



Medicine Hat

CITY OF MEDICINE HAT

Colour Palette

JANUARY 2026

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 without consultation with Communications, Engagement and Marketing.

Primary colours



Sunshine Capital Yellow

CMYK C 0 M 24 Y 97 K 0
RGB R 255 G 196 B 24
HEX FFC418
Pantone 7548 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 1635 C



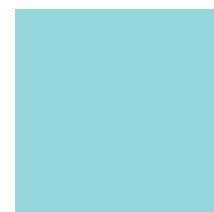
Official Source Navy

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



Desert Sand Tan

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



River Bridge Cyan

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



Explore Green

CMYK C 82 M 6 Y 97 K 0
RGB R 12 G 167 B 80
HEX 0CA750
Pantone 2257 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 in most cases, and the primary colour should be the dominant colour in the design.

Communications, Engagement and Marketing reserves the right to use a specific tint in place of the primary hue when appropriate.

**Sunshine
Capital
Yellow**



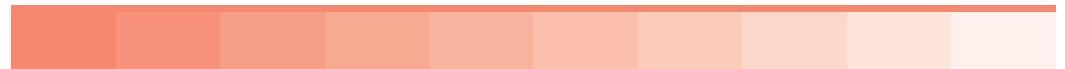
**Official
Source
Navy**



**River
Bridge
Cyan**



**Weathered
Clay
Red**



**Desert
Sand
Tan**



**Explore
Green**



**Black
Grey
White**



Additional Colour Options

As the 'Splash' version of the Visual Identity is expected to continually morph and adjust, and serve as the 'testing ground' for elements and assets that may ultimately make their way to the 'Steady' style, trends and experiences that prove to be of longer-term value will be catalogued and made available for designers at the discretion of Communications, Engagement and Marketing.

Provided on this page are some approved colour variations and corresponding gradients for the Primary Colour Palette.

	Auxiliary Hues	Gradients
Sunshine Capital Yellow Variations		CMYK C 0 M 38 Y 100 K 0 RGB R 255 G 170 B 0 HEX FFAA00
		CMYK C 0 M 7 Y 30 K 0 RGB R 255 G 234 B 188 HEX FFEABC
Official Source Navy Variations		CMYK C 99 M 72 Y 38 K 24 RGB R 3 G 69 B 102 HEX 034566
		CMYK C 88 M 72 Y 53 K 57 RGB R 25 G 43 B 57 HEX 192B39
River Bridge Cyan Variations		CMYK C 62 M 0 Y 22 K 0 RGB R 75 G 196 B 204 HEX 4BC4CC
		CMYK C 24 M 0 Y 8 K 0 RGB R 191 G 229 B 232 HEX BFE5E8



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