

# Color Palette

Color is integral to Serendip's identity. Using our colors consistently will bring our brand to life.

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## Primary



R 57	C 75	Pantone
G 181	M 0	P 146-7 U
B 74	Y 100	
	K 0	



R 11	C 85	Pantone
G 148	M 17	P 148-7 U
B 68	Y 100	
	K 3	



R 5	C 90	Pantone
G 104	M 34	P 144-15 U
B 57	Y 96	
	K 26	