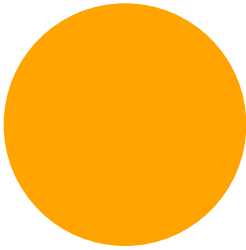


## Colour Palette:

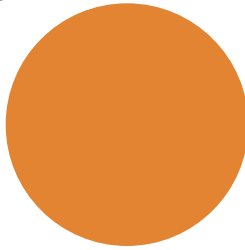
The DoM colour palette incorporates colours from both Alberta Health Services' and University of Calgary's corporate colour palettes. This way, the DoM is able to promote our unique Departmental identity, while still reflecting our membership in both parent organizations.

### Primary:



UCalgary  
Light Orange

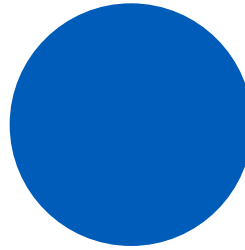
Pantone: 137 CP  
CMYK: 0 41 100 0  
RGB: 255 163 0  
Hex: ffa300



AHS Orange  
(text use only)

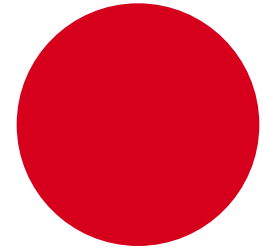
Pantone: 7413  
CMYK: 9 57 93 0  
RGB: 226 132 50  
Hex: e28432

### Context-Specific Primary:



AHS Blue  
(Clinical / Patient-  
Related only)

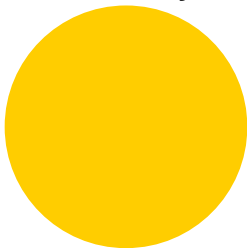
Pantone: 300  
CMYK: 100 62 7 0  
RGB: 0 92 185  
Hex: 005cb9



UCalgary Red  
(Academic / Research  
only)

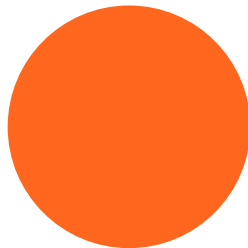
Pantone: 2035 CP  
CMYK: 0 97 100 3  
RGB: 214 0 28  
Hex: cf0722

### Secondary:



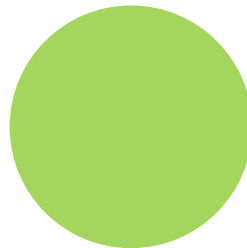
UCalgary  
Gold

Pantone:  
CMYK: 0 14 100 0  
RGB: 255 205 0  
Hex: ffc000



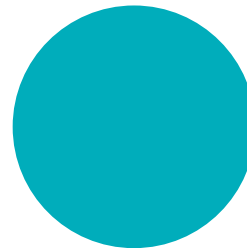
UCalgary  
Dark Orange

Pantone:  
CMYK: 0 70 100 0  
RGB: 255 103 31  
Hex: #ff671f



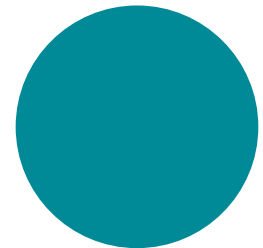
AHS  
Light Green

Pantone: 367  
CMYK: 40 0 81 0  
RGB: 164 213 93  
Hex: a4d55d



AHS  
Cyan

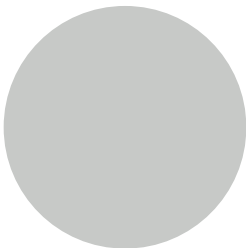
Pantone: 7466  
CMYK: 95 0 31 0  
RGB: 0 173 187  
Hex: 00adbb



AHS  
Teal

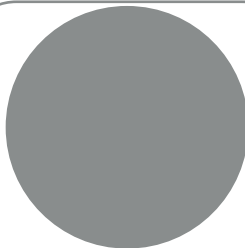
Pantone: 7469  
CMYK: 100 58 30 10  
RGB: 0 137 150  
Hex: 008996

### Accent:



Light Gray

Pantone: 420C  
CMYK: 6 4 7 13  
RGB: 199 201 199  
Hex: c7c9c7



Dark Gray  
(text and line use)

Pantone: 423  
CMYK: 22 14 18 45  
RGB: 137 141 141  
Hex: 898d8d