



# COLOR CALLOUTS



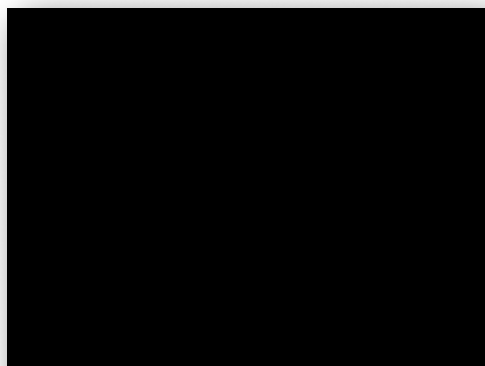
**JSerra Crimson**

Pantone: **PMS 201 C**  
CMYK: **24 | 99 | 78 | 18**  
RGB: **164 | 32 | 54**  
HEX: **A42036**



**JSerra Gold**

Pantone: **PMS 4525 C**  
CMYK: **24 | 23 | 56 | 0**  
RGB: **198 | 183 | 132**  
HEX: **C6B783**



**JSerra Black**

Pantone: **Pantone Black**  
CMYK: **50 | 60 | 50 | 100**  
RGB: **0 | 0 | 0**  
HEX: **000000**