

# Serendipity Technology — Brand Guide



SERENDIPITY TECHNOLOGY

**Primary logo:** SerendipityTech-Logo.png  
Place the full-color logo on white or very light backgrounds.

**Clear space:** Keep at least the height of the "S" (or the icon height) as padding on all sides.

**Minimum size:** Digital 300 px wide | Print 1.25 in wide

**Do not:** Stretch, recolor, add shadows/outline, or place on busy backgrounds without a solid overlay.

## Color Palette

Role	Color	HEX	Usage
Primary	Blue	#4FC4F0	Links, section headers, icons, callout borders
Accent	Orange	#F7B06A	Highlights, badges, key numbers (use sparingly)
Text	Charcoal	#1F2937	Primary body text
Secondary	Slate	#475569	Secondary text, captions
Lines / BG	Light Gray	#E5E7EB	Dividers, subtle backgrounds
Base	White	#FFFFFF	Primary background

## Typography

### Brand fonts (logo-aligned):

Gill Sans Bold — Headlines / titles

Gill Sans Medium — Subheads / emphasis

Roboto Light — Body copy (use Regular/Medium if Light prints too faint)

### Document hierarchy (recommended):

Title (H1): Gill Sans Bold, 20–24 pt

Section headers (H2): Gill Sans Medium, 12–14 pt

Body: Roboto Light, 12 pt, line spacing 1.15

Captions/labels: Gill Sans Light, 9–10 pt



# Serendipity Technology Brand Guide

## Heading 1

## Heading 2

### Heading 3

### Heading 4

Body

## Messaging

**App One-liner:** Custom software solutions that streamline operations through purpose-built workflows, data integration, and automated reporting.

**Short value props:** Purpose-built workflows that match how you actually work. Integration-first approach for systems that connect existing tools and data - No vendor lock-in helping you maintainable solutions you can own.

**Fractional CTO One-liner:** leadership for organizations that need clarity, momentum, and custom-built systems without vendor lock-in.

### Fractional CTO value prop:

- Senior tech leadership without the full-time cost (strategy, prioritization, vendor decisions)
- Integration-first for systems that connect existing tools and data into one workflow
- Hands-on execution: custom software, automation, and reporting delivered
- No vendor lock-in providing maintainable solutions you can own

**Plain-language definition:** A fractional CTO provides part-time senior technology leadership: evaluating your current systems and risks, setting priorities, defining a roadmap, guiding vendors and technical decisions, and ensuring systems are secure and maintainable.



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## Common Formatting Rules (Docs + PDFs)

- Use Blue for section headers; Orange only for small highlights
- Prefer bold for emphasis over lots of color
- Keep layouts clean: generous margins, short paragraphs, bullet lists
- Use thin Light Gray dividers between sections

## Contact

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