



Medicine Hat

CITY OF MEDICINE HAT

Colour Palette

MAY 2024

Colour Palette

The City of Medicine Hat's official colour palette pulls hues from the surroundings and experiences that define what life in the sunny southeast corner of Alberta is all about.

The primary colours are the foundation of the CMH Visual Identity, and should be the dominant hue in almost all communications, with the secondary palette serving as a change of pace to add variety. Avoid using more than two secondary colours in one design.

Primary colours



Sunshine Capital Yellow

CMYK C 0 M 24 Y 97 K 0
RGB R 255 G 196 B 24
HEX FFC418
Pantone PMS 1235 C



Official Source Navy

CMYK C 92 M 72 Y 50 K 48
RGB R 22 G 50 B 67
HEX 163243
Pantone PMS 7546 C



River Bridge Cyan

CMYK C 40 M 0 Y 15 K 0
RGB R 148 G 214 B 218
HEX 94D6DA
Pantone PMS 318 C

Secondary colours



Weathered Clay Red

CMYK C 0 M 58 Y 54 K 0
RGB R 245 G 136 B 111
HEX F5886F
Pantone PMS 1635 C



Desert Sand Tan

CMYK C 11 M 16 Y 32 K 0
RGB R 226 G 207 B 175
HEX E2CFAF
Pantone PMS 468 C



Spring Coulee Green

CMYK C 45 M 0 Y 88 K 0
RGB R 152 G 203 B 83
HEX 98CB53
Pantone PMS 367 C

Expanded Colour Palette

To optimize contrast of brand colours in design, **tints** (mixing a hue with white) can be utilized. Tints of colours in the primary palette should only be used alongside the full saturation of the hue, and the primary colour should be the dominant colour in the design.

Sunshine
Capital
Yellow



Official
Source
Navy



River
Bridge
Cyan



Weathered
Clay
Red



Desert
Sand
Tan



Spring
Coulee
Green



Black
Grey
White





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