



CITY OF MEDICINE HAT

# Logo Guidelines



MAY 2024

# Logo

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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 and identity.

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.*



Horizontal logo (primary)



Stack logo (primary)



Tabbed logo (corporate/'Steady')



Geometric sun logo (specialty/'Splash')

# Logo Guidelines

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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. Templates in the various styles of the Visual Identity always include an appropriate logo.

**The City of Medicine Hat primary logo must be presented in a single tone, and is to appear in three colours only.**

Those colours are Official Source Navy, White and Black.

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.

## Primary Applications:

Official Source Navy and Knockout



# Logo Guidelines

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The black logo should be used primarily when colour reproduction is limited, such as newsprint 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:

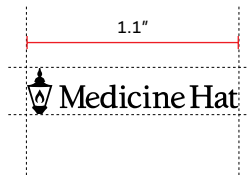
Black and White



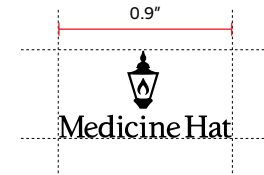
# Logo Guidelines: Space and Size

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).

City logo with partner logos



City logo with higher-level government logos



City logo with partner logos

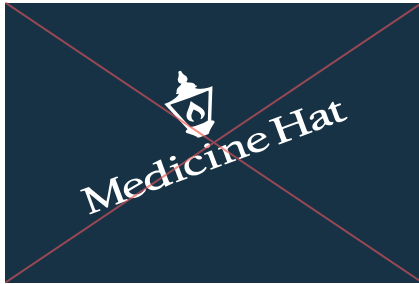


City logo with higher-level government logos



# 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



Medicine Hat

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**MAY 2024**

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