

Our Logo

The Serendip logo is the pinnacle of our identity. It is our signature and needs to be used consistently and correctly.

Our logo consists of three main elements. The word "Serendip," the circle around the iguana, and the S shaped iguana itself. When using this logo, all elements are fixed and should remain untouched when reproduced.

When this version of the logo won't work, like on a black background, other variations should be used, within their own parameters.

The circle itself can be used on its own without the iguana or brand name. The tri-colored hoops can be used to highlight, embellish, or decorate an appropriate background.



Serendip

