

SERA.CX

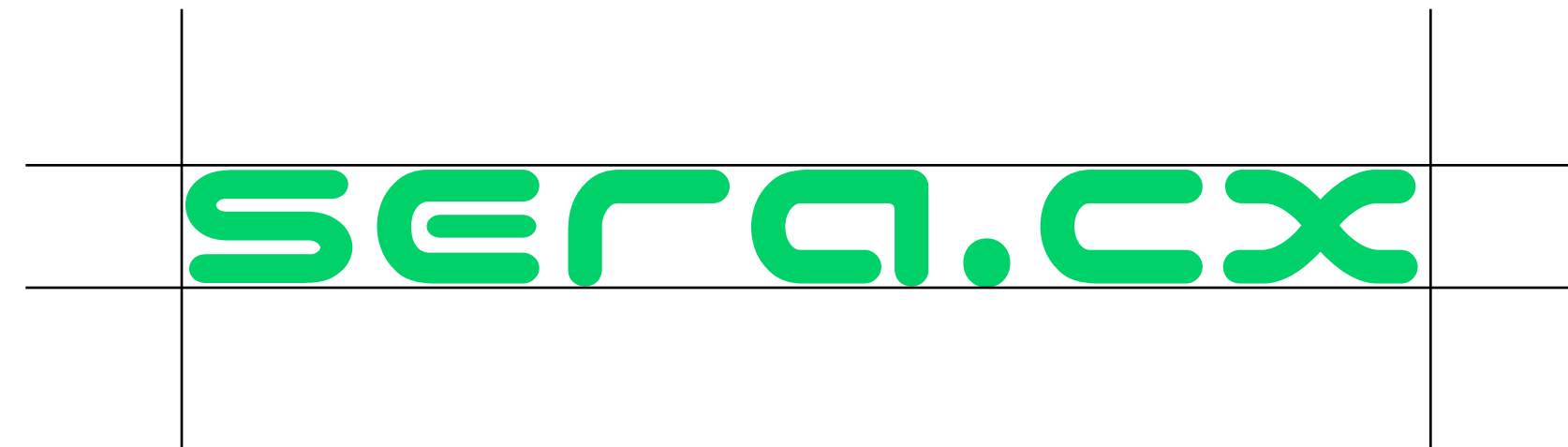
Style Guardrails

DOs :

1. Use on a contrasting background colors



2. Respect clearspace



3. Pick the variant that best contrasts with the surface



SERA.CX

Style Guardrails

DON'Ts :

1. Stretch / squish / outline / drop-shadow



SERA.CX

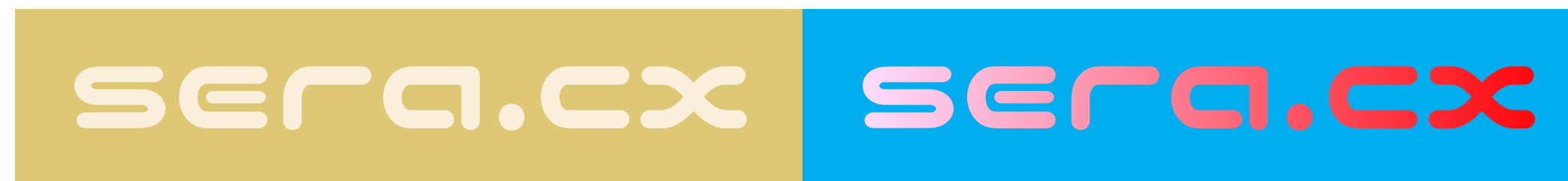
DO NOT SQUISH



SERA.CX

DO NOT DROP SHADOW

2. Recolor outside the kit
(only black, white, sera green)



3. Place green-on-green or white-on-light backgrounds



The Sera type system.

Two families do all the work — IBM Plex (Sans + Mono) for everything functional, Instrument Serif for italic emphasis only.

Aa Bb Cc · 0 1 2 3 Aa Bb

--font-display · --font-sans

IBM Plex Sans

Display headlines, body copy,
and all UI

--font-mono

IBM Plex Mono

Eyebrows, numerics,
labels, and code

--font-emphasis

Instrument Serif

Italic emphasis only —
applied via global `<i>/<em>` rule

The brand palette.

Brand primaries — Sera green and the pure pair (black + white) used in wordmark variants.
Below: the system tokens that drive surfaces, text tiers, and rules across the site.

SERA GREEN #00D26A Brand primary · accent + live signals --SERA	SERA DEEP #1B7A3F Hover · deep-green accent --SERA-DEEP	BLACK #000000 Used in wordmark / mark variants (PURE)
WHITE #FFFFFF Page background · pure white --PAPER	PAPER WARM #FAF7EE Cream editorial surface --PAPER-WARM	RULE #E5E7E0 Hairline borders --RULE
INK #0B1426 Primary text · deep navy --INK	INK MUTED #455067 Secondary text --INK-MUTED	INK SUBTLE #9DA4B3 Tertiary text --INK-SUBTLE