

Progressive Conservative Party of Nova Scotia **Visual Standards Guide**

Typefaces:

TITLE FONT: ARS Maquette Bold/*Bold Italic*

**ALTERNATE TITLE FONTS: SegoeUI Bold/*Bold Italic* or
Arial Black/*Bold/Bold Italic***

SANS SERIF TEXT FONT: ARS Maquette or Arial

SERIF TEXT FONT: Cambria

Colours:



Pantone **541 C**
C:100 M:57 Y:0 K:38
R:0 G:70 B:127



Pantone **659 C**
C:55 M:30 Y:0 K:0
R:115 G:157 B:210



Pantone **108 C**
C:0 M:6 Y:95 K:0
R:255 G:229 B:19



Pantone **362 C**
C:70 M:0 Y:100 K:9
R:74 G:170 B:66



One color:



Grayscale and B & W:

