

CITY OF MEDICINE HAT

Colour Palette

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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

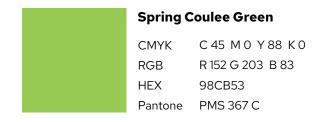
Secondary colours

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

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

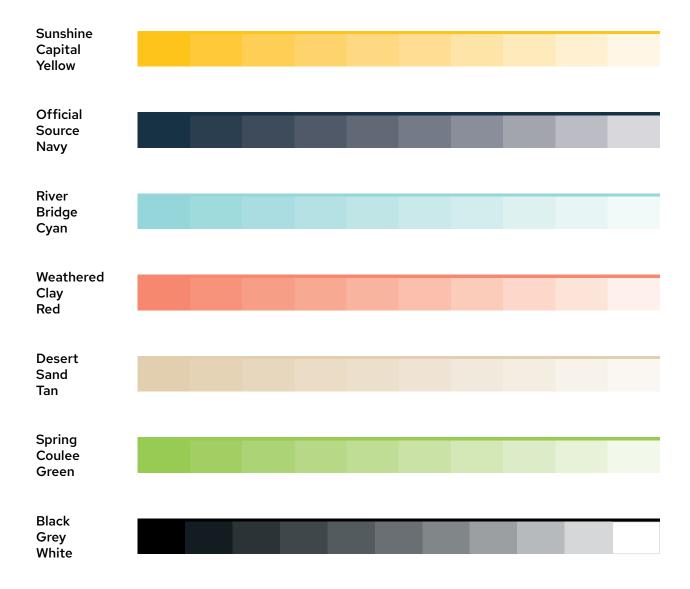




Visual Identity Guidelines 2

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.







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