ECLIPSE CYBER RISK INITIATIVE
BRANDING GUIDELINES

ECLIPSE
**CYBER RISK
INITIATIVE**

LOGO

The Eclipse Cyber Risk Initiative (ECRI) Working Group will ensure the security and integrity of the Eclipse Foundation's community, projects, systems and data by implementing the industry's best practices and standards for software production, risk mitigation and incident response.

The cyber risk security logo using icons of **lock** to emphasize the idea of **protection**, **security**, and **safeguarding** against cyber threats.

The logo has a deep shade of **blue**, to convey a sense of security and reliability, power, and support and the Eclipse Foundation's **orange** at its center to show security is at our core.

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CONSTRUCTION, CLEARSPACE

It is important to keep brand marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the brand mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and the Cyber Risk Initiative name – they have a fixed relationship that should never be changed in any way.

COMPUTATION

If you are placing the logo on a background, make sure it's the right coloured logo for the job and that it's placed in a readable position.

Minimum Logo Size

The minimum application size for the Vertical logo is 30mm by 11.5 mm and for Horizontal logo is 12mm by 80mm

25 mm

11.5 mm

12mm

25mm

BRAND COLOUR SYSTEM

Color plays an important role in the Cyber Risk Initiative. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the Cyber Risk Initiative brand identity across all relevant media.

Primary Colours

These are the two colors that will be mostly used to represent Cyber Risk Initiative. The two primary chosen colors have been fully passed the WCAG Contrast Checker.
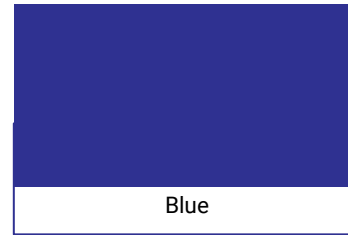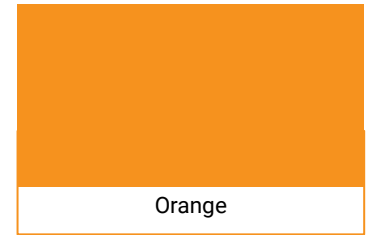
	Blue		Orange
RGB	R 47 G 49 B 145	RGB	R 246 G 146 B 30
CMYK	C 99 M 96 Y 4 K 0	CMYK	C 0 M 51 Y 91 K 0
HEX	#2f3191ff	HEX	#F6921E
Pantone	P 99-8 C	Pantone	P 24-7 C

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TYPOGRAPHY

Nunito Black

Nunito is a well balanced, highly-readable sans-serif typeface. The characters have uniform stroke widths that work well for both body and display copy.
The project began as a rounded terminal sans-serif for display typography, before being extended to a terminal version.

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ABCDEFGHIJKLMNOPQRSTUV
WXYZ
Abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 0
= ~ ! @ # $ % ^ & * ( ) + [ ] \ { } | : ; ' : " < > ? , . /

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TYPOGRAPHY

Roboto

Roboto is a neo-grotesque sans-serif typeface family developed by Google.Roboto is specifically designed for use on screen and has been designed to balance content density with reading comfort. Roboto, features open curves and geometric forms.
Without compromising legibility, this modern font reflects the open and innovative spirit of the Eclipse community.

Roboto Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0
= ~ ! @ # $ % ^ & * ( ) + [ ] \ { } | : ; ' : " < > ? , . /

Roboto Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0
= ~ ! @ # $ % ^ & * ( ) + [ ] \ { } | : ; ' : " < > ? , . /

Roboto Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0
= ~ ! @ # $ % ^ & * ( ) + [ ] \ { } | : ; ' : " < > ? , . /

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INCORRECT USAGE

Approved variations of the logo can be found and downloaded on the Eclipse Foundation website under Logo and Artwork. To maintain consistency of our logo, never do any of the following.

1. Don't use colors outside of brand

2. Don't squish the logo

3. Don't change the font size

4. Don't change the color of the crescent

5. Don't stretch the logo

6. Don't apply any effects.

7. Don't flip the brand colors around

8. Don't display only one word

9. Don't warp the text

CO-BRANDING
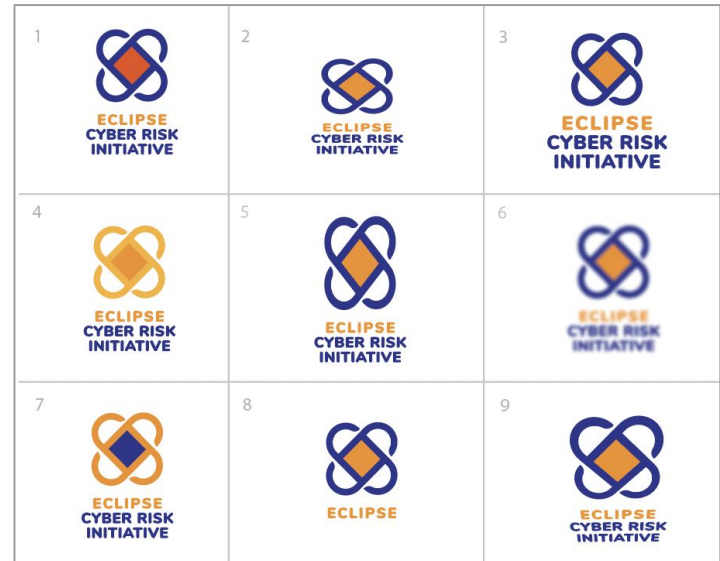
Cyber Risk Initiative Logo+ PARTNER LOGO

To ensure the proper representation of Eclipse Cyber Risk logo when pairing with our partners logo, it is important to adhere to certain guidelines:

- The Eclipse Cyber Risk logo should always be displayed first and appear before any other logos.
- It is crucial to maintain equal sizing and placement for all logos, ensuring that our logo receives the same level of prominence.
- we should follow the Cyber Risk Initiative's clear space guidelines, which outline the appropriate spacing between logos.

TRADEMARKS AND USAGE

The Eclipse Cyber Risk Initiative logo is a trademark of the Eclipse Foundation.

Names of trademarks and logos are the intellectual property of the Eclipse Foundation and cannot be altered without the Eclipse Foundation permission. Please see our Trademark Usage Policy.

For questions related to these brand guidelines please reach out to the Eclipse Foundation. If you wish to report an infringement of the Eclipse Foundation trademarks, or wish to use a Eclipse Foundation trademark in a way not explicitly provided for in these guidelines, then contact us by sending an email to license@eclipse.org.

A full listing of the Eclipse Foundation Marks may be found at: eclipse.org/artwork