

# Color

## Color Palette

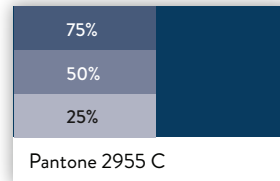
Color palette for City of Vancouver. The logos were provided in full color as well as one color variants in Navy, Black, and White.

Secondary colors highlight and complement the primary palette, adding a sense of trust and reliability to the brand. Secondary colors are great to use as color blocks, pops of color for typography or buttons on the website, etc. Logos should never be shown in secondary colors, and colors within the brand mark badge should never change.

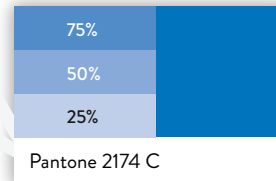
**In order for the typography to be effective and legible, use the color guide on the next page to determine high contrast color combinations.**

Colors will always appear more vibrant on screen than in print.

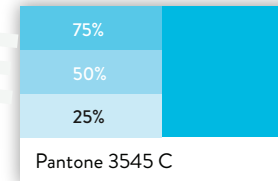
### PRIMARY (USED IN FULL-COLOR LOGOS)



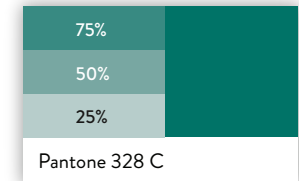
Navy  
**HEX** 003865  
**RGB** 0 56 101  
**CMYK** 100, 52, 0, 58



Columbia  
**HEX** 0076CE  
**RGB** 0 118 206  
**CMYK** 90, 44, 0, 0

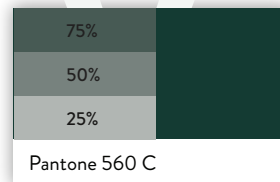


River  
**HEX** 00BCE1  
**RGB** 0 188 225  
**CMYK** 71, 0, 11, 0

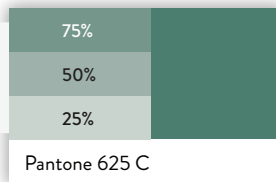


Fir  
**HEX** 007367  
**RGB** 0 115 103  
**CMYK** 100, 0, 56, 30

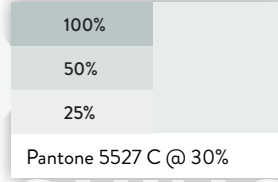
### SECONDARY



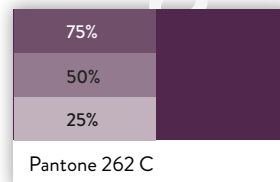
Spruce  
**HEX** 1D3C34  
**RGB** 29 60 52  
**CMYK** 86, 30, 65, 75



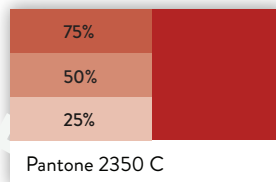
Douglas  
**HEX** 507F70  
**RGB** 80 127 112  
**CMYK** 66, 21, 49, 22



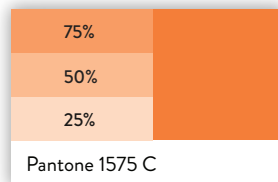
Neutral  
**HEX** E9EDEC  
**RGB** 233 237 236  
**CMYK** 7, 3, 5, 0



Amethyst  
**HEX** 51284F  
**RGB** 81, 40, 79  
**CMYK** 58, 96, 6, 49



Fire  
**HEX** AF231C  
**RGB** 175, 35, 28  
**CMYK** 0, 99, 100, 19



Public Works  
**HEX** FF7F32  
**RGB** 255, 127, 50  
**CMYK** 0, 59, 90, 0