

Corporate  
Branding  
**Guidelines**

# Logo Guidelines

SERENITY™

Serenity - Outline  
Font - Bank Gothic MD BT

PMS



PMS 424



PMS 319

RGB



R: 112  
G: 114  
B: 113



R: 32  
G: 203  
B: 212

CMYK



C: 57  
M: 47  
Y: 48  
K: 14



C: 66  
M: 0  
Y: 21  
K: 0

WEB



#707271



#20cbd4

PMS 424 + PMS 319

SERENITY™

PMS 424 + Black

SERENITY™

PMS 424

SERENITY™

PMS 424 + Black

SERENITY™

Black + PMS 319

SERENITY™

Black

SERENITY™

PMS 424 + PMS 319

SERENITY™

White + PMS 319

SERENITY™

White

SERENITY™

# Logo Guidelines

SERENITY™

Serenity - Fill

Font - Bank Gothic MD BT

PMS



PMS 424



PMS 319

RGB



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Black + PMS 319

SERENITY™

Black

SERENITY™

PMS 424 + PMS 319

SERENITY™

White + PMS 319

SERENITY™

White

SERENITY™

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