CITY OF MEDICINE HAT

Identity and Brand Standards

DECEMBER 2023
INTRODUCTION

The corporate Visual Identity Standards have been prepared to provide clear and concise reproduction standards for the City of Medicine Hat’s (CMH) corporate identity (the logo and supporting graphic elements). The scope of this document is limited to the visual implementation of the CMH identity. For information regarding writing for the web, punctuation, accessibility standards and other best practices, please see the City of Medicine Hat Writing Style Guide.

Outside parties are granted use of the corporate logo if the City is sponsoring or involved in activities outside of the organization. Logo files for external use can be found on the City of Medicine Hat website at www.medicinehat.ca/about.

Department-specific logos are available on a limited-basis and are limited to internal use and uniforms as covered in this document. External use of department-specific logos is prohibited.

If you seek to use elements of the CMH corporate brand in a modified manner, requests are to be submitted to Communications, Engagement and Marketing for review.

Please forward any inquiries to:
Gillian Reimer
Manager of Marketing and Creative Services
Communications, Engagement and Marketing
gilrei@medicinehat.ca
The logo is the most important element of our visual identity. It is the element that will be viewed the most by our audience and it will be the element over which we have the least control. That is why we must make every effort to deliver the logo in a consistent manner every time it is displayed. The logo is the visual representation of the City of Medicine Hat brand (CMH), and it will be the first and strongest element with which people associate the brand.

The following pages outline the rules and regulations when using the CMH logo. Before you use the logo in any form or manner, please review these guidelines and strictly adhere to them. Any liberties taken with the logo will weaken and devalue the brand. The primary logos are interchangeable; both the vertical and horizontal versions are equally preferable, depending on the situation in which they are used. However, the scale and/or placement of the text to the lamp is not to be adjusted on either version under any circumstances.

* Permission to use the geometric sun logo or present the City of Medicine Hat logo in a non-standard colour may be granted upon consideration from Communications, Engagement and Marketing.
The City of Medicine Hat logo received an update in 2022 to modernize and simplify its appearance and application.

Primary applications of the City of Medicine Hat logo are presented on this page. While many variations are possible, it is considered ideal to use the primary version of the CMH logo wherever possible.

**Primary Applications:** Official Source Navy and Knockout
The City of Medicine Hat logo must be presented in a single tone, and is to appear in 3 colours only.

Those colours are Official Source Blue, White and Black.

Secondary Applications: Sunshine Capital Yellow and Finlay Bridge Blue Knockout
LOGO GUIDELINES

The black logo should be used primarily when colour reproduction is limited, such as newprint or greyscale materials. Both the black and white version can be used in such situations, however both must be displayed on backgrounds that provide a sufficient amount of contrast.

Secondary Applications: Black and White
LOGO GUIDELINES: SPACE AND SIZE

Both versions of the City of Medicine Hat logo have an exclusion zone that other graphic materials or elements must not encroach upon. The protected space is equivalent to 1.5 times the height of the letter 'M' in Medicine Hat. Please ensure that an appropriate amount of protected space surrounds the logo in all applications. Failure to do so results in a depreciation of the brand.

The City of Medicine Hat logo should never be too small to read. It may be reproduced at an absolute minimum size of 0.9” wide for the vertical stack version so that it remains a clear and important part of communication materials. The horizontal version may be reproduced at an absolute minimum size of 1.1” wide.

Horizontal logo minimum width: 1.1”
Stack logo minimum width: 0.9”
LOGO GUIDELINES: PARTNER Logos

To guarantee that the City’s logo will be consistent and an important part of any communication material, please follow this guide to properly size and place partner logos with it. The non-interference zone (2 times the protected space, or 3 ‘M’s) helps to correctly align logos and determine the appropriate weight to achieve equal visual prominence.

Typically when grouping partner logos, the city logo should usually appear to the far left or above partners logos as shown here.

However, the City’s logo will be displayed to the right of or below when partnering with other levels of government. Federal will come first, followed by Provincial, and then Municipal (City of Medicine Hat).

When logos have different proportions, consider what format would work best for an overall visual balance (horizontal logo or stacked logo).
While there are defined rules to follow regarding the CMH logo, variations are permitted as long as they do not compromise the integrity of the logo and it remains clear and readable. A good rule of thumb to follow is that if you think it might not look right, you’re probably correct!

Displayed are some, but not all, acceptable examples of the CMH logo in use.
LOGO GUIDELINES: UNACCEPTABLE USE

Incorrect use of the CMH logo compromises the integrity of the brand. Shown are just a few examples of what not to do when using the logo.

- Do not rotate, tilt or stretch the logo
- Do not use the logo on backgrounds where it does not stand out
- Do not apply a drop shadow to the logo
- Do not use colours outside of the approved palette
- Do not alter or change the font
- Do not use the logo in a manner that compromises visibility
- Do not combine or use unauthorized colours for the logo
- Do not use the gaslamp icon by itself without authorization
- Do not add slogans or taglines to the logo
- Do not use a pixelated version of the logo
- Do not add a department name to the logo
- Do not alter the relationship of gaslamp to text or modify the text
**TYPOGRAPHY: PRIMARY FONT**

Type is an important part of any brand. It can be used to attract attention, persuade, set the tone and influence interpretation. Altering the typeface (or font) can greatly impact how a message is perceived.

Consistent use of type helps create a cohesive brand experience across multiple platforms.

The Usual typeface and its font family have been selected for the CMH brand. A wide variety of weights and italic forms are available within the Usual typeface to enhance messaging. For maximum consistency, the Usual typeface should be used on all CMH communications materials, and should not be substituted under any circumstances.

For small print copy, legal texts, and terms and conditions, 90% horizontal width and slightly increased tracking may be utilized to gain line length while keeping legibility in mind.

Usual fonts are licensed through Adobe. Please contact Tim Machan in Communications, Engagement and Marketing to obtain usage of these fonts.

**Usual**

Usual Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790

Usual Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790

Usual Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790

Usual Extra Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790
EB Garamond and its extended family have been selected as the secondary CMH brand typeface.

EB Garamond serves as a bridge from the past to the present. It imbues a historical significance, while providing a change of pace from the primary typeface.

The “Medicine Hat” in the CMH logo is a custom wordmark based off of Garamond font, making EB Garamond an ideal secondary or companion font within the CMH brand.

EB Garamond can be used to provide contrast with the primary typeface, and is well-suited for usage in milestone or "official" capacities, such as certificates, plaques or other memorial items.

* Many CMH internal documents such as Word documents and PowerPoints utilize universally available fonts, such as Arial, in order to maximize compatibility and accuracy between departments.

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**EB Garamond**

EB Garamond Regular

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abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790
```

EB Garamond Bold

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790
```

EB Garamond Italic

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790
```
**TYPOGRAPHY IN USE**

**Headlines can be mixed case set over multiple lines**

*Titles & subtitles can be set in an alternate font style*

Headlines should be the largest and most distinct type element on the page.

**titles can be upper case**

*Subtitles can be set in an alternate font*

Body text should always be the easiest font on the page to read. The user must not feel challenged when encountering large amounts of text.

**HEADLINES MAY ALSO BE OF DIFFERENT WEIGHTS**

**Subtitles can utilize an approved font with tighter line spacing**

Headlines and their subtitles are most effective when presented in a contrasting font and weight. Keep the audience, the format and the material in mind when making your typographic choices.
COLOUR PALETTE

Primary colors

**Official Source Navy**
- HEX: 192B39
- CMYK: C 88 M 71 Y 53 K 57
- RGB: R 25 G 43 B 57
- Pantone: PMS 539 C

**Finlay Bridge Blue**
- HEX: 95D6DB
- CMYK: C 39 M 0 Y 14 K 0
- RGB: R 149 G 214 B 219
- Pantone: PMS 318 C

**Sunshine Capital Yellow**
- HEX: FFC316
- CMYK: C 0 M 25 Y 98 K 0
- RGB: R 255 G 195 B 22
- Pantone: PMS 1235 C

Secondary colors

**Weathered Clay Red**
- HEX: F5886F
- CMYK: C 0 M 58 Y 54 K 0
- RGB: R 245 G 136 B 111
- Pantone: PMS 1635 C

**Desert Sand Tan**
- HEX: E3CAF
- CMYK: C 11 M 16 Y 32 K 0
- RGB: R 227 G 207 B 175
- Pantone: PMS 468 C

**Spring Coulee Green**
- HEX: 99CB52
- CMYK: C 45 M 0 Y 88 K 0
- RGB: R 153 G 203 B 82
- Pantone: PMS 367 C

Please note: Different tints/shades of the corporate colours may be used in certain circumstances, and is left up to the discretion of the Communications, Engagement and Marketing department. Please contact the department with any questions.
Sunshine Ray

The ray, or ray of sunshine, permeates everything we do at the City of Medicine Hat. Which is great, because we’ve got a very bright future ahead of us! The ray always finds a way to shine through when we’re communicating. Whether it underlines a key point in a social media graphic, draws the eye to the headline on a banner, or provides the foundation for a text block in a print ad, the ray finds it way into every page and post.

The ray introduces the concept of the sun into our design language, providing direction for the future. As a stand-in for sunshine, the ray is only one of a number of simple geometric elements of design pulled from our surroundings that will shape the narrative of our conversations with the world.
**DESIGN LANGUAGE**

**River Coulees**

Utilizing subdued postmodern design characteristics and graphic forms from recognizable and important elements of the City, we can create unique design pieces that unify materials and add a sense of depth.
Supporting/Facility Graphics

There are several initiatives, buildings and services within the City of Medicine Hat that utilize and maintain unique graphic elements, including logos and styling components. Communications, Engagement and Marketing seeks to create a balance that maintains the City’s design objectives while allowing for enough variation to enable distinctive and effective branding for individual components.

Please contact Communications, Engagement and Marketing or the respective department for the complete branding material for each logo/initiative.
ADDITIONAL GRAPHICS

The graphics in this section are not for general use. While an official part of the CMH identity, these graphics are largely ceremonial and of a historical nature. As such, they are reserved for specific use cases. As a rule, do not use these graphics without prior authorization from Communications, Engagement and Marketing.

Coat of Arms

The golden field of the shield represents the prairie ranchlands and the wealth created by the community. The wavy bar represents the South Saskatchewan river. The iconic gaslamp with flame is visible above the river, alongside a steam locomotive wheel for the importance of the railway in the development of the city, and a cogwheel representing industry.

The base of the shield represents the natural gas reserves. The crown represents the city character while the wheat ears represent the surrounding agricultural land. The crest shows a traditional head dress of an Indigenous medicine man.

The horse symbolises the importance of ranching in the region and transportation in the first decades of the development of the city. The horse wears a collar with the Canadian maple leaf. The tiger represents the energy and dynamism of the city and its body is highlighted with gas flames, while wearing a collar with the rose of Alberta.

The shield and supporters, the horse and tiger, are placed on a mound of prairie grass to complete the Coat of Arms.
**ADDITIONAL GRAPHICS**

**Crest**

The City of Medicine Hat crest consists of a shield which shows a steam locomotive, denoting the importance of the railway which was constructed to the Medicine Hat area in 1883. A factory, depicting Medicine Hat's many industries. A stooked wheat field, which recognizes the agricultural area around Medicine Hat, and gas well derricks, which depict Medicine Hat's famous gas fields.

The shield is flanked by maple leaves and has a beaver above, showing Medicine Hat's Canadian ties. The crest is topped with Medicine Hat's motto - "Enterprise".

**Flag**

The City of Medicine Hat flag is flown at City Hall and maintained by the City Clerk. The flag was one of four winning entries submitted to City Council as part of a "Flag Contest" held in the fall of 1973.

City Council selected this design from among the finalists. Upon receipt of registration information and permission to use the copyrighted Indigenous man's head from the Medicine Hat News, Council declared the design above to be the city's official flag on April 1, 1974.
SIGNAGE GUIDELINES: CORPORATE

Corporate signage is used when creating smaller signs (8x10, 8.5x11, 11x17) for counters and tables, windows, event direction or anything else relating to current corporate information.

Typically these signs are temporary. If you require something more permanent, consider using the facility signage guidelines.

Templates for corporate signage can be found on InSite.

Speak with Communications, Engagement and Marketing for more information.
Facilities signage is used when creating signs for facility way-finding, such as boardroom and facility designation signs, washroom signs, etc.

**Typically, these signs are permanent.**

Facility signage is designed (using our facility signage guidelines) and printed out of house by a professional signage company.

Please refer to the ‘Signage Standards’ and ‘Signage Construction Specs’ documents for more information on permanent signage.

Should you require additional assistance, please speak with Communications, Marketing and Engagement.
Parks (outdoor) signage is typically used as informational and directional signs for parks, trails and outdoor recreational facilities.

Parks signage is designed (using our Parks signage guidelines) and printed out of house by a professional signage company.

Please refer to the ‘Signage Standards’ and ‘Signage Construction Specs’ documents for more information on permanent signage.

Should you require additional assistance, please speak with Communications, Marketing and Engagement.
Heritage Resources signage is typically used as informational signs for historical sites and pieces designated by the Heritage Resources Committee.

Heritage Resources signage is designed (using our Parks signage guidelines) and printed out of house by a professional signage company.

Please refer to the ‘Signage Standards’ and ‘Signage Construction Specs’ documents for more information on permanent signage.

Should you require additional assistance, please speak with Communications, Marketing and Engagement.
PROMOTIONAL MERCHANDISE

When acquiring promotional materials or merchandise featuring the City’s logo, it is essential to adhere to our visual identity guidelines. Please take into account the following:

Placement: Ensure there is ample white space around the logo for a clean and professional appearance.

Colour: Utilize the official source colors, which include Navy, white, or black, to maintain consistency.

Size: Opt for a size that guarantees readability and clarity, preserving the integrity of the logo.

Format: Do not distort or alter the proportions of the logo during application.

Additionally, please refrain from using the gaslamp icon component of the logo in isolation. This practice is typically reserved for historic or special circumstances, as determined by CEM.
CITY VEHICLES

Placement: Ensure there is ample white space around the logo for a clean and professional appearance.

Colour: Utilize the official source colors, which include Navy, white, or black, to maintain consistency.

Size: Opt for a size that guarantees readability and clarity, preserving the integrity of the logo.

Format: Do not distort or alter the proportions of the logo during application.

Additionally, please refrain from using the gaslamp icon component of the logo in isolation. This practice is typically reserved for historic or special circumstances, as determined by CEM.

* A more complete logo and decal policy for CMH vehicles will be developed with the input of appropriate parties in the future. In the meantime, please follow these simple best practices.
DEPARTMENT LOGOS

Every department is permitted to use its respective department logo exclusively for uniform or internal promotional merchandise when the City’s logo is not appropriate. **External use is prohibited.** However, prior approval from the Communications, Engagement, and Marketing team is required for such usage.

For access to the department logo file, please reach out to Communications, Engagement, and Marketing.
NOTES

These guidelines should answer most of your questions about the specifics of using our visual identity. We appreciate your help in following these guidelines and helping to develop a strong voice and consistent implementation for the CMH brand.

When working with a third party, you will most likely be asked to provide a vector copy of the CMH logo or other supported graphics. Vector artwork is preferred by printers and other production companies as this type of graphic file is ‘infinitely scalable’. That is to say, no matter how big you enlarge vector artwork, it does not degrade, break down or ‘pixelate’.

Vector versions of artwork are easy to identify by their file type, which most commonly appear as .ai, .eps, .svg or .pdf. When providing CMH artwork to outside companies, please ensure you are sending vector artwork. DO NOT ask or allow outside companies to redraw, fix or alter the CMH logo or any associated supported graphics. If you are uncertain as to what to provide a third party vendor for artwork, please contact Communications, Engagement and Marketing.

GLOSSARY

**Brand**
The immediate image, emotion or message people retain when they think of a company or product; in this case the City and its provision of services.

**Brand Identity**
Combined visual elements used to create a bond between the brand and its customers.

**CMYK**
Cyan (blue), Magenta (red), Yellow, Key (black). Used in offset and some digital printing, these four inks are mixed to reproduce colours in print.

**HEX**
The hexadecimal number system is a way of representing Web colours in HTML. A HEX color is expressed as a six-digit combination of numbers and letters defined by its mix of red, green and blue (RGB).

**Logo**
A graphic element often presented with a wordmark to form a visual for an organization's brand.

**Pantone**
The Pantone Color Matching System (PMS) is a standardized colour reproduction system that allows different manufacturers to match colours without direct contact with one another.

**RGB**
Red, Green and Blue. Colour space for digital and electronic images. It is an additive type of color mode that combines the primary colors, red, green and blue, in various degrees to create a variety of different colours.

**Serif**
Small line to finish off a main stroke of a letter. A typeface that has serifs is called a serif typeface, while one without is called sans-serif. Sans serif fonts are preferred for reading on computer screens, while serif fonts are generally considered more readable on printed materials.

**Tint or Shade**
A graduation of colour made by adding or removing white to reduce or increase saturation.