintain a unified digital presence.

All government websites, portals, applications, and electronic services shall employ a common visual framework prescribed by the Ministry of State Identity.

Citizens shall be able to recognize government services immediately regardless of the institution providing them.



## Chapter IX

# Enforcement

The Ministry of State Identity shall possess the authority to review, audit, inspect, and evaluate compliance with this Manual.

Materials determined to be non-compliant may be withdrawn from use or prohibited from release. In exceptional circumstances, non-compliant materials may be authorized for release by the Minister of State Identity through written approval. No non-compliant material shall be released to the public unless such release has been expressly approved in writing by the Ministry of State Identity or the Minister of State Identity.

## Chapter X

# Continuity of the State

The Government Identity System represents the continuity of the Federated States of Gapla.

Its symbols, standards, and applications collectively communicate the authority, legitimacy, professionalism, and permanence of the institutions of government.

Every public servant, contractor, and institution entrusted with the use of the Government Identity System shall preserve its integrity and apply it faithfully.

The Government Identity System exists not for any individual administration but for the enduring service of the people of Gapla.

